

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION is a B2B brand intended for dental professionals with broad-based interests in dentistry. The brand content and editorial scope of the publication includes news and industry comment, in-depth clinical articles, industry round-up and special features. The content of every issue is also available to paid subscribers globally via online and print versions.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION



6 issues in the period
137,861 average circulation

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



60,953 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION (6 issues in the period)	30,061	107,800	137,861
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Users with 126,064 average Pageviews)	60,953	-	60,953

FIELD SERVED
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION
serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists; dental students, hospitals, health departments, government agencies and libraries, dental and medical schools; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	436
Advertiser and Agency	185
Allocated for Trade Shows and Conventions	-
All Other	5,117
TOTAL	5,738

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	137,861	100.0	30,061	21.8	107,800	78.2
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	137,861	100.0	30,061	21.8	107,800	78.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Non-Paid	Paid	Total Qualified
July	30,018	116,233	146,251
August	30,768	103,068	133,836
September	30,813	104,406	135,219
October	29,547	104,583	134,130
November	30,592	106,492	137,084
December	28,630	112,016	140,646

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is 0.7% or 932 copies below the average of the other 5 issues reported in Paragraph 2.

This publication conforms to the uniform business/professional breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Dental Market in May 1974 and revised annually, requiring participating publications to report their circulation on a comparable basis by June 1976. A copy of the comparability brochure can be obtained from BPA Worldwide.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid
1. DENTISTS - Including Part Time Faculty Members and Graduate Students	118,805	86.7	16,460	102,345
2. DENTISTS - Full Time Faculty Members	2,186	1.6	75	2,111
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,437	1.0	336	1,101
b. Public Health and Veterans Administration	486	0.4	52	434
TOTAL COPIES TO U.S. DENTISTS	122,914	89.7	16,923	105,991
4. DENTISTS - Foreign	375	0.3	220	155
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	4,078	3.0	4,078	-
b. Others	9,362	6.8	9,362	-
6. & 7. DENTAL SCHOOLS, DENTAL HYGIENIST, DENTAL ASSISTANT AND DENTAL LABORATORY TECHNICIAN SCHOOLS: Administrators & Faculty members without a DDS/DMD degree, Directors, Instructors and Other Personnel (Note 1)	-	-	-	-
8. & 9. DENTAL SUPPLY DEALERS, MANUFACTURERS AND LABORATORIES: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Dealer Personnel; Owners, Managers and Other Personnel (Note 1 & 2)	355	0.2	9	346
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2)	-	-	-	-
11. OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2)	-	-	-	-
TOTAL QUALIFIED CIRCULATION	137,084	100.0	30,592	106,492
PERCENT	100.0		22.3	77.7

Note 1: Category combined at the option of the publisher.

Note 2: Non-comparable additional data reported at the publisher's option.

ANALYSIS OF TOTAL COPIES TO U.S. DENTISTS BY YEAR OF GRADUATION

Year of Graduation	U.S. Dentists	Percent of Total
2020	5,665	4.6
2019	5,696	4.6
2018	3,704	3.0
2017	3,347	2.7
2012-2016	13,839	11.3
2007-2011	13,096	10.7
2002-2006	12,515	10.2
1997-2001	11,730	9.5
1992-1996	10,456	8.5
1987-1991	11,703	9.5
1982-1986	13,113	10.7
Before 1982	18,050	14.7
TOTAL COPIES TO U.S. DENTISTS	122,914	100.0

Analysis of Dentists by Specialty

	U.S. Dentists	Percent of Total
1. DENTISTS – Including Part Time Faculty Members and Graduate Students; Federal Government, Military, Public Health and Veteran (Note 1)		
a. General Practice	93,022	77.1
b. Oral Surgeons	4,856	4.0
c. Endodontists	3,921	3.2
d. Orthodontists	6,827	5.7
e. Pedodontists	5,532	4.6
f. Periodontists	3,590	3.0
g. Prosthodontists	1,972	1.6
h. Oral Pathologists	172	0.1
i. Public Health	771	0.6
Retired (Note 1)	62	0.1
Unspecified (note 1)	3	-
TOTAL	120,728	100.0

Note 1: Non-comparable additional data reported at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	137,084	-	-	30,592	106,492	137,084	100.0
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	137,084	-	-	30,592	106,492	137,084	100.0
PERCENT	100.0	-	-	22.3	77.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	30,592	106,492	137,084	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,592	106,492	137,084	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
Total Audit Average Qualified:	143,170	137,859	144,897	139,187	144,174	137,861
Qualified Non-Paid:	26,305	26,352	27,068	27,802	29,010	30,061
Qualified Paid:	116,865	111,507	117,829	111,385	115,164	107,800
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00

*NOTE: January – December 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	251	492	743		Kentucky	579	1,052	1,631	
New Hampshire	49	543	592		Tennessee	692	1,924	2,616	
Vermont	22	248	270		Alabama	391	1,025	1,416	
Massachusetts	1,770	3,342	5,112		Mississippi	220	721	941	
Rhode Island	41	384	425		EAST SO. CENTRAL	1,882	4,722	6,604	4.8
Connecticut	312	1,532	1,844		Arkansas	97	743	840	
NEW ENGLAND	2,445	6,541	8,986	6.5	Louisiana	393	1,374	1,767	
New York	2,083	7,357	9,440		Oklahoma	304	1,074	1,378	
New Jersey	950	3,040	3,990		Texas	2,215	6,189	8,404	
Pennsylvania	1,624	3,155	4,779		WEST SO. CENTRAL	3,009	9,380	12,389	9.0
MIDDLE ATLANTIC	4,657	13,552	18,209	13.3	Montana	37	467	504	
Ohio	876	3,433	4,309		Idaho	93	616	709	
Indiana	580	2,213	2,793		Wyoming	22	215	237	
Illinois	1,058	4,640	5,698		Colorado	490	2,448	2,938	
Michigan	1,164	3,969	5,133		New Mexico	77	428	505	
Wisconsin	605	1,973	2,578		Arizona	770	1,851	2,621	
EAST NO. CENTRAL	4,283	16,228	20,511	15.0	Utah	262	1,102	1,364	
Minnesota	536	2,022	2,558		Nevada	278	664	942	
Iowa	389	1,179	1,568		MOUNTAIN	2,029	7,791	9,820	7.2
Missouri	741	1,679	2,420		Alaska	35	281	316	
North Dakota	33	303	336		Washington	520	3,086	3,606	
South Dakota	35	370	405		Oregon	374	1,412	1,786	
Nebraska	397	750	1,147		California	3,344	17,791	21,135	
Kansas	175	864	1,039		Hawaii	69	764	833	
WEST NO. CENTRAL	2,306	7,167	9,473	6.9	PACIFIC	4,342	23,334	27,676	20.2
Delaware	33	305	338		UNITED STATES	30,229	106,163	136,392	99.5
Maryland	416	1,692	2,108		U.S. Territories	125	143	268	
Washington, DC	112	217	329		Canada	199	42	241	
Virginia	896	2,642	3,538		Mexico	5	3	8	
West Virginia	201	499	700		Other International	20	108	128	
North Carolina	970	2,807	3,777		APO/FPO	14	33	47	
South Carolina	447	1,623	2,070						
Georgia	599	2,570	3,169						
Florida	1,602	5,093	6,695						
SOUTH ATLANTIC	5,276	17,448	22,724	16.6					
					TOTAL QUALIFIED CIRCULATION	30,592	106,492	137,084	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.JADA.ADA.ORG

2020	Pageviews	Sessions	Users	Average Session Duration
July	123,449	68,740	59,357	1:36
August	133,994	72,718	63,418	1:41
September	113,688	63,379	53,618	1:54
October	141,289	78,218	65,434	1:55
November	134,097	77,736	65,317	2:00
December	109,871	67,449	58,576	2:09
AVERAGE:	126,064	71,373	60,953	1:52

July - December 2020 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 107,800 copies were sold to qualified recipients at basic subscription prices. Member's yearly subscription price of \$25.00 is included in the dues and non-deductible therefrom.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Stefanie Jewell-Thomas, Executive Publisher
Richard Bozza, Circulation Analyst

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 29, 2021
City Philadelphia
State Pennsylvania
Received by BPA Worldwide January 29, 2021
Type BD
ID Number J021B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.