

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.

Farran Media
9633 South 48th Street
Suite 200
Phoenix, AZ 85044
Tel.: 480.598.0001
Fax: 480.598.3450
http://www.dentaltown.com

DENTALTOWN was created with a simple mission in mind – to connect dental professionals from around the world. We do this through channels including Dentaltown Magazine, Dentaltown.com, e-mail newsletters and promotions, a social media presence, mobile apps, continuing education courses, message board forums, podcasts, webcasts, and live events.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

DENTALTOWN is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

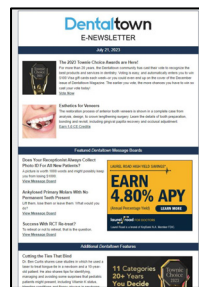
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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

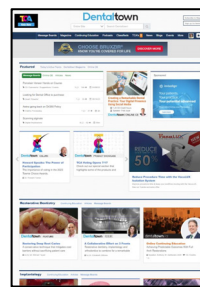
DENTALTOWN PRINT AND DIGITAL MAGAZINE



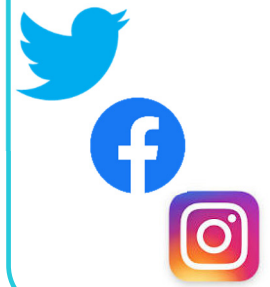
DENTALTOWN E-NEWSLETTERS



DENTALTOWN WEBSITES



DENTALTOWN SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DENTALTOWN PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	117,697	39	117,736
a. Print	108,430	39	108,469
b. Digital	17,025	31	17,056
(See Paragraph 3b for Source)			
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	98,690	-	98,690
b. Dentaltown CE-News (7 issued in the period)	79,374	-	79,374
c. Dentaltown ePromos (108 issued in the period)	56,786	-	56,786
DENTALTOWN WEBSITES			
a. Dentaltown (Monthly Users with 987,524 average Pageviews)	80,918	-	80,918
b. Dentaltown Mobile App (Monthly Users with 645,028 average Pageviews)	4,468	-	4,468
DENTALTOWN SOCIAL MEDIA**			
a. Twitter followers	26,851	-	26,851
b. Facebook followers	89,070	-	89,070
c. Instagram followers	11,626	-	11,626

*Unique Total represents unique recipients, not the sum of Print and Digital

**Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

DENTALTOWN serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include the following dental professionals: Dentists, including General Practice, Dental Public Health, Endodontist, Oral & Maxillofacial Pathology, Oral & Maxillofacial Radiology, Oral Surgeon, Orthodontist, Pedodontist, Periodontist, and Prosthodontist; Dental Students and Dental Residents; Dental practice staff, including Dental Assistant, Front Office Coordinator, Office Manager, Hygienist and Hygiene Student; Others allied to the profession, including Anesthesiologist, Consultant, Dental Educator, Dental Lab Tech, Dental Lecturer, Dental Company Reps, as well as other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	5,985
Allocated for Trade Shows and Conventions	-
All Other	222
TOTAL	6,207

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	117,506	99.8	117,467	99.8	39	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	230	0.2	230	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	117,736	100.0	117,697	100.0	39	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Unique Total Qualified*
January	109,407	17,822	119,232
February	108,567	17,469	118,141
March	108,977	17,459	118,459
April	108,748	17,556	118,315
May	107,176	16,368	115,936
June	107,939	15,661	116,333

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
 This issue is 1.8% or 2,160 copies below the average of the other 5 issues reported in Paragraph 2.

Field of Practice	Unique Total Qualified*	Percent of Total	Print	Digital
1. DENTIST				
a. General Practice	109,402	94.4	103,887	12,016
b. Dental Public Health	45	-	32	24
c. Endodontist	272	0.2	200	121
d. Oral and Maxillofacial Pathology	12	-	9	4
e. Oral and Maxillofacial Radiology	8	-	2	7
f. Oral Surgeon	246	0.2	180	126
g. Orthodontist	535	0.5	403	248
h. Pedodontist	840	0.7	636	385
i. Periodontist	347	0.3	265	159
j. Prosthodontist	383	0.3	252	218
2. STUDENT				
a. Dental Student	1,694	1.5	1,156	997
b. Dental Resident	195	0.2	134	121
3. STAFF				
a. Dental Assistant	124	0.1	-	124
b. Dental Hygiene Student	11	-	-	11
c. Front Office Coordinator	44	-	-	44
d. Hygienist	330	0.3	-	330
e. Office Manager	252	0.2	-	252
4. OTHERS ALLIED				
a. Anesthesiologist	27	-	20	12
b. Consultant	280	0.3	-	280
c. Dental Educator	51	0.1	-	51
d. Dental Lab Tech	77	0.1	-	77
e. Dental Lecturer	19	-	-	19
5. OTHERS				
a. Other functions	585	0.5	-	585
b. Industry / Dental Company Sales Rep	157	0.1	-	157
UNIQUE TOTAL QUALIFIED CIRCULATION*	115,936	100.0	107,176	16,368
PERCENT	100.0		92.4	14.1

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent	
	1 Year	2 Years	3 Years					
I. Direct Request:	25,631	17,567	16,146	50,584	16,368	59,344	51.2	
II. Request from recipient's company:	-	-	-	-	-	-	-	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication (other than request):	200	-	30	230	-	230	0.2	
V. TOTAL – Sources other than above (listed alphabetically):	56,362	-	-	56,362	-	56,362	48.6	
**Association rosters and directories	56,362	-	-	56,362	-	56,362	48.6	
Business directories	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	
Other sources	-	-	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	82,193	17,567	16,176	107,176	16,368	115,936	100.0
	PERCENT	70.9	15.2	14.0	92.5	14.2	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Print	Digital	Unique Total Qualified*	Percent	
Individuals by name and title and/or function	106,946	16,141	115,479	99.6	
Individuals by name only	-	227	227	0.2	
Titles or functions only	-	-	-	-	
Company names only	-	-	-	-	
Multi-Copy Same Addressee copies	230	-	230	0.2	
Single Copy Sales	-	-	-	-	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	107,176	16,368	115,936	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022*	January - June 2023*
Unique Total Audit Average Qualified:***	133,283	129,898	126,286	124,730	121,554	117,736
Unique Qualified Non-Paid:***	133,236	129,855	126,244	124,687	121,513	117,697
Print:	119,807	117,140	114,557	113,827	111,241	108,430
Digital:	24,999	23,917	22,001	20,383	18,856	17,025
Unique Qualified Paid:***	47	43	42	43	41	39
Print:	47	43	42	43	41	39
Digital:	34	32	33	34	31	31
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.00	\$69.00	\$69.00	\$67.80	\$65.40	\$63.85

*NOTE: July 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	1,046,272	215,349	77,680	7:28
February	965,743	200,749	73,668	7:36
March	1,056,781	220,701	78,954	7:34
April	942,035	210,936	84,041	6:51
May	1,015,549	222,709	92,396	6:52
June	898,767	210,508	78,771	8:30
AVERAGE:	987,524	213,492	80,918	7:28

January – June 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

DENTALTOWN MOBILE APP

2023	Pageviews	Sessions	Users	Average Session Duration
January	691,626	63,212	4,590	6:13
February	653,593	57,500	4,779	6:38
March	715,779	62,462	4,773	6:29
April	624,649	55,795	4,331	6:56
May	615,400	57,251	4,230	6:53
June	569,121	53,299	4,107	6:24
AVERAGE:	645,028	58,253	4,468	6:36

January – June 2023 data was provided by Google Analytics. 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.

SOCIAL MEDIA CHANNEL

Dentaltown Social Media

2023	Twitter followers http://www.twitter.com.Dentaltown	Facebook followers http://www.facebook.com/Dentaltown	Instagram followers https://instagram.com/Dentaltown
Beginning Balance	26,398	88,433	11,393
January	26,510	88,424	11,425
February	26,642	88,377	11,468
March	26,716	88,347	11,488
April	26,766	88,318	11,520
May	26,816	88,298	11,559
June	26,851	89,070	11,626

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 56,362 copies or 48.6%, including American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Websites and Social Media are 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.

Marcie Donavon, Circulation Director

Howard Farran, DDS, MBA, Publisher/Owner

(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 July 28, 2023

State Arizona

County Maricopa

Received by BPA Worldwide July 28, 2023

Type BJ

ID Number D158BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.