

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2016



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.

American Dental Association 1600 John F. Kennedy Boulevard Suite 1800 Philadelphia, PA 19103 Tel. No.: 215-239-3675 FAX No.: 215-239-3690

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.

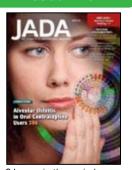
BRAND REPORT PURPOSE

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

www.jada.ada.org r.bozza@elsevier.com

THE JOURNAL OF THE AMERICAN DENTAL **ASSOCIATION**



6 Issues in the period 146,920 average circulation

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



41,690 average unique browsers

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)	27,528	119,392	146,920
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Unique Browsers with 137,489 average Page Impressions)	41,690	-	41,690

FIELD SERVED

All Other

THE JOURNAL OF THE AMERICAN DENTAL ASSOCATION 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; dental dealers, manufacturers and laboratories; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION NON-QUALIFIED Not Included Elsewhere Copies Other Paid Circulation 733 Advertiser and Agency 92 Allocated for Trade Shows and Conventions

TOTAL

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD										
	Total Qualified Copies Percent		Qualified	Non-Paid	Qualifie	d Paid				
QUALIFIED CIRCULATION			Copies Percent		Copies	Percent				
Individual	-	-	-	-	-	-				
Sponsored Individually Addressed	-	-	-	-	-	-				
*Membership Benefit	146,920	100.0	27,528	18.7	119,392	81.3				
Multi-Copy Same Addressee	-	-	-	-	-	-				
Single Copy Sales	-	-	-	-	-	-				
TOTAL QUALIFIED CIRCULATION	146,920	100.0	27,528	18.7	119,392	81.3				
*See Additional Data						/				

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

5,340

6,165

2016 Issue	Non-Paid	Paid	Total Qualified
January	27,148	116,419	143,567
February	25,901	119,810	145,711
March	25,901	119,867	145,768
April	25,902	119,212	145,114
May	29,976	120,499	150,475
June	30,340	120,548	150,888

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 2.9% or 4,265 copies above 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	Non-Paid	Paid
DENTISTS - Including Part Time Faculty Members and Graduate Students	123,362	82.0	9,056	114,306
2. DENTISTS - Full Time Faculty Members	3,107	2.1	60	3,047
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,806	1.2	283	1,523
b. Public Health and Veterans Administration	637	0.4	22	615
TOTAL COPIES TO U.S. DENTISTS	128,912	85.7	9,421	119,491
4. DENTISTS - Foreign	661	0.4	329	332
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	5,000	3.3	5,000	-
b. Others	15,146	10.1	15,146	-
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)	-	-	-	-
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2)	-	-	-	-
11. OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2)	756	0.5	80	676
TOTAL QUALIFIED CIRCULATION	150,475	100.0	29,976	120,499
PERCENT	100.0		19.9	80.1

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

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

YEAR OF GRADUATION	U.S. DENTISTS	PERCENT OF TOTAL
2,016	1	-
2,015	5,591	4.3
2,014	3,782	2.9
2,013	3,294	2.6
2008-2012	14,838	11.5
2003-2007	13,870	10.8
1998-2002	12,924	10.0
1993-1997	11,685	9.1
1988-1992	12,533	9.7
1983-1987	15,841	12.3
1978-1982	15,032	11.7
Before 1978	19,521	15.1
TOTAL COPIES	TO U.S. DENTISTS 128,912	100.0

U.S.	PERCENT
DENTISTS	OF TOTAL
96,787	76.9
5,068	4.0
4,274	3.4
7,486	5.9
5,226	4.2
3,898	3.1
2,076	1.7
164	0.1
826	0.7
125,805	100.0
	96,787 5,068 4,274 7,486 5,226 3,898 2,076 164 826

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016 Qualified Within Qualified Non-Paid Total Qualified Qualified QUALIFICATION SOURCE 1 Year 3 Years 2 Years Paid Percent I. Direct Request: Request from recipient's company: III. Membership Benefit: 150,475 29,976 100.0 IV. Communication from recipient or recipient's company (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** 150,475 29,976 120,499 150,475 100.0 **PERCENT** 100.0 19.9 80.1 100.0

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	29,976	120,499	150,475	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,976	120.499	150.475	100.0

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Total Audit Average Qualified:	144,219	147,855	141,846	146,790	143,477	146,920
Qualified Non-Paid:	26,405	26,750	24,952	27,309	26,432	27,528
Qualified Paid:	117,814	121,105	116,894	119,481	117,045	119,392
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	\$25.00	\$25.00	\$25.00	\$25.00

^{*}NOTE: January – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

www.bpaww.com

^{**}NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016*

			Total					Total	
State	Non-Paid	Paid	Qualified	Percent	State	Non-Paid	Paid	Qualified	Percent
Maine	197	535	732		Kentucky	718	1,277	1,995	
New Hampshire	26	616	642		Tennessee	733	2,036	2,769	
Vermont	16	293	309		Alabama	338	1,299	1,637	
Massachusetts	1,852	3,705	5,557		Mississippi	211	861	1,072	
Rhode Island	19	404	423		EAST SO. CENTRAL	2,000	5,473	7,473	5.0
Connecticut	240	1,814	2,054		Arkansas	74	883	957	
NEW ENGLAND	2,350	7,367	9,717	6.4	Louisiana	357	1,522	1,879	
New York	2,204	8,684	10.888		Oklahoma	321	1,299	1,620	
New Jersey	688	3,627	4,315		Texas	1,925	7,779	9,704	
Pennsylvania	1,720	4,000	5,720		WEST SO. CENTRAL	2,677	11,483	14,160	9.4
MIDDLE ATLANTIC	4,612	16,311	20,923	13.9	Montana	20	496	516	
Ohio	889	3,994	4.883		Idaho	66	641	707	
Indiana	568	2,282	2,850		Wyoming	12	242	254	
Illinois	1,304	5,388	6,692		Colorado	565	2,551	3,116	
Michigan	1,085	4,269	5,354		New Mexico	45	553	598	
Wisconsin	400	2,208	2,608		Arizona	963	2,000	2,963	
EAST NO. CENTRAL	4.246	18.141	22,387	14.9	Utah	358	1,269	1,627	
Minnesota	553	2,226	2,779		Nevada	281	877	1,158	
Iowa	438	1.320	1,758		MOUNTAIN	2,310	8,629	10,939	7.3
Missouri	638	1,806	2,444		Alaska	20	352	372	
North Dakota	24	334	358		Washington	441	3,233	3,674	
South Dakota	21	395	416		Oregon	431	1,638	2,069	
Nebraska	444	797	1,241		California	3,204	19,176	22,380	
Kansas	102	942	1,044		Hawaii	75	829	904	
WEST NO. CENTRAL	2,220	7,820	10,040	6.7	PACIFIC	4,171	25,228	29,399	19.5
Delaware	16	331	347	-	UNITED STATES	29,516	119,870	149,386	99.3
Maryland	541	2,060	2,601		U.S. Territories	143	190	333	
Washington, DC	122	293	415		Canada	175	91	266	
Virginia	735	2,975	3,710		Mexico	-	-	-	
West Virginia	246	560	806		Other International	125	223	348	
North Carolina	707	3,074	3,781		APO/FPO	17	125	142	
South Carolina	439	1,694	2,133				-		
Georgia	523	2,841	3,364		TOTAL QUALIFIED	00.076	400 400	450 475	400.0
Florida	1,601	5,590	7,191		CIRCULATION	29,976	120,499	150,475	100.0
SOUTH ATLANTIC	4,930	19,418	24,348	16.2					
See Additional Data	,		,		•				
occ Additional Data									

WEBSITE CHANNEL

MANAY IADA ADA ODO

WWW.JADA.ADA.URG	l					
2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	127,466	48,239	38,450	1.25	01:11	01:57
February	143,916	52,275	41,199	1.27	01:12	02:06
March	148,185	55,882	44,526	1.26	01:14	02:02
April	138,245	53,467	42,960	1.24	01:11	01:52
May	141,998	56,491	44,908	1.26	01:11	01:47
June	125,127	48,375	38,101	1.27	01:08	01:48
AVERAGE:	137,489	52,454	41.690	1.26	01:11	01:55

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookied 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.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

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

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 119,392 copies were sent to recipients at basic subscription prices. Member's yearly subscription price of \$25.00 is included in the dues and non-deductable therefrom.

GEOGRAPHIC DISTRIBUTION:

Geographical 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 July 22, 2016 Pennsylvania State Philadelphia City Received by BPA Worldwide July 22, 2016 BD Type

J021B0J6 **ID Number**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency