

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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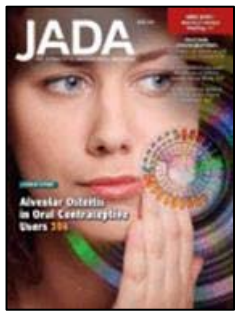
**THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION** is a B2B brand intended for dental professionals with broad-based interests in dentistry. The brand content and editorial scope of the publication includes news and industry comment, in-depth clinical articles, industry round-up and special features. 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  
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
<b>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION</b> (6 issues in the period)	27,528	119,392	146,920
<b>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE</b> (Monthly Unique Browsers with 137,489 average Page Impressions)	41,690	-	41,690

**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; 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		-
All Other		5,340
<b>TOTAL</b>		<b>6,165</b>

**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	146,920	100.0	27,528	18.7	119,392	81.3
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>146,920</b>	<b>100.0</b>	<b>27,528</b>	<b>18.7</b>	<b>119,392</b>	<b>81.3</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

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
1. 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
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>128,912</b>	<b>85.7</b>	<b>9,421</b>	<b>119,491</b>
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
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>150,475</b>	<b>100.0</b>	<b>29,976</b>	<b>120,499</b>
<b>PERCENT</b>	<b>100.0</b>		<b>19.9</b>	<b>80.1</b>

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
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
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>128,912</b>	<b>100.0</b>

**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 2)		
a) General Practice	96,787	76.9
b) Oral Surgeons	5,068	4.0
c) Endodontists	4,274	3.4
d) Orthodontists	7,486	5.9
e) Pedodontists	5,226	4.2
f) Periodontists	3,898	3.1
g) Prosthodontists	2,076	1.7
h) Oral Pathologists	164	0.1
i) Public Health	826	0.7
<b>TOTAL</b>	<b>125,805</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

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:	<b>150,475</b>	-	-	<b>29,976</b>	<b>120,499</b>	<b>150,475</b>	<b>100.0</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>150,475</b>	-	-	<b>29,976</b>	<b>120,499</b>	<b>150,475</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>19.9</b>	<b>80.1</b>	<b>100.0</b>	-

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

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	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,976</b>	<b>120,499</b>	<b>150,475</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	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.**

\*\*NC = None Claimed.

