

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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ADA NEWS provides ADA members timely information on social, political and economic developments affecting dentistry and health care in general. The brand content and editorial scope also focuses on keeping the subscriber informed of association activities affecting the future of dentistry. Available in digital and print versions.

FIELD SERVED

ADA NEWS serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists, dental students and titled and non-titled personnel in hospitals, health departments, government agencies and libraries, dental and medical schools, dental dealers, manufacturers and laboratories as well as others allied to the field.

CHANNELS

ADA NEWS MAGAZINE



12 issues in the period
161,883 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ADA NEWS MAGAZINE (12 issues in the period)	33,391	128,492	161,883

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	901
Allocated for Trade Shows and Conventions	504
All Other	1,599
TOTAL	3,004

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,280	6.4	9,044	5.6	1,236	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	151,603	93.6	24,347	15.0	127,256	78.6
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	161,883	100.0	33,391	20.6	128,492	79.4

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January 4	23,172	125,500	148,672
January 18	51,775	123,774	175,549
February 1	21,677	128,768	150,445
February 15	21,678	128,768	150,446
March 7	21,680	128,749	150,429
March 21	52,516	130,848	183,364
April 4	25,504	129,613	155,117
April 18	52,108	127,885	179,993
May 2	25,763	129,720	155,483
*May 16	52,648	128,131	180,779
June 6	26,073	130,081	156,154
June 20	26,098	130,068	156,166

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 2016

This issue is 12.9% or 20,614 copies above the average of the other 11 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
1. DENTISTS-Including Part Time Faculty Members and Graduate Students	151,900	84.0	30,686	121,214
2. DENTISTS-Full Time Faculty Members	3,793	2.1	590	3,203
3. DENTISTS-FEDERAL GOVERNMENT:				
a. Military	2,675	1.5	937	1,738
b. Public Health and Veterans Administration	881	0.5	213	668
TOTAL COPIES TO U.S. DENTISTS	159,249	88.1	32,426	126,823
4. DENTISTS-Foreign	810	0.4	524	286
5. UNDERGRADUATE DENTAL STUDENTS:				
a. Seniors	4,843	2.7	4,743	100
b. Others	15,345	8.5	14,869	476
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	1	-	-	1
8. & 9. DENTAL SUPPLY DEALERS, MANUFACTURERS AND LABORATORIES: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Personnel	1	-	-	1
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES	31	-	-	31
11. OTHERS ALLIED TO THE DENTAL PROFESSION	499	0.3	86	413
TOTAL QUALIFIED CIRCULATION	180,779	100.0	52,648	128,131
PERCENT	100.0		29.1	70.9

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

YEAR OF GRADUATION	U.S. DENTISTS	PERCENT OF TOTAL
2016	2	-
2015	5,588	3.1
2014	4,223	2.3
2013	4,038	2.2
2008-2012	18,760	10.4
2003-2007	17,600	9.7
1998-2002	19,490	10.8
1993-1997	17,416	9.6
1988-1992	18,354	10.2
1983-1987	19,244	10.7
1978-1982	15,126	8.4
Before 1978	19,408	10.7
TOTAL COPIES TO U.S. DENTISTS	159,249	88.1

ANALYSIS OF DENTISTS BY SPECIALTY

DENTISTS - Including Part Time Faculty Members and Graduate Students; Federal Government, Military, Public Health and Veterans Administration

	U.S. DENTISTS	PERCENT OF TOTAL
General Practice	121,680	67.3
Oral Surgeons	5,963	3.3
Endodontists	4,773	2.7
Orthodontists	8,623	4.8
Pedodontists	6,095	3.4
Periodontists	4,545	2.5
Prosthodontists	2,598	1.4
Oral Pathologists	227	0.1
Public Health	952	0.5
TOTAL	155,456	86.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 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:	154,251	-	-	26,120	128,131	154,251	85.3
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	26,528	-	-	26,528	-	26,528	14.7
*Association rosters and directories	26,528	-	-	26,528	-	26,528	14.7
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	180,779	-	-	52,648	128,131	180,779	100.0
PERCENT	100.0	-	-	29.1	70.9	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data
	January - June 2016
Total Audit Average Qualified:	161,883
Qualified Non-Paid:	33,391
Qualified Paid:	128,492
Post Expire Copies included in Total Qualified Circulation:	**NC
Average Annual Order Price:	**NC

*NOTE: All data through June 2016 has been audited. 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 MAY 16, 2016

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	213	564	777		Kentucky	1,019	1,356	2,375	
New Hampshire	85	661	746		Tennessee	1,057	2,183	3,240	
Vermont	31	309	340		Alabama	598	1,386	1,984	
Massachusetts	2,274	3,828	6,102		Mississippi	353	920	1,273	
Rhode Island	79	434	513		EAST SO. CENTRAL	3,027	5,845	8,872	4.9
Connecticut	474	1,940	2,414		Arkansas	183	942	1,125	
NEW ENGLAND	3,156	7,736	10,892	6.0	Louisiana	550	1,621	2,171	
New York	3,839	9,219	13,058		Oklahoma	507	1,392	1,899	
New Jersey	1,869	3,849	5,718		Texas	4,379	8,328	12,707	
Pennsylvania	2,577	4,256	6,833		WEST SO. CENTRAL	5,619	12,283	17,902	9.9
MIDDLE ATLANTIC	8,285	17,324	25,609	14.2	Montana	48	528	576	
Ohio	1,438	4,264	5,702		Idaho	156	687	843	
Indiana	749	2,419	3,168		Wyoming	29	256	285	
Illinois	2,216	5,752	7,968		Colorado	912	2,717	3,629	
Michigan	1,469	4,535	6,004		New Mexico	167	597	764	
Wisconsin	587	2,356	2,943		Arizona	1,444	2,127	3,571	
EAST NO. CENTRAL	6,459	19,326	25,785	14.3	Utah	557	1,356	1,913	
Minnesota	826	2,387	3,213		Nevada	442	938	1,380	
Iowa	461	1,405	1,866		MOUNTAIN	3,755	9,206	12,961	7.2
Missouri	877	1,918	2,795		Alaska	101	374	475	
North Dakota	44	358	402		Washington	1,148	3,436	4,584	
South Dakota	34	451	485		Oregon	833	1,742	2,575	
Nebraska	499	851	1,350		California	6,350	20,488	26,838	
Kansas	260	1,006	1,266		Hawaii	147	889	1,036	
WEST NO. CENTRAL	3,001	8,376	11,377	6.3	PACIFIC	8,579	26,929	35,508	19.6
Delaware	42	358	400		UNITED STATES	51,218	127,710	178,928	99.0
Maryland	1,190	2,173	3,363		U.S. Territories	807	201	1,008	
Washington, DC	227	315	542		Canada	331	34	365	
Virginia	1,431	3,160	4,591		Mexico	-	-	-	
West Virginia	333	593	926		Other International	152	52	204	
North Carolina	1,271	3,288	4,559		APO/FPO	140	134	274	
South Carolina	566	1,802	2,368						
Georgia	1,163	3,045	4,208						
Florida	3,114	5,951	9,065						
SOUTH ATLANTIC	9,337	20,685	30,022	16.6					
					TOTAL QUALIFIED CIRCULATION	52,648	128,131	180,779	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership subscriptions averaging 127,256 copies were sold to qualified recipients at the basic subscription prices. Member's yearly subscription price of \$8.00 is included in the dues and is non-deductible therefrom.

PARAGRAPH 3a:

The May 16, 2016 issue is 12.9% or 20,612 copies above the average of the other 11 issues reported in Paragraph 2.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 26,528 copies or 14.7%, including ADA.

AVERAGE ANNUAL ORDER PRICE:

Since the Association dues for this publication are collected through local chapters, the average annual order price is not available and, therefore, not reported herein.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

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About BPA Worldwide:

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 members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.