

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
Elsevier Inc.
1600 John F. Kennedy Boulevard
Suite 1800
Philadelphia, PA 19103
Tel. No.: 215-239-3675
FAX No.: 215-239-3690
www.jada.ada.org
r.bozza@elsevier.com

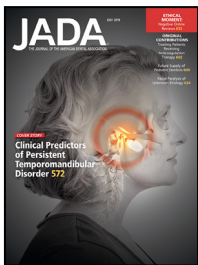
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION is a B2B brand intended for dental professionals with broad-based interests in dentistry. The brand content and editorial scope of the publication includes news and industry comment, in-depth clinical articles, industry round-up and special features. The 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.

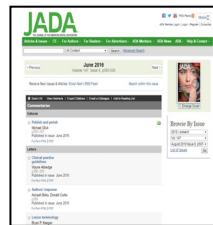
CHANNELS

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION



6 issues in the period
144,897 average circulation

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



60,711 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)	27,068	117,829	144,897
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Users with 147,426 average Pageviews)	60,711	-	60,711

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	431
Advertiser and Agency	164
Allocated for Trade Shows and Conventions	-
All Other	4,781
TOTAL	5,376

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	144,897	100.0	27,068	18.7	117,829	81.3
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	144,897	100.0	27,068	18.7	117,829	81.3

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Non-Paid	Paid	Total Qualified
January	27,029	112,823	139,852
February	24,688	119,990	144,678
March	26,979	118,404	145,383
April	27,189	118,484	145,673
May	28,093	118,532	146,625
June	28,429	118,739	147,168

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is 1.4% or 2,074 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	123,190	84.0	9,935	113,255
2. DENTISTS - Full Time Faculty Members	2,854	2.0	51	2,803
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,668	1.1	251	1,417
b. Public Health and Veterans Administration	581	0.4	31	550
TOTAL COPIES TO U.S. DENTISTS	128,293	87.5	10,268	118,025
4. DENTISTS - Foreign	620	0.4	235	385
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	3,273	2.3	3,273	-
b. Others	13,503	9.2	13,503	-
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)	936	0.6	814	122
TOTAL QUALIFIED CIRCULATION	146,625	100.0	28,093	118,532
PERCENT	100.0		19.2	80.8

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
2018	5,757	4.5
2017	5,370	4.2
2016	3,840	3.0
2015	3,356	2.6
2010-2014	15,006	11.7
2005-2009	13,936	10.9
2000-2004	13,114	10.2
1995-1999	11,817	9.2
1990-1994	11,238	8.7
1985-1989	13,747	10.7
1980-1984	13,921	10.9
Before 1980	17,191	13.4
TOTAL COPIES TO U.S. DENTISTS	128,293	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	97,187	77.5
b. Oral Surgeons	4,888	3.9
c. Endodontists	4,101	3.3
d. Orthodontists	7,056	5.6
e. Pedodontists	5,407	4.3
f. Periodontists	3,748	3.0
g. Prosthodontists	2,067	1.7
h. Oral Pathologists	176	0.1
i. Public Health	809	0.6
TOTAL	125,439	100.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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:	146,625	-	-	28,093	118,532	146,625	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	146,625	-	-	28,093	118,532	146,625	100.0
PERCENT	100.0	-	-	19.2	80.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	28,093	118,532	146,625	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,093	118,532	146,625	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019*
Total Audit Average Qualified:	143,444	146,884	139,149	143,170	137,859	144,897
Qualified Non-Paid:	29,256	28,704	26,535	26,305	26,352	27,068
Qualified Paid:	114,188	118,180	112,614	116,865	111,507	117,829
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 - June 2019 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 MAY 2019*

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	252	530	782		Kentucky	605	1,187	1,792	
New Hampshire	38	611	649		Tennessee	620	2,024	2,644	
Vermont	17	284	301		Alabama	348	1,200	1,548	
Massachusetts	1,625	3,797	5,422		Mississippi	210	834	1,044	
Rhode Island	31	392	423		EAST SO. CENTRAL	1,783	5,245	7,028	4.8
Connecticut	257	1,687	1,944		Arkansas	66	867	933	
NEW ENGLAND	2,220	7,301	9,521	6.5	Louisiana	365	1,465	1,830	
New York	2,168	8,160	10,328		Oklahoma	266	1,214	1,480	
New Jersey	840	3,366	4,206		Texas	1,917	7,467	9,384	
Pennsylvania	1,541	3,686	5,227		WEST SO. CENTRAL	2,614	11,013	13,627	9.3
MIDDLE ATLANTIC	4,549	15,212	19,761	13.5	Montana	21	507	528	
Ohio	807	3,763	4,570		Idaho	65	652	717	
Indiana	549	2,334	2,883		Wyoming	11	241	252	
Illinois	1,156	5,211	6,367		Colorado	346	2,625	2,971	
Michigan	1,090	4,261	5,351		New Mexico	43	534	577	
Wisconsin	262	2,201	2,463		Arizona	727	2,036	2,763	
EAST NO. CENTRAL	3,864	17,770	21,634	14.7	Utah	257	1,245	1,502	
Minnesota	526	2,183	2,709		Nevada	273	837	1,110	
Iowa	371	1,282	1,653		MOUNTAIN	1,743	8,677	10,420	7.1
Missouri	714	1,800	2,514		Alaska	27	344	371	
North Dakota	17	320	337		Washington	468	3,306	3,774	
South Dakota	19	392	411		Oregon	359	1,613	1,972	
Nebraska	394	798	1,192		California	3,178	19,118	22,296	
Kansas	151	924	1,075		Hawaii	62	852	914	
WEST NO. CENTRAL	2,192	7,699	9,891	6.7	PACIFIC	4,094	25,233	29,327	20.0
Delaware	23	334	357		UNITED STATES	27,673	117,831	145,504	99.2
Maryland	366	1,976	2,342		U.S. Territories	178	230	408	
Washington, DC	110	295	405		Canada	188	131	319	
Virginia	794	2,906	3,700		Mexico	-	-	-	
West Virginia	195	535	730		Other International	47	252	299	
North Carolina	851	3,108	3,959		APO/FPO	7	88	95	
South Carolina	420	1,738	2,158						
Georgia	498	2,882	3,380						
Florida	1,357	5,907	7,264						
SOUTH ATLANTIC	4,614	19,681	24,295	16.6					
					TOTAL QUALIFIED CIRCULATION	28,093	118,532	146,625	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.JADA.ADA.ORG

2019	Pageviews	Sessions	Users	Average Session Duration
January	156,186	75,112	64,269	2:02
February	138,664	68,087	58,835	2:03
March	172,144	82,254	68,660	2:14
April	155,592	76,034	63,684	2:07
May	136,334	67,250	57,083	1:58
June	125,641	60,433	51,736	1:55
AVERAGE:	147,426	71,528	60,711	2:03

January – June 2019 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'd 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'd 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 117,829 copies were sent to 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 July 30, 2019
 City Philadelphia
 State Pennsylvania
 Received by BPA Worldwide July 30, 2019
 Type BD
 ID Number J021BOJ9

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.