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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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION is produced in a print format. The editorial for the print copy is the same for all recipients.

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.

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

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>Non-Paid</th>
<th>Paid</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION PRINT MAGAZINE (6 issues in the period)</td>
<td>32,450</td>
<td>102,914</td>
<td>135,364</td>
</tr>
<tr>
<td>(See Paragraph 3b for Source)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Users with 76,208 average Pageviews)</td>
<td>32,804</td>
<td>-</td>
<td>32,804</td>
</tr>
</tbody>
</table>

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.
No attempt has been made to identify or eliminate duplication that may exist across media channels.
### 1. Average Qualified Circulation Breakout for the Period

<table>
<thead>
<tr>
<th>Total Qualified</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies</td>
<td>Percent</td>
<td>Copies</td>
</tr>
<tr>
<td>Individual</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsored Individually Addressed</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>*Membership Benefit</td>
<td>135,364</td>
<td>100.0</td>
</tr>
<tr>
<td>Multi-Copy Same Addressee</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Single Copy Sales</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td>135,364</td>
<td>100.0</td>
</tr>
</tbody>
</table>

* See Additional Data

### 2. Qualified Circulation by Issues for Period

<table>
<thead>
<tr>
<th>2022 Issues</th>
<th>Non-Paid</th>
<th>Paid</th>
<th>Total Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>45,356</td>
<td>96,735</td>
<td>142,091</td>
</tr>
<tr>
<td>August</td>
<td>40,411</td>
<td>102,773</td>
<td>143,184</td>
</tr>
<tr>
<td>September</td>
<td>26,717</td>
<td>103,980</td>
<td>130,697</td>
</tr>
<tr>
<td>October</td>
<td>27,009</td>
<td>104,380</td>
<td>131,389</td>
</tr>
<tr>
<td>November</td>
<td>27,534</td>
<td>104,759</td>
<td>132,293</td>
</tr>
<tr>
<td>December</td>
<td>27,674</td>
<td>104,854</td>
<td>132,528</td>
</tr>
</tbody>
</table>

### 3a. Business/Occupation Breakout of Qualified Circulation for Issue of November 2022

This issue is 2.7% or 3,685 copies below 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.

<table>
<thead>
<tr>
<th>Business and Industry</th>
<th>Total Qualified</th>
<th>Percent of Total</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DENTISTS - Including Part Time Faculty Members and Graduate Students</td>
<td>114,514</td>
<td>86.6</td>
<td>13,988</td>
<td>100,526</td>
</tr>
<tr>
<td>2. DENTISTS - Full Time Faculty Members</td>
<td>1,892</td>
<td>1.4</td>
<td>72</td>
<td>1,820</td>
</tr>
<tr>
<td>3. DENTISTS - FEDERAL GOVERNMENT</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>a. Military</td>
<td>2,330</td>
<td>1.8</td>
<td>258</td>
<td>2,072</td>
</tr>
<tr>
<td>b. Public Health and Veterans Administration</td>
<td>258</td>
<td>0.2</td>
<td>9</td>
<td>249</td>
</tr>
<tr>
<td><strong>TOTAL COPIES TO U.S. DENTISTS</strong></td>
<td>118,994</td>
<td>90.0</td>
<td>14,327</td>
<td>104,667</td>
</tr>
<tr>
<td>4. DENTISTS - Foreign</td>
<td>168</td>
<td>0.1</td>
<td>76</td>
<td>92</td>
</tr>
<tr>
<td>5. UNDERGRADUATE DENTAL STUDENTS</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>a. Seniors</td>
<td>4,651</td>
<td>3.5</td>
<td>4,651</td>
<td>-</td>
</tr>
<tr>
<td>b. Others</td>
<td>8,480</td>
<td>6.4</td>
<td>8,480</td>
<td>-</td>
</tr>
<tr>
<td>6. &amp; 7. DENTAL SCHOOLS, DENTAL HYGIENIST, DENTAL ASSISTANT AND DENTAL LABORATORY TECHNICIAN SCHOOLS: Administrators &amp; Faculty members without a DDS/DMD degree, Directors, Instructors and Other Personnel (Note 1)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8. &amp; 9. DENTAL SUPPLY DEALERS, MANUFACTURERS AND LABORATORIES; Executives &amp; Salesmen and Other Dealer Personnel; Owners, Managers and Other Dealer Personnel; Owners, Managers and Other Personnel (Note 1 &amp; 2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>11. OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td>132,293</td>
<td>100.0</td>
<td>27,534</td>
<td>104,759</td>
</tr>
<tr>
<td><strong>PERCENT</strong></td>
<td>100.0</td>
<td>20.8</td>
<td>79.2</td>
<td>-</td>
</tr>
</tbody>
</table>

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
--- | --- | ---
2022 | 6,050 | 5.1
2021 | 5,756 | 4.8
2020 | 3,537 | 3.0
2019 | 2,920 | 2.4
2018 | 2,836 | 2.4
2013-2017 | 13,166 | 11.0
2008-2012 | 12,608 | 10.6
2003-2007 | 12,340 | 10.4
1993-1997 | 10,353 | 8.7
1988-1992 | 10,791 | 9.1
1983-1987 | 11,646 | 9.8
Before 1983 | 15,358 | 12.9
Other or Unknown | 102 | 0.1

TOTAL COPIES TO U.S. DENTISTS | 118,994 | 100.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

| Qualification Source | 1 Year | 2 Years | 3 Years | Total | Percent
--- | --- | --- | --- | --- | ---
I. Direct Request: | - | - | - | - | -
II. Request from recipient's company: | - | - | - | - | -
III. Membership Benefit: | 132,293 | - | - | 27,534 | 104,759 | 132,293 | 100.0
IV. Communication (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 | 132,293 | - | - | 27,534 | 104,759 | 132,293 | 100.0
PERCENT | 100.0 | - | - | 20.8 | 79.2 | 100.0

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
--- | --- | --- | --- | --- | --- | ---
January – June 2020 | 144,174 | 137,861 | 143,947 | 139,580 | 139,687 | 135,364
July – December 2020 | 29,010 | 30,061 | 29,208 | 27,769 | 45,636 | 32,450
January – June 2021 | 115,164 | 107,800 | 114,739 | 111,811 | 94,051 | 102,914
July – December 2021 | **NC | **NC | **NC | **NC | **NC | **NC
Post Expire Copies included in Total Qualified Circulation: | **NC | **NC
Average Annual Order Price: | $25.00 | $25.00 | $25.00 | $25.00 | $25.00

*NOTE: January – December 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed. **NC = None Claimed.

www.bpawah.com MAGAZINE CHANNEL FORMAT: This magazine is produced in print format. THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION / December 2022
WEBSITE CHANNEL

WWW.JADA.ADA.ORG

2022

Pageviews Sessions Users Average Session Duration
July 75,758 38,647 31,877 2:17
August 73,902 38,698 32,059 2:18
September 81,295 41,685 34,938 2:20
October 83,858 45,039 37,517 2:15
November 78,833 41,368 34,400 2:20
December 63,602 31,271 26,038 2:25

AVERAGE: 76,208 39,451 32,804 2:19

*See Additional Data

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 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.

Users: An identified and unduplicated Cookied 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 102,914 copies were sold to qualified 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.

About BPA Worldwide.
BPA Worldwide is in the business of providing assurance. For BD+ 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.