

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.

### 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

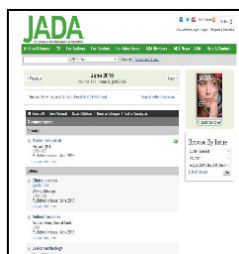
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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.

## CHANNELS

### THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION PRINT MAGAZINE



### THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



## 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 PRINT MAGAZINE</b> (6 issues in the period)	32,450	102,914	135,364
(See Paragraph 3b for Source)			
<b>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE</b> (Monthly Users with 76,208 average Pageviews)	32,804	-	32,804

**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.

**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	306
Advertiser and Agency	190
Allocated for Trade Shows and Conventions	-
All Other	2,061
<b>TOTAL</b>	<b>2,557</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	135,364	100.0	32,450	24.0	102,914	76.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>135,364</b>	<b>100.0</b>	<b>32,450</b>	<b>24.0</b>	<b>102,914</b>	<b>76.0</b>

\*See Additional Data

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

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

**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.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid
1. DENTISTS - Including Part Time Faculty Members and Graduate Students	114,514	86.6	13,988	100,526
2. DENTISTS - Full Time Faculty Members	1,892	1.4	72	1,820
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	2,330	1.8	258	2,072
b. Public Health and Veterans Administration	258	0.2	9	249
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>118,994</b>	<b>90.0</b>	<b>14,327</b>	<b>104,667</b>
4. DENTISTS - Foreign	168	0.1	76	92
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	4,651	3.5	4,651	-
b. Others	8,480	6.4	8,480	-
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)	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>132,293</b>	<b>100.0</b>	<b>27,534</b>	<b>104,759</b>
<b>PERCENT</b>	<b>100.0</b>		<b>20.8</b>	<b>79.2</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
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
1998-2002	11,531	9.7
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
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>118,994</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, Full Time Faculty Members, and Federal Government: Military and Public Health and Veterans Administration (Note 1)		
a. General Practice	89,682	75.4
b. Oral Surgeons	4,988	4.2
c. Endodontists	4,013	3.4
d. Orthodontists	6,758	5.7
e. Pedodontists	5,775	4.8
f. Periodontists	3,642	3.0
g. Prosthodontists	2,167	1.8
h. Oral Pathologists	228	0.2
i. Public Health	461	0.4
Retired (Note 1)	-	-
Unspecified (Note 1)	1,280	1.1
<b>TOTAL</b>	<b>118,994</b>	<b>100.0</b>

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	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:	132,293	-	-	27,534	104,759	132,293	100.0
IV. Communication (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>	132,293	-	-	27,534	104,759	132,293	100.0
<b>PERCENT</b>	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	July – December 2020	January – June 2021	July – December 2021	January – June 2022*	July – December 2022*
Total Audit Average Qualified:	144,174	137,861	143,947	139,580	139,687	135,364
Qualified Non-Paid:	29,010	30,061	29,208	27,769	45,636	32,450
Qualified Paid:	115,164	107,800	114,739	111,811	94,051	102,914
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 – December 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

State	Non-Paid	Paid	Total Qualified	Percent
Maine	235	497	732	
New Hampshire	39	521	560	
Vermont	28	235	263	
Massachusetts	1,438	3,505	4,943	
Rhode Island	38	334	372	
Connecticut	347	1,398	1,745	
NEW ENGLAND	2,125	6,490	8,615	6.5
New York	2,154	6,718	8,872	
New Jersey	1,026	2,908	3,934	
Pennsylvania	1,464	3,177	4,641	
MIDDLE ATLANTIC	4,644	12,803	17,447	13.2
Ohio	735	3,284	4,019	
Indiana	483	2,280	2,763	
Illinois	930	4,410	5,340	
Michigan	1,127	3,920	5,047	
Wisconsin	315	1,979	2,294	
EAST NO. CENTRAL	3,590	15,873	19,463	14.7
Minnesota	469	1,860	2,329	
Iowa	407	1,175	1,582	
Missouri	529	1,700	2,229	
North Dakota	21	291	312	
South Dakota	25	390	415	
Nebraska	425	781	1,206	
Kansas	154	831	985	
WEST NO. CENTRAL	2,030	7,028	9,058	6.8
Delaware	40	304	344	
Maryland	322	1,574	1,896	
Washington, DC	120	227	347	
Virginia	834	2,637	3,471	
West Virginia	184	506	690	
North Carolina	944	2,788	3,732	
South Carolina	437	1,682	2,119	
Georgia	615	2,491	3,106	
Florida	1,814	5,271	7,085	
SOUTH ATLANTIC	5,310	17,480	22,790	17.2

State	Non-Paid	Paid	Total Qualified	Percent
Kentucky	565	999	1,564	
Tennessee	614	1,978	2,592	
Alabama	359	1,029	1,388	
Mississippi	206	753	959	
EAST SO. CENTRAL	1,744	4,759	6,503	4.9
Arkansas	82	773	855	
Louisiana	415	1,376	1,791	
Oklahoma	277	1,027	1,304	
Texas	2,134	6,059	8,193	
WEST SO. CENTRAL	2,908	9,235	12,143	9.2
Montana	47	459	506	
Idaho	65	681	746	
Wyoming	12	204	216	
Colorado	538	2,309	2,847	
New Mexico	65	435	500	
Arizona	666	1,693	2,359	
Utah	246	1,147	1,393	
Nevada	317	584	901	
MOUNTAIN	1,956	7,512	9,468	7.2
Alaska	36	254	290	
Washington	572	2,892	3,464	
Oregon	341	1,326	1,667	
California	1,968	18,080	20,048	
Hawaii	60	744	804	
PACIFIC	2,977	23,296	26,273	19.9
UNITED STATES	27,284	104,476	131,760	99.6
U.S. Territories	166	127	293	
Canada	62	67	129	
Mexico	-	-	-	
Other International	15	57	72	
AP0/FPO	7	32	39	
TOTAL QUALIFIED CIRCULATION	27,534	104,759	132,293	100.0

**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

## WEBSITE GLOSSARY

**Average Session Duration:** The time visitors remain on a site per session.

**MAGAZINE:**  
**PARAGRAPH 1:**

**GEOGRAPHIC DISTRIBUTION:**

**GEOGRAPHIC DISTRIBUTION:** Geographic data for Website is not reported at the media owner's option.

## PUBLISHER'S AFFIDAVIT

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