

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
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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
157,159 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)	44,799	112,360	157,159

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2,551
Advertiser and Agency	812
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	3,363

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,019	7.6	11,808	7.5	211	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	145,140	92.4	32,991	21.0	112,149	71.4
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	157,159	100.0	44,799	28.5	112,360	71.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January 7	27,035	112,720	139,755
January 21	61,857	118,517	180,374
February 4	26,473	118,611	145,084
February 18	26,941	118,286	145,227
March 4	27,055	118,328	145,383
March 18	62,273	118,383	180,656
April 1	38,079	108,061	146,140
April 15	73,562	108,017	181,579
May 6	38,079	108,061	146,140
May 20	79,215	103,137	182,352
June 3	38,942	108,137	147,079
June 17	38,079	108,061	146,140

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2019

This issue is 17.7% or 27,483 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	155,958	85.5	57,203	98,755
2. Dentists-Full Time Faculty Members	3,622	2.0	1,134	2,488
3. Dentists-Federal Government:				
a. Military	2,575	1.4	1,671	904
b. Public Health and Veterans Administration	877	0.5	498	379
TOTAL COPIES TO U.S. DENTISTS	163,032	89.4	60,506	102,526
4. Dentists-Foreign	942	0.5	835	107
5. Undergraduate dental students:				
a. Seniors	3,167	1.7	3,167	-
b. Others	13,430	7.4	13,430	-
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	-	-	-	-
8. & 9. Dental Supply Dealers, Manufacturers and Laboratories: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Personnel	-	-	-	-
10. Hospitals, Health Departments, Government Agencies and Libraries	-	-	-	-
11. Others Allied to the Dental Profession	1,781	1.0	1,277	504
TOTAL QUALIFIED CIRCULATION	182,352	100.0	79,215	103,137
PERCENT	100.0		43.4	56.6

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

Year of Graduation	U.S. Dentists	Percent of Total
2018	5,773	3.2
2017	5,549	3.0
2016	4,406	2.4
2015	4,122	2.3
2010-2014	19,120	10.5
2005-2009	18,901	10.4
2000-2004	20,418	11.2
1995-1999	17,886	9.8
1990-1994	16,810	9.2
1985-1989	18,283	10.0
1980-1984	14,674	8.0
Before 1980	17,090	9.4
TOTAL COPIES TO U.S. DENTISTS	163,032	89.4

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	125,414	68.8
Oral Surgeons	5,888	3.2
Endodontists	4,773	2.6
Orthodontists	8,587	4.7
Pedodontists	6,493	3.6
Periodontists	4,471	2.5
Prosthodontists	2,590	1.4
Oral Pathologists	237	0.1
Public Health	957	0.5
TOTAL	159,410	87.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 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:	146,593	-	-	43,953	102,640	146,593	80.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	35,759	-	-	35,262	497	35,759	19.6
*Association rosters and directories	35,262	-	-	35,262	-	35,262	19.3
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	497	-	-	-	497	497	0.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	182,352	-	-	79,215	103,137	182,352	100.0
PERCENT	100.0	-	-	43.4	56.6	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	154,574	158,045	150,109	155,883	149,410	157,159
Qualified Non-Paid:	40,869	39,311	38,022	38,819	38,143	44,799
Qualified Paid:	113,705	118,734	112,087	117,064	111,267	112,360
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	***

*NOTE: July 2018 - June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***See Additional Data

