

B2B Media

Publisher's Statement

6 months ended June 30, 2026

Subject to Audit

Field Served:

ORTHOTOWN serves the medical specialties relating to Orthodontics and Orthodontic Specialties.

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All totals in this report represent aggregate unique recipients,
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		10,272
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		9,762
Qualified Nonpaid Individual - Digital		1,661
Total Qualified Nonpaid Individual		10,272
Total Average Qualified Nonpaid Circulation		10,272

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	14
Total Nonqualified Allocated for Shows & Conventions	14
Nonqualified Miscellaneous, Including Staff Copies - Print	324
Nonqualified Miscellaneous, Including Staff Copies - Digital	44
Total Nonqualified Miscellaneous, Including Staff Copies	329
Total Average Nonqualified Circulation	343

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan/Feb	9,853	1,632	10,343
	Mar	9,858	1,659	10,376
	Apr	9,332	1,677	9,845
	May	9,933	1,672	10,443
	Jun	9,833	1,668	10,354

BUSINESS ANALYSIS

Field of Practice		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Orthodontists	10,334	99.0	9,848	1,610
2.	Orthodontic Residents	109	1.0	85	62
Total Qualified Circulation		10,443	100.0	9,933	1,672
Percent				95.1	16.0

SOURCE ANALYSIS							
Source	Print	Digital	Qualified Within				
			1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	5,258	1,672	2,979	1,757	1,032	5,768	55.2
Total Direct Request From Recipient's Company							
Total Communication Other Than Request							
Membership Benefit							
Business Directories	2,500		2,500			2,500	23.9
Lists	2,175			2,175		2,175	20.8
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	9,933	1,672	5,479	3,932	1,032	10,443	100.0
Percent	95.1	16.0	52.5	37.7	9.9	100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	9,933	1,671	10,442	100.0
Individual by Name Only				
Title or Occupation Only		1	1	0.0
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	9,933	1,672	10,443	100.0
Total Qualified Circulation	9,933	1,672	10,443	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	126	20	130
Arizona	217	42	225
Arkansas	59	7	59
California	1,332	174	1,368
Colorado	223	34	230
Connecticut	140	19	145
Delaware	19	3	19
District of Columbia	22	6	23
Florida	675	95	700
Georgia	275	47	283
Idaho	67	7	69
Illinois	345	65	354
Indiana	154	26	159
Iowa	90	9	91
Kansas	82	7	84
Kentucky	126	14	129
Louisiana	119	14	121
Maine	32	9	35
Maryland	206	38	216
Massachusetts	288	32	298
Michigan	257	43	268
Minnesota	159	26	164
Mississippi	61	7	62
Missouri	143	25	148
Montana	40	6	40
Nebraska	57	15	59
Nevada	98	17	101
New Hampshire	47	9	48
New Jersey	384	59	391
New Mexico	51	6	53
New York	642	106	663
North Carolina	301	39	313
North Dakota	18	1	18
Ohio	328	51	337
Oklahoma	102	7	104
Oregon	113	11	114
Pennsylvania	386	44	394
Rhode Island	33	3	34
South Carolina	151	18	154
South Dakota	21	2	21
Tennessee	169	23	173
Texas	761	123	791
Utah	149	15	151
Vermont	19	5	19
Virginia	293	42	300
Washington	282	42	291
West Virginia	35	3	36
Wisconsin	153	32	161
Wyoming	17	1	17
TOTAL 48 CONTERMINOUS STATES	9,867	1,449	10,163
Alaska	14	1	14
Hawaii	40	7	43
TOTAL ALASKA & HAWAII	54	8	57
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	9,921	1,457	10,220
Poss. & Other Areas	7	3	7
U.S. & POSS., etc.	9,928	1,460	10,227
Canada	1	75	76
International	1	136	136
Military or Civilian Personnel Overseas	3	1	4
Total International	5	212	216
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	9,933	1,672	10,443

NOTES

Definition of Recipient Qualification:

Qualified recipients include Orthodontists and Orthodontic Residents.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Business Directories: Represent copies served to subscribers obtained from NPI (National Provider Identifier) database.

Lists: Represent copies served to subscribers obtained from ADA (American Dental Association).

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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