

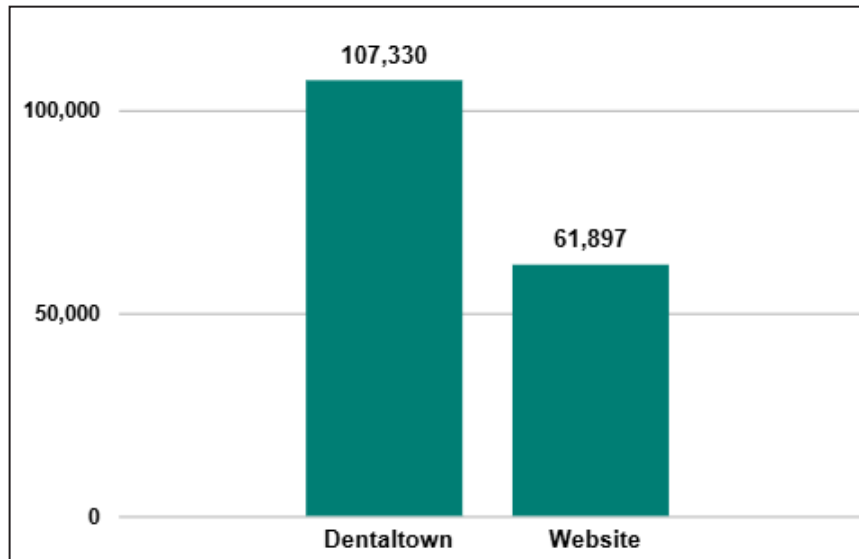
CONSOLIDATED MEDIA REPORT B2B Media

6 months ended June 30, 2026

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TOTAL AVERAGE GROSS CONTACTS

169,227



EXECUTIVE SUMMARY

Channels	Contacts	Period
DentalTown		6 months ended June 30, 2026
Total Qualified Circulation	107,330	
Website Activity		6 months ended June 30, 2026
Page Views	646,095	
Sessions/Visits	154,304	
Users/Visitors	61,897	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended June 30, 2026

Subject to Audit

Field Served:

Dentaltown serves the dental profession.



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

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		107,330
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		101,744
Qualified Nonpaid Individual - Digital		11,306
Total Qualified Nonpaid Individual		107,330
Total Average Qualified Nonpaid Circulation		107,330

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		690
Nonqualified Miscellaneous, Including Staff Copies - Digital		20
Total Nonqualified Miscellaneous, Including Staff Copies		695
Total Average Nonqualified Circulation		695

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	101,038	11,373	106,736
	Feb	100,844	11,254	106,461
	Mar	100,777	11,290	106,435
	Apr	100,969	11,391	106,558
	May	110,825	11,366	116,351
	Jun	96,008	11,163	101,437

BUSINESS ANALYSIS					
Field of Practice		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	DENTIST				
	a. General Practice	95,915	94.6	92,510	8,532
	b. Dental Public Health	44	0.0	30	28
	c. Endodontist	413	0.4	358	92
	d. Oral and Maxillofacial Pathology	33	0.0	31	4
	e. Oral and Maxillofacial Radiology	11	0.0	4	7
	f. Oral Surgeon	196	0.2	152	86
	g. Orthodontist	912	0.9	808	183
	h. Pedodontist	984	1.0	867	255
	i. Periodontist	600	0.6	528	140
	j. Prosthodontist	377	0.4	295	136
2.	STUDENT				
	a. Dental Student	558	0.6	349	355
	b. Dental Resident	86	0.1	53	57
3.	STAFF				
	a. Dental Assistant	83	0.1		83
	b. Dental Hygiene Student	14	0.0		14
	c. Front Office Coordinator	20	0.0	1	19
	d. Hygienist	232	0.2		232
	e. Office Manager	146	0.1		146
4.	OTHER PROFESSIONALS				
	a. Anesthesiologist	24	0.0	22	5
	b. Consultant	183	0.2		183
	c. Dental Educator	58	0.1		58
	d. Dental Lab Tech	58	0.1		58
	e. Dental Lecturer	11	0.0		11
5.	OTHER FUNCTIONS / INDUSTRY				
	a. Other functions	364	0.4		364
	b. Industry / Dental Company Sales Rep	115	0.1		115
	Total Qualified Circulation	101,437	100.0	96,008	11,163
	Percent			94.6	11.0

SOURCE ANALYSIS							
Source	Qualified Within						
	Print	Digital	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	45,342	11,163	21,930	14,861	13,980	50,771	50.1
Total Direct Request From Recipient's Company							
Total Communication Other Than Request							
Membership Benefit							
Business Directories	50,666		50,666			50,666	50.0
Lists							
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	96,008	11,163	72,596	14,861	13,980	101,437	100.0
Percent	94.7	11.1	71.6	14.7	13.8	100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	96,006	11,157	101,429	100.0
Individual by Name Only				
Title or Occupation Only	2	6	8	0.0
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	96,008	11,163	101,437	100.0
Total Qualified Circulation	96,008	11,163	101,437	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	1,000	86	1,023
Arizona	2,094	251	2,208
Arkansas	668	67	702
California	13,401	1,113	13,834
Colorado	2,112	190	2,189
Connecticut	1,034	106	1,070
Delaware	221	24	229
District of Columbia	222	21	229
Florida	6,516	597	6,757
Georgia	2,434	277	2,535
Idaho	626	51	643
Illinois	4,105	409	4,245
Indiana	1,679	158	1,738
Iowa	835	70	864
Kansas	826	77	855
Kentucky	1,068	91	1,105
Louisiana	1,022	99	1,049
Maine	386	42	399
Maryland	1,882	200	1,956
Massachusetts	2,535	207	2,603
Michigan	3,158	338	3,294
Minnesota	1,613	145	1,675
Mississippi	620	56	640
Missouri	1,692	165	1,755
Montana	374	28	382
Nebraska	644	67	666
Nevada	1,029	81	1,068
New Hampshire	403	39	419
New Jersey	3,355	425	3,481
New Mexico	495	51	516
New York	5,076	572	5,255
North Carolina	3,170	304	3,307
North Dakota	237	8	239
Ohio	2,923	302	3,033
Oklahoma	1,127	81	1,156
Oregon	1,140	100	1,188
Pennsylvania	3,077	331	3,196
Rhode Island	237	22	244
South Carolina	1,290	115	1,337
South Dakota	297	13	303
Tennessee	1,729	174	1,789
Texas	8,122	736	8,432
Utah	1,086	120	1,131
Vermont	165	20	175
Virginia	2,770	257	2,869
Washington	2,550	230	2,652
West Virginia	406	30	418
Wisconsin	1,699	176	1,759
Wyoming	167	11	172
TOTAL 48 CONTERMINOUS STATES	95,317	9,133	98,784
Alaska	234	17	238
Hawaii	312	33	320
TOTAL ALASKA & HAWAII	546	50	558
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	95,863	9,183	99,342
Poss. & Other Areas	66	25	80
U.S. & POSS., etc.	95,929	9,208	99,422
Canada	18	844	851
International	6	1,106	1,106
Military or Civilian Personnel Overseas	55	5	58
Total International	79	1,955	2,015
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	96,008	11,163	101,437

CHANNEL PROFILES

WEBSITE ACTIVITY - www.dentaltown.com

2026	Page Views	Sessions/Visits	Users/Visitors
January	655,839	148,704	49,137
February	634,299	142,755	52,894
March	691,109	152,247	54,426
April	657,344	144,022	45,799
May	589,771	136,041	47,068
June	648,205	202,052	122,059

NOTES

Definition of Recipient Qualification:

Qualified recipients include the following dental professionals: Dentists, including General Practice, Dental Public Health, Endodontist, Oral & Maxillofacial Pathology, Oral & Maxillofacial Radiology, Oral Surgeon, Orthodontist, Pedodontist, Periodontist, and Prosthodontist; Dental Students and Dental Residents; Dental practice staff, including Dental Assistant, Front Office Coordinator, Office Manager, Hygienist and Hygiene Student; Others allied to the profession, including Anesthesiologist, Consultant, Dental Educator, Dental Lab Tech, Dental Lecturer, Dental Company Reps, as well as other functions.

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.

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

Total Average Gross Contacts Include: Qualified Circulation and Users/Visitors.

Website Data Source: Google Analytics.

Data Center Traffic: Filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: <https://www.dentaltown.com>.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

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.

Frequency: Monthly

Format: Standard

Established: 1999

AAM Member Since: 2001

Member #: 06-3007-7

Class: DENTAL

Parent Company: Farran Media, LLC

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