

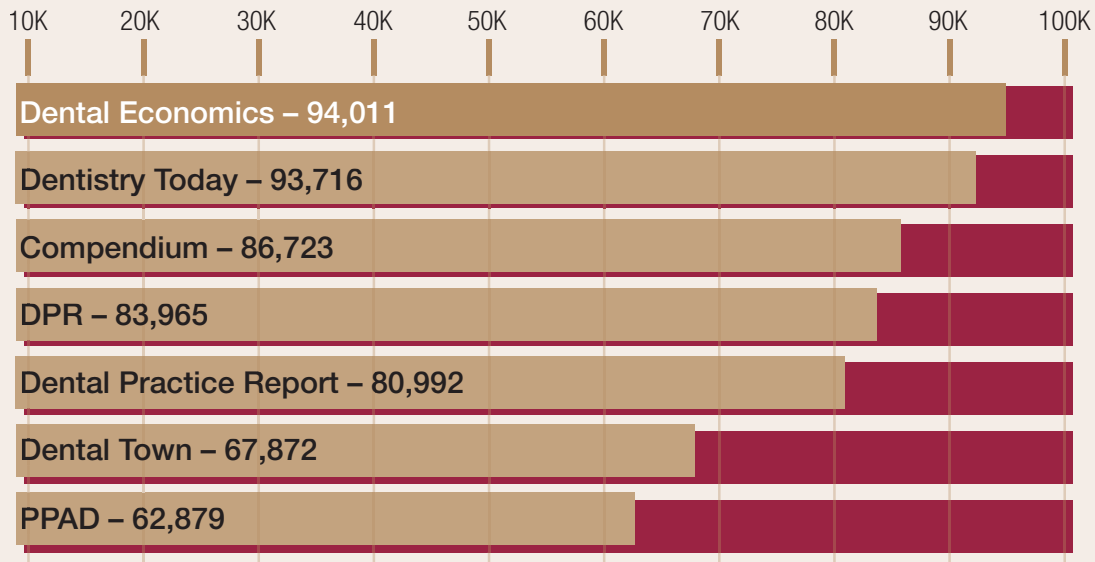
# Circulation

More than 100,000 actively practicing dentists receive Dental Economics each month. Of these, more than 85.9 percent are practicing 30 hours a week or more! These active dentists make your best prospects. Dental Economics also circulates to approximately 4,000 senior dental students in the United States during the school year. We are committed to the future of dentists who will be your future customers.

## Readership

FOCUS™, an independent readership study conducted by PERQ Research, proved Dental Economics had the #1 readership among all non-ADA publications.

## Projected Average Issue Readers



\*Source: Focus study from Perq/HCI 2006

