



Understanding ABC Audits

ABC is an independent audit watchdog for printed publications. It's publically available reports allow us to compare the circulation of the BDJ and BDJ In Practice to that of other dental publications audited by ABC. There are approximately 30 dental publications in the UK, and only six of these are audited.

Society circulation

A single copy of an official Society publication distributed to a member of that society.

British Dental Journal

Frequency: 24 per annum
Circulation: 17,272
BDA members: 17,129
Non-controlled free circulation: 75 (The BDJ's gratis list/advertisers/trade)

BDJ InPractice

Frequency: 12 per annum
Circulation: 17,284
BDA members: 17,143
Non-controlled free circulation: 13

Dental Update

Frequency: 11 per annum
Circulation: 8,004
Paid subscription: 5,206
Members of Royal College of Physicians and Surgeons of Glasgow: 2,609
Non-controlled free circulation: 13

100% home delivered to dentists

Non-requested controlled free circulation

Copies are sent to individuals on the basis of information from third party sources.

The Probe

Frequency: 12 per annum
Circulation: 14,458
Paid subscription: 12
Non-controlled free circulation: 0
Non-requested free circulation: 14,156

Dentistry

Frequency: 20 per annum
Circulation: 18,665
Paid subscription: 33
Non-controlled free circulation: 486
Non-requested free circulation: 18,161

The Dentist

Frequency: 12 per annum
Circulation: 17,412
Paid subscription: 18
Non-controlled free circulation: 380
Non-requested free circulation: 11,725

Dental Practice is no longer audited by ABC Audits

Over **85%** circulation is non-requested

Over **97%** circulation is non-requested

Over **65%** circulation is non-requested