

AUDIENCE ENGAGEMENT REPORT



Dentistry IQ — Audience Engagement Report



JULY-DECEMBER 2024

DentistryIQ is an oral health-care comprehensive website that provides the entire dental professional team with the information they need to do their jobs well and help patients thrive. Our content includes important industry and research news, entertaining and informative video series, practical clinical tips, oral-systemic and wellness articles, and more.

AVERAGE MONTHLY
TOUCHPOINTS

395,088



Primary Business Activity	
Private Practice, Group Practice, DSO	88.1%
Full-Time/Part-Time Faculty Members	5.6%
Government: Military, Public Health & Veterans Admin., State/Local Gov't.	2.4%
TOTAL COPIES TO U.S. DENTISTS	96.1%
Senior Year Dental Students	0.5%
Dental Supply Dealers	0.7%
Dental Laboratories	0.3%
Others allied to the field	2.5%

Primary Function	
General Practice	48.5%
Dental Hygienist	31.5%
Orthodontist	2.1%
Pediatric Dentistry	2.4%
Periodontist	1.8%
Office Manager	2.2%
Oral Surgeon	1.4%
Oral Pathologist	0.1%
Endodontist	1.2%
Dental Assistant	1.7%
Prosthodontist	1.0%
Public Health	0.4%
Other	5.8%

The Audience Engagement Report provides an integrated view of the Dentistry IQ community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



129,802

AVERAGE UNIQUE
MONTHLY VISITORS



103,446

AVERAGE MONTHLY
PAGE VIEWS



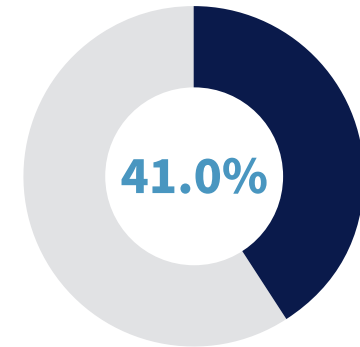
192,825

COMBINED SOCIAL REACH

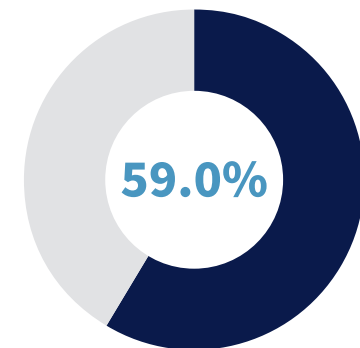


121,296

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



JULY-DECEMBER 2024

NEWSLETTER REACH



143,990

AVERAGE TOTAL OPEN RATE



42.3%

DELIVERABILITY



97.6%

	Average Send	Average Total Open Rate*
Morning Briefing ²	52,877	43.0%
Clinical Insights ²	52,395	41.7%
Perio-Implant Advisory ¹	38,719	42.2%

¹Monthly Average

²Daily Average

*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

JULY-DECEMBER 2024

TOP TOPICS



Current news
and research



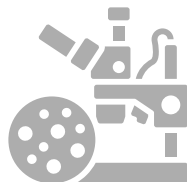
Trends in
oral health care



Industry and national politics



Pharmacology



Pathology

TOP VIEWED ARTICLES

- Survey: Lead shielding in dental x-rays in 2024
- Tooth tattoo trend: What dental pros need to know
- Oil pulling: Yes, no, or maybe?
- Patients should avoid these 6 TikTok dental trends
- What will Trump's second term mean for dentistry?
- Court says EPA must respond to data linking fluoride with low IQ in children
- DDH Compact enactment: What you need to know now
- Must-know classifications of dental caries for the national dental hygiene boards
- Ozempic and dentistry: Implications for today's clinicians
- The "harmless-looking" white lip lesion that got ignored