



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2008**



**Field Served:**

The Dental Profession throughout Canada, including practicing dentists, dental students and dental laboratories, and others allied to the field.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 20,768**

**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual .....	
Association .....	
Sponsored Individually Addressed .....	
Multi-Copy Same Addressee .....	
Single Copy Sales .....	
<b>Total Average Qualified Paid Circulation .....</b>	<b>_____</b>

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Individual .....	19,949	
Association .....		
Multi-Copy Same Addressee, See Par. 11(a) .....	819	
<b>Total Average Qualified Non-Paid Circulation .....</b>	<b>_____</b>	<b>20,768</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies .....	
Allocated For Shows & Conventions .....	
Miscellaneous, Including Staff Copies, See Par. 11(b) .....	796
<b>Total Average Non-Qualified Circulation .....</b>	<b>796</b>

**1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	20,748		20,748	47	8
Feb.	20,676		20,676	109	37
Mar.	20,770		20,770	97	191
Apr.	20,687		20,687	118	35
May	20,855		20,855	90	258
June	20,874		20,874	422	441
<b>Total</b>			<b>883</b>	<b>883</b>	<b>970</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE, 2008 ISSUE IN WHICH:  
• QUALIFIED NON-PAID CIRCULATION WAS 0.5% LESS THAN THE PERIOD AVERAGE

**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Non-Paid	Qualified Non-Paid Multi-Copy
1. Dentists .....	18,395	88.2	18,395	
2. Dental Students .....	822	3.9	3	819
2b. Dental Students by Year:				
(a) 1st Year .....				
(b) 2nd Year .....				
(c) 3rd Year .....	413			
(d) 4th Year .....	409			
3. Institutions - Universities, Dental Schools, Hospitals, Libraries .....	104	0.5	104	
4. Dental Laboratories.....	1,127	5.4	1,127	
5. Dental Companies, Manufacturers, Dealers and their Representatives .....	342	1.6	342	
6. Others Allied to the Field.....	84	0.4	84	
Other Paid Circulation				
Subscriptions.....				
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>20,874</b>	<b>100.0</b>	<b>20,055</b>	<b>819</b>

**3B AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>9,906</b>	<b>2,212</b>	<b>930</b>	<b>13,048</b>	<b>62.5</b>
Written.....	7,538	1,816	829	10,183	48.8
Telecommunication .....	45	12	22	79	0.4
Internet and E-mail.....	2,323	384	79	2,786	13.3
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail.....					
Total Communication other than request:	<b>863</b>	<b>5</b>	<b>3</b>	<b>871</b>	<b>4.2</b>
Written.....	844			844	4.1
Telecommunication .....	19	4	3	26	0.1
Internet and E-mail.....		1		1	0.0
Association .....					
Business Directories, See Par. 11(c) .....	5,729	174	158	6,061	29.0
Lists .....					
Acquired Circulation .....					
Other Sources, See Par. 11(d) .....	859	18	17	894	4.3
<b>Total Qualified Non-Paid Circulation .....</b>	<b>17,357</b>	<b>2,409</b>	<b>1,108</b>	<b>20,874</b>	<b>100.0</b>
<b>Percent .....</b>	<b>83.2</b>	<b>11.5</b>	<b>5.3</b>	<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>20,874</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	<b>Total</b>	<b>%</b>	<b>Paid</b>	<b>Qualified Non-Paid</b>
Individual by name and title and/or occupation . . . . .	19,719	94.5		19,719
Individual by name only . . . . .	234	1.1		234
Title or occupation only . . . . .	85	0.4		85
Company name only . . . . .	17	0.1		17
Multi-Copy Same Addressee . . . . .	819	3.9		819
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation . . . . .</b>	<b>20,874</b>	<b>100.0</b>		<b>20,874</b>
Single Copy Sales . . . . .				
<b>Total Qualified Circulation . . . . .</b>	<b>20,874</b>			

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**GEOGRAPHIC ANALYSIS**

<b>Province</b>	<b>Total</b>	<b>%</b>	<b>Paid</b>	<b>Qualified Non-Paid</b>
Newfoundland/Labrador . . . . .	174	1.0		174
Nova Scotia . . . . .	625	3.0		625
Prince Edward Island . . . . .	71	0.3		71
New Brunswick . . . . .	209	1.0		209
Quebec . . . . .	4,740	22.7		4,740
Ontario . . . . .	8,359	40.0		8,359
Manitoba . . . . .	707	3.4		707
Saskatchewan . . . . .	458	2.2		458
Alberta . . . . .	2,085	10.0		2,085
British Columbia . . . . .	3,141	15.0		3,141
Northwest Territories . . . . .	7	0.0		7
Nunavut . . . . .	3	0.0		3
Yukon Territory . . . . .	19	0.1		19
Canadian Unclassified . . . . .				
<b>Total Canada</b>	<b>20,598</b>	<b>98.7</b>		<b>20,598</b>
British Commonwealth . . . . .				
United States . . . . .	248	1.2		248
Military or Civilian Personnel Overseas . . . . .				
Other International . . . . .	28	0.1		28
<b>Total International</b>	<b>276</b>	<b>1.3</b>		<b>276</b>
E-Mail Address only . . . . .				
Other Unclassified . . . . .				
<b>Grand Total</b>	<b>20,874</b>	<b>100.0</b>		<b>20,874</b>



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Analyzed Issue Date  
Analyzed Issue Text (for double month issue date)  
Single Copy Price  
Association Subscription Price  
U.S. Subscription Price  
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