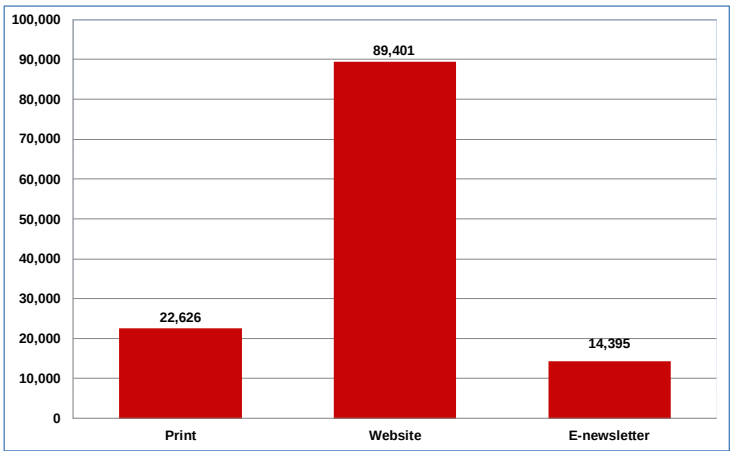
Alliance for Audited Media
TRANSACT WITH TRUST

CONSOLIDATED MEDIA REPORT
Business Publication

6 months ended June 30, 2016

oralhealth

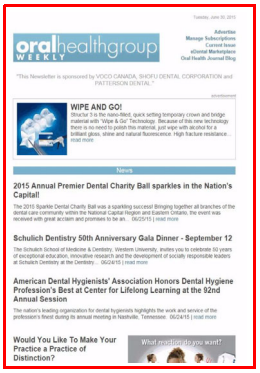
TOTAL GROSS CONTACTS: 126,422*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS		PERIOD
Oral Health-Print: (See pages 2 - 4)	Qualified Nonpaid:	**22,626**	6 months ended June 30, 2016 *Subject to Audit*
Website^ (See page 5) www.oralhealthgroup.com	Total Page Impressions: Visits: Unique Browsers:	**179,834** **107,016** **89,401**	For the month of June 2016
E-newsletter^ (See page 5) Oral Health Journal eNewsletter	Net Distribution:	**14,395**	June 1, 2016

**Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers and E-newsletter Net Distribution.*
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.
^SOURCE: AAM Digital Audit



06-1433-3

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CHANNEL PROFILES

PRINT

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

Published by: Newcom Business Media Inc.
Frequency: Monthly

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION	22,626

1A AVERAGE QUALIFIED PAID CIRCULATION

None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	22,239	
Multi-Copy Same Addressee, See Explanatory	387	
Total Average Qualified Nonpaid Circulation		**22,626**

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	83
Miscellaneous, Including Staff Copies, See Explanatory	862
Total Average Nonqualified Circulation	**945**

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Jan	22,522		22,522
Feb	22,446		22,446
Mar	22,596		22,596
Apr	22,844		22,844
May	22,701		22,701
Jun	22,649		22,649

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CHANNEL PROFILES

PRINT

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 2016 ISSUE IN WHICH:
• QUALIFIED NONPAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid	Qualified Nonpaid Multi-Copy
1. Dentists		20,356	89.9	20,356	
2. Dental Students		389	1.7	14	375
2b. Dental Students by Year:					
(a) 1st Year					
(b) 2nd Year					
(c) 3rd Year	194				
(d) 4th Year	195				
3. Institutions - Universities, Dental Schools, Hospitals, Libraries		71	0.3	71	
4. Dental Laboratories		851	3.7	851	
5. Dental Companies, Manufacturers, Dealers and their Representatives		353	1.6	353	
6. Others Allied to the Field, including Dental Assistants and Dental Hygienists		629	2.8	629	
Other Paid Circulation					
Subscriptions					
Single Copy Sales					
Total Qualified Circulation		**22,649**	**100.0**	**22,274**	**375**

3B AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within 1 Year	2 Years	3 Years	Total	%
Qualified Nonpaid Circulation:					
Direct request from recipient	15,516	1,188	472	17,176	75.9
Direct request from recipient's company	385	648	6	1,039	4.6
Communication other than request		8	1	9	0.0
Association, See Explanatory	2,949	237		3,186	14.1
Business Directories, See Explanatory		765	77	842	3.7
Lists, See Explanatory		71		71	0.3
Acquired Circulation					
Other Sources, See Explanatory			326	326	1.4
Total Qualified Nonpaid Circulation	**18,850**	**2,917**	**882**	**22,649**	**100.0**
Percent	**83.2**	**12.9**	**3.9**	**100.0**	
Paid Subscription Circulation					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				**22,649**	

3C MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Nonpaid
Individual by name and title and/or occupation	22,090	97.5		22,090
Individual by name only	182	0.8		182
Title or occupation only	2	0.0		2
Company name only				
Multi-Copy Same Addressee	375	1.7		375
Total Qualified Paid Subscription & Nonpaid Circulation	**22,649**	**100.0**		**22,649**
Single Copy Sales				
Total Qualified Circulation	**22,649**			

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PRINT

4 GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid
Alberta	2,428
British Columbia	3,005
Manitoba	701
New Brunswick	304
Newfoundland/Labrador	220
Northwest Territories	9
Nova Scotia	497
Nunavut	2
Ontario	10,403
Prince Edward Island	87
Quebec	4,369
Saskatchewan	481
Yukon Territory	10
Canadian Unclassified	
Total Canada	**22,516**
United States	131
Military or Civilian Personnel Overseas	
Other International	2
Total International	**133**
E-Mail Address only	
Other Unclassified	
Grand Total	**22,649**

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

5 PRICE DATA Reporting not required

6 TERM DATA Reporting not required

7 SALES CHANNELS Reporting not required

8 PREMIUM USAGE Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

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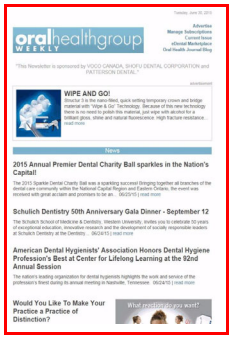
CHANNEL PROFILES

WEBSITE

Oralhealthgroup.com

FOR THE MONTH OF JUNE 2016	Page Impressions	Visits	Unique Browsers
Total	179,834	107,016	89,401

E-NEWSLETTER



E-NEWSLETTER	Issue Reported	Net Distribution
Oral Health Journal eNewsletter	June 1, 2016	14,395

EXPLANATORY

Publication:

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 387 copies per issue, represents copies served to 3rd and 4th year dental students at various universities.

(b) Miscellaneous includes checking and promotion copies, averaging 862 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from the Canadian Dental Directory and the Dental Association Directories from various Provinces.

(d) Lists represent copies served to subscribers obtained from recognized lists.

(e) Other Sources represent copies served to names obtained from the Canadian Dental Directory Questionnaires, telemarketing efforts, trade shows and conventions and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: dentists, dental students and dental laboratories, dental companies, manufacturers, dealers and their representatives, and others allied to the field including dental hygienists.

EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: www.oralhealthgroup.com

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The Total number of unique browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Page Impressions: The combination of one or more files presented to a browsers as a single document as a result of a single request received by the server.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

Visit: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

E-newsletter:

Gross Sent: Total number of emails that were attempted to be delivered.

Undeliverable: Recipients with email address delivery failures.

Net Distribution: The number of e-newsletters for a given mailing that reached the subscriber's e-mail delivery server with a positive status code response received in return. Net distribution is calculated by subtracting undelivered messages from sent messages.

Newsletter Date: Oral Health Journal - June 1, 2016

Average Gross Sent	14,438
Average Undeliverable	-43
Average Net Distribution	14,395

SOURCE: AAM Digital Audit.

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.

Parent Company: Newcom Business Media Inc.

MARY GARUFI	**MELISSA SUMMERFIELD**
Circulation Manager	Senior Publisher

Format: Standard

Established: 1911
AAM Member Since: 2002
Member No. 06-1433-3
CARD: 554

Published by:
Newcom Business Media Inc.
80 Valleybrook Drive
Toronto, ON M3B 2S9
T: (416) 510-6781 • F: (416) 510-5140
www.oralhealthjournal.com

Sr. Publisher: Melissa Summerfield
Managing Editor: Catherine Wilson

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	Analyzed Issue Date	06/01/16
06-1433-3	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	