

ORALHYGIENE

**BUSINESS PUBLICATION
Publisher's Statement**

6 months ended June 30, 2016
Subject to Audit

Field Served:

ORALHYGIENE serves the dental hygiene field in Canada.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 21,190



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	19,171	
Digital Only, See Par. 11(b)	585	
Print & Digital (Unduplicated), See Par. 11(c)	1,434	
Total Individual	21,190	
Total Average Qualified Nonpaid Circulation		21,190

1C AVERAGE NONQUALIFIED CIRCULATION

Miscellaneous, Including Staff Copies, See Par. 11(d)	476
Total Average Nonqualified Circulation	476

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 Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb	21,101		19,204	526	1,371	21,101
May	21,278		19,137	643	1,498	21,278

• QUALIFIED NONPAID CIRCULATION WAS 0.4% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Dental Hygienist	19,357	91.0	17,611	537	1,209
Dental Assistant.....	111	0.5	94	08	09
Dental Hygienist Student.....	18	0.1	13	01	04
Dentist.....	1,303	6.1	1,029	70	204
Dental Hygiene School.....	88	0.4	48	10	30
Dental Manufacturer and Dealer	287	1.4	267	08	12
Others Allied to the Field	114	0.5	75	09	30
Other Paid Circulation					
Subscriptions					
Single Copy Sales					
Total Qualified Circulation	21,278	100.0	19,137	643	1,498

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Direct request from recipient	9,564	638	1,482	10,600	707	377	11,684	54.9
Direct request from recipient's company	826	3	9	7	828	3	838	3.9
Communication other than request	29				19	10	29	0.1
Association								
Business Directories.....								
Lists, See Par. 11(e)	8,459			8,459			8,459	39.8
Acquired Circulation								
Other Sources, See Par. 11(f)	259	2	7			268	268	1.3
Total Qualified Nonpaid Circulation	19,137	643	1,498	19,066	1,554	658	21,278	100.0
Percent	89.9	3.0	7.1	89.6	7.3	3.1	100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							21,278	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	21,197	99.6	19,063	641	1,493
Individual by name only	81	0.4	74	2	5
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	21,278	100.0	19,137	643	1,498
Single Copy Sales					
Total Qualified Circulation	21,278				

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	886	34	72	992
British Columbia	1,614	65	91	1,770
Manitoba	352	10	31	393
New Brunswick	211	7	6	224
Newfoundland/Labrador	136		9	145
Northwest Territories	4	1		5
Nova Scotia	239	11	16	266
Nunavut	4			4
Ontario	13,118	451	1,137	14,706
Prince Edward Island	54	2	3	59
Quebec	2,112	55	121	2,288
Saskatchewan	282	5	8	295
Yukon Territory	13		1	14
Canadian Unclassified				
Total Canada	19,025	641	1,495	21,161
United States	111	2	1	114
Military or Civilian Personnel Overseas				
Other International	1		2	3
Total International	112	2	3	117
E-Mail Address Only				
Other Unclassified				
Grand Total	19,137	643	1,498	21,278

**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

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** 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

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 19,171 copies per issue, represent copies served to individuals receiving the print version only of ORALHYGIENE.

(b) Digital Only Individual subscriptions, averaging 585 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ORALHYGIENE is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,434 copies per issue, represent copies served to individuals receiving both a print and digital version of ORALHYGIENE. The digital version of ORALHYGIENE is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 182 copies per issue, served to advertisers and agencies.

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

(f) Other Sources represent copies served to subscribers obtained from trade shows and conventions, and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: dental hygienists, dentists, dental assistants, dental companies, manufacturers and dealers, and others allied to the field.

**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.**

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