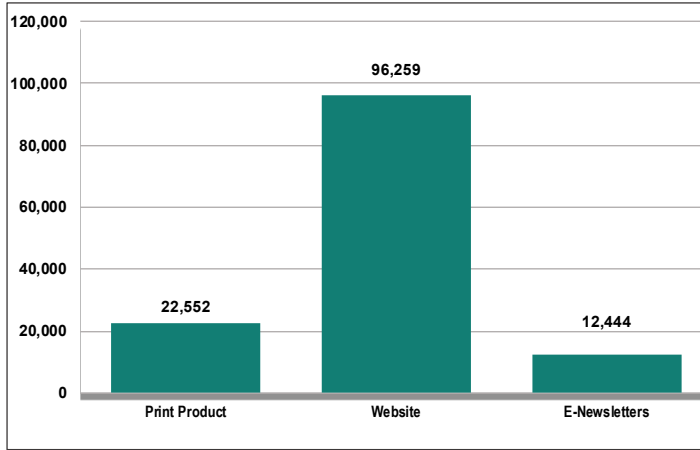


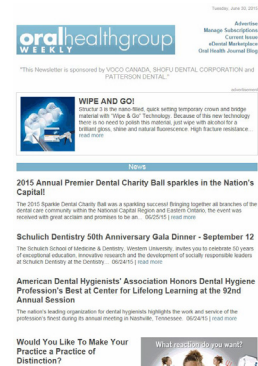
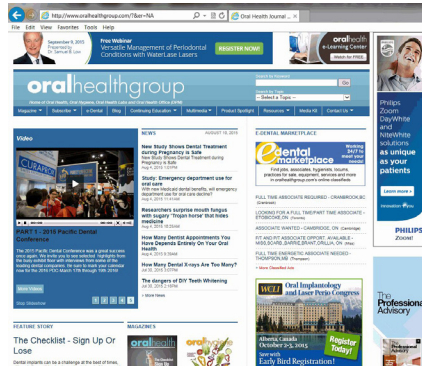
**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended December 31, 2017

TOTAL GROSS CONTACTS 131,255



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Oral Health Total Qualified Circulation	22,552	6 months ended December 31, 2017
Website Activity Page Impressions Visits Unique Browsers	162,519 121,058 96,259	For the month of October 2017
E-Newsletters Total Average Net Distribution Per Issue	12,444	October 11, 2017

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2017

Subject to Audit

Field Served:

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



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		22,552
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,277
Qualified Nonpaid Multicopy Same Addressee - Print		275
Total Average Qualified Nonpaid Circulation		22,552

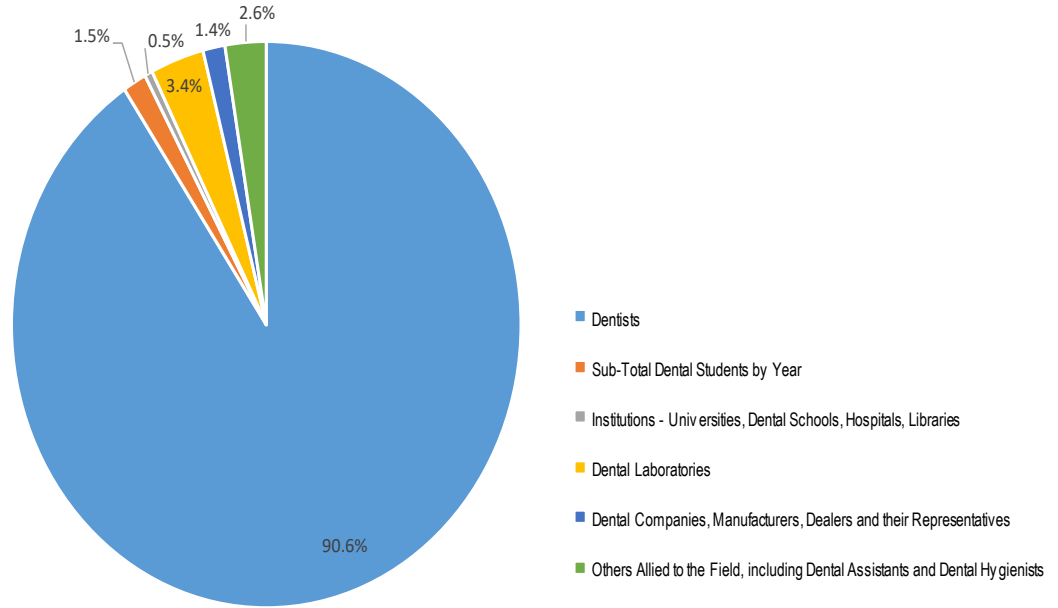
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	900
Total Average Nonqualified Circulation	900

AVERAGE CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul	22,615
Aug	22,571
Sep	22,601
Oct	22,613
Nov	22,614
Dec	22,298

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Multicopy - Print
1.	Dentists	20,483	90.6	20,483	
2.	Dental Students by Year:				
	(a) 1st Year				
	(b) 2nd Year				
	(c) 3rd Year	170	0.7	6	164
	(d) 4th Year	171	0.8	5	166
	Sub-Total Dental Students by Year	341	1.5	11	330
3.	Institutions - Universities, Dental Schools, Hospitals, Libraries	105	0.5	105	
4.	Dental Laboratories	764	3.4	764	
5.	Dental Companies, Manufacturers, Dealers and their Representatives	322	1.4	322	
6.	Others Allied to the Field, including Dental Assistants and Dental Hygienists	599	2.6	599	
	Total Qualified Circulation	22,614	100.0	22,284	330

Classification by Business & Industry



AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	%
Total Direct Request From Recipient	14,599	2,825	696	18,120	80.1
Total Direct Request From Recipient's Company	794	223	179	1,196	5.3
Total Communication Other Than Request			7	7	0.0
Association					
Business Directories	3,099		14	3,113	13.8
Lists					
Acquired Circulation			57	57	0.3
Other Sources		25	96	121	0.5
Total Qualified Subscriptions	18,492	3,073	1,049	22,614	100.0
Percent	81.8	13.6	4.6	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	22,052	97.5
Individual by Name Only	231	1.0
Title or Occupation Only	1	0.0
Company Name Only		
Multicopy Same Addressee	330	1.5
Total Qualified Subscriptions	22,614	100.0
Total Qualified Circulation	22,614	100.0

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,852
British Columbia	2,713
Manitoba	648
New Brunswick	236
Newfoundland/Labrador	187
Northwest Territories	8
Nova Scotia	454
Nunavut	4
Ontario	12,007
Prince Edward Island	68
Quebec	3,901
Saskatchewan	419
Yukon Territory	10
Canadian Unclassified	
TOTAL CANADA	22,507
United States	107
Military or Civilian Personnel Overseas	
Other International	
Total International	107
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	22,614

CHANNEL PROFILES

WEBSITE ACTIVITY - www.oralhealthgroup.com

Month	Page Impressions	Visits	Unique Browsers
October 2017	162,519	121,058	96,259

E-NEWSLETTERS - Oral Health Journal eNewsletter

Month	# of Issues	Total Net Distribution
October 11, 2017	1	12,444

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee : Subscriptions represent copies distributed in bulk to 3rd and 4th year dental students in quantities of 18 to 102.

Business Directories: Represent copies served to subscribers obtained from the Canadian Dental Directory and the Dental Association Directories from various Provinces

Other Sources: Represent copies served to subscribers obtained from individuals in the field served as selected by the publisher

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November 2017 issue.

Age of Source Projection: The figures used are based on percentages established for the June 2017 issue and projected against the totals for the November 2017 issue.

Total Gross Contacts Include : Total Gross Contacts include Qualified Nonpaid Circulation, Unique Browsers, and E-newsletter Net Distribution per issue.

Website Data Source: AAM Digital Audit

Website Domains: Domains included in website traffic www.oralhealthgroup.com.

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

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: AAM Digital Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

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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