

BUSINESS PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

Subject to Audit

Field Served:

ORALHYGIENE serves the dental hygiene field in Canada.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		21,081
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		18,679
Qualified Nonpaid Individual - Digital		786
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,616
Total Qualified Nonpaid Individual		21,081
Total Average Qualified Nonpaid Circulation		21,081

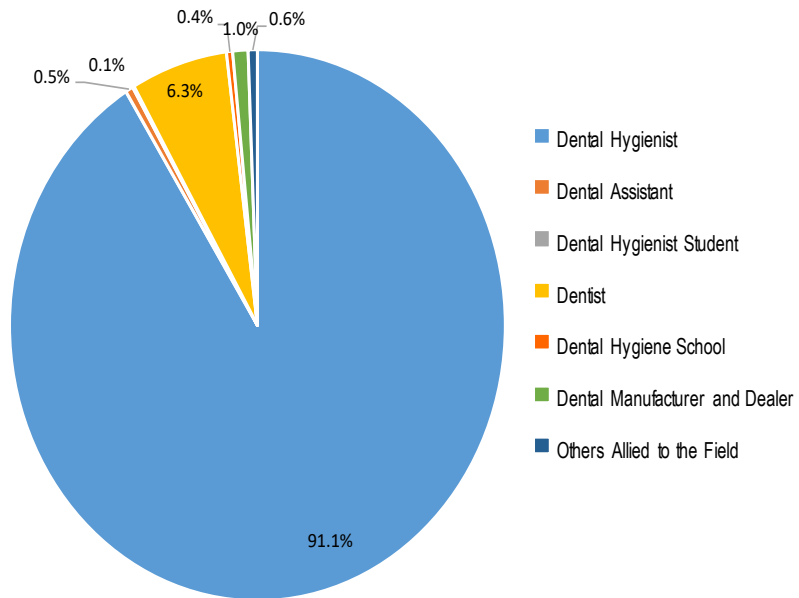
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	457
Nonqualified Miscellaneous, Including Staff Copies - Digital	3
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	12
Total Nonqualified Miscellaneous, Including Staff Copies	472
Total Average Nonqualified Circulation	472

AVERAGE CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Sep		18,685	779	1,601	21,065
Nov		18,673	793	1,630	21,096

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
Dental Hygienist	19,219	91.1	17,177	683	1,359
Dental Assistant	104	0.5	85	6	13
Dental Hygienist Student	17	0.1	14		3
Dentist	1,327	6.3	1,062	75	190
Dental Hygiene School	93	0.4	53	9	31
Dental Manufacturer and Dealer	209	1.0	192	7	10
Others Allied to the Field	127	0.6	90	13	24
Total Qualified Circulation	21,096	100.0	18,673	793	1,630

Classification by Business and Industry



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	9,422	785	1,611	9,398	1,943	477	11,818	56.0
Total Direct Request From Recipient's Company	543	8	16	353	1	213	567	2.7
Total Communication Other Than Request	51			18		33	51	0.2
Association								
Business Directories								
Lists	8,574			8,574			8,574	40.6
Acquired Circulation								
Other Sources	83		3	3	23	60	86	0.4
Total Qualified Subscriptions	18,673	793	1,630	18,346	1,967	783	21,096	100.0
Percent	88.5	3.8	7.7	87.0	9.3	3.7	100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	%
Individual by Name and Title and/or Occupation	18,533	786	1,622	20,941	99.3
Individual by Name Only	140	7	8	155	0.7
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
Total Qualified Subscriptions	18,673	793	1,630	21,096	100.0
Total Qualified Circulation	18,673	793	1,630	21,096	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	882	45	64	991
British Columbia	1,396	81	104	1,581
Manitoba	308	14	28	350
New Brunswick	208	7	10	225
Newfoundland/Labrador	158	3	10	171
Northwest Territories	6			6
Nova Scotia	257	13	12	282
Nunavut	4			4
Ontario	12,915	545	1,270	14,730
Prince Edward Island	62	1	1	64
Quebec	2,145	73	121	2,339
Saskatchewan	252	9	8	269
Yukon Territory	15			15
Canadian Unclassified				
TOTAL CANADA	18,608	791	1,628	21,027
United States	65	2	2	69
Military or Civilian Personnel Overseas				
Other International				
Total International	65	2	2	69
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	18,673	793	1,630	21,096

NOTES

Definition of Recipient Qualification:

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

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

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 May 2017 issue and projected against the totals for the November 2017 issue.

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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