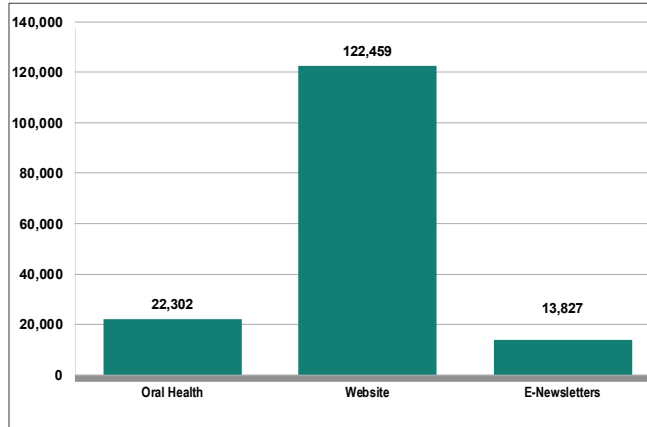


CONSOLIDATED MEDIA REPORT

B2B Media

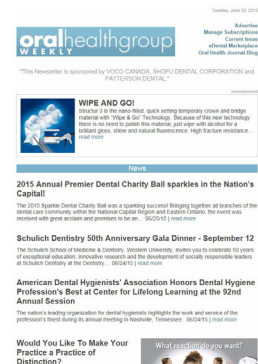
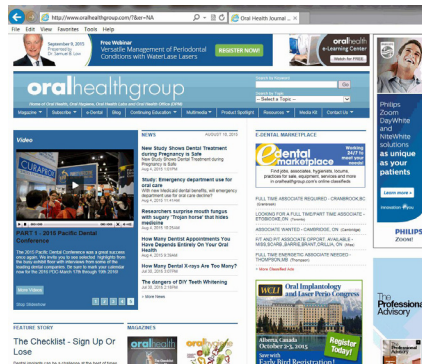
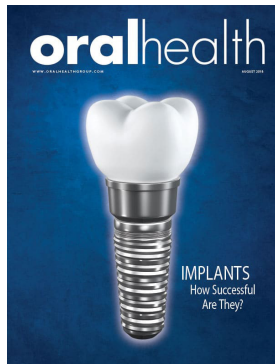
6 months ended December 31, 2018

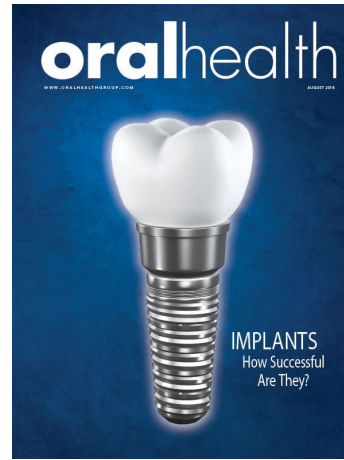
TOTAL GROSS CONTACTS 158,588



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Oral Health Total Qualified Circulation	22,302	6 months ended December 31, 2018
Website Activity Page Impressions Visits Unique Browsers	196,844 146,627 122,459	For the month of August 2018
E-Newsletters Total Average Net Distribution Per Issue	13,827	November 14, 2018

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, 2018

Subject to Audit

Field Served:

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

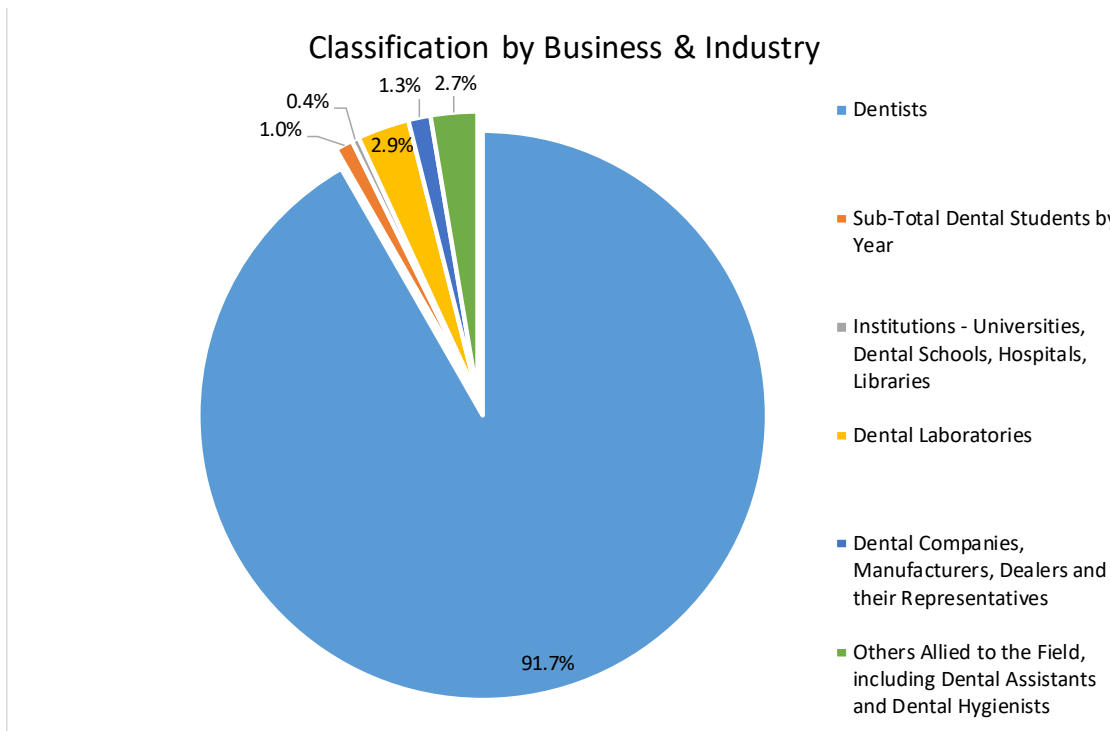
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		22,302
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,090
Qualified Nonpaid Multicopy Same Addressee - Print		212
Total Average Qualified Nonpaid Circulation		22,302

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	763
Total Average Nonqualified Circulation	763

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul	22,409
Aug	22,367
* SPECIAL	22,338
Sep	22,335
Oct	22,305
Nov	22,124
Dec	22,273

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Multicopy - Print
1.	Dentists	20,427	91.7	20,427	
2.	Dental Students by Year:				
	(a) 1st Year				
	(b) 2nd Year				
	(c) 3rd Year	112	0.5	6	106
	(d) 4th Year	111	0.5	5	106
	Sub-Total Dental Students by Year	223	1.0	11	212
3.	Institutions - Universities, Dental Schools, Hospitals, Libraries	93	0.4	93	
4.	Dental Laboratories	657	2.9	657	
5.	Dental Companies, Manufacturers, Dealers and their Representatives	282	1.3	282	
6.	Others Allied to the Field, including Dental Assistants and Dental Hygienists	591	2.7	591	
	Total Qualified Circulation	22,273	100.0	22,061	212



AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	14,769	2,104	1,202	18,075	81.2
Total Direct Request From Recipient's Company	775	106	377	1,258	5.7
Total Communication Other Than Request					
Association					
Business Directories	2,615	201		2,816	12.6
Lists					
Acquired Circulation					
Other Sources			124	124	0.6
Total Qualified Subscriptions	18,159	2,411	1,703	22,273	100.0
Percent	81.5	10.8	7.6	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	21,861	98.2
Individual by Name Only	200	0.9
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee	212	1.0
Total Qualified Subscriptions	22,273	100.0
Total Qualified Circulation	22,273	100.0

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,778
British Columbia	2,653
Manitoba	632
New Brunswick	243
Newfoundland/Labrador	178
Northwest Territories	7
Nova Scotia	437
Nunavut	4
Ontario	12,064
Prince Edward Island	61
Quebec	3,581
Saskatchewan	544
Yukon Territory	12
Canadian Unclassified	
TOTAL CANADA	22,194
United States	79
Military or Civilian Personnel Overseas	
Other International	
Total International	79
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	22,273

CHANNEL PROFILES

WEBSITE ACTIVITY - www.oralhealthgroup.com

Month	Page Impressions	Visits	Unique Browsers
August 2018	196,844	146,627	122,459

E-NEWSLETTERS - Oral Health Weekly

Month	# of Issues	Total Net Distribution
November 14, 2018	1	13,827

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 Dec 2018 issue.

Age of Source Projection: The figures used are based on percentages established for the June 2018 issue and projected against the totals for the December 2018 issue.

Special Issue: * Special issue circulation not included in averages.

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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