

## B2B Media

### Publisher's Statement

6 months ended December 31, 2018

Subject to Audit

### Field Served:

ORALHYGIENE serves the dental hygiene field in Canada.



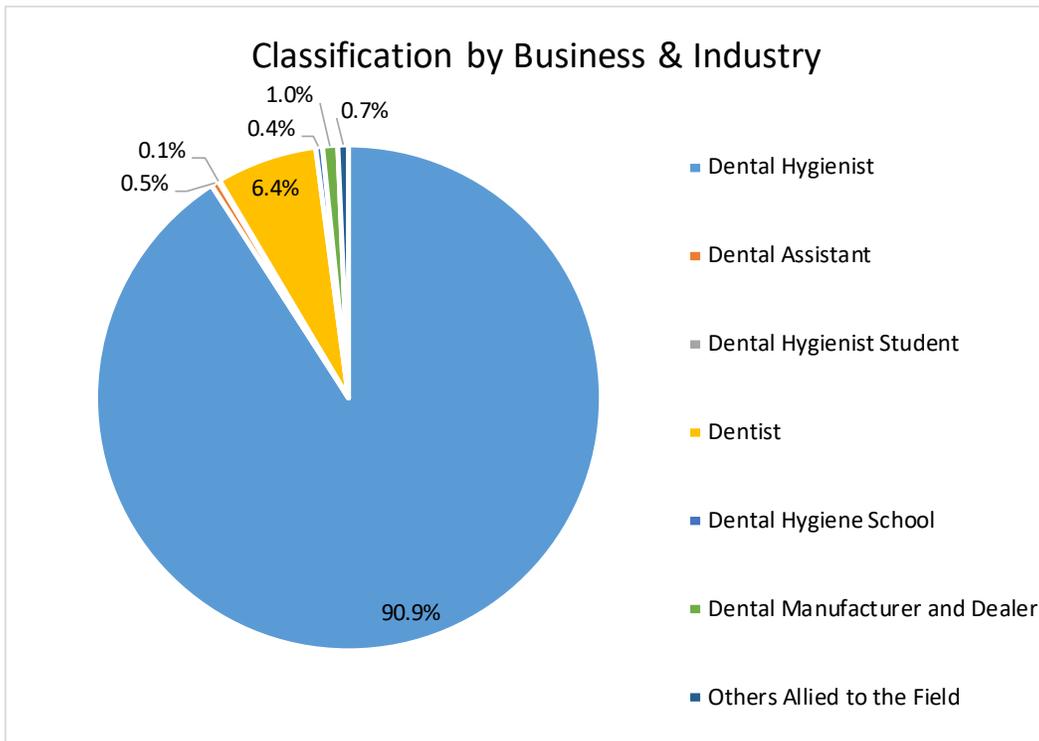
<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>21,180</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		18,509
Qualified Nonpaid Individual - Digital		925
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,746
<b>Total Qualified Nonpaid Individual</b>		<b>21,180</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>21,180</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	429
Nonqualified Miscellaneous, Including Staff Copies - Digital	3
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	14
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>446</b>
<b>Total Average Nonqualified Circulation</b>	<b>446</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Sep		18,534	903	1,717	21,154
Nov		18,483	946	1,775	21,204

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
Dental Hygienist	19,271	90.9	16,981	811	1,479
Dental Assistant	107	0.5	85	11	11
Dental Hygienist Student	19	0.1	18	1	
Dentist	1,367	6.4	1,054	91	222
Dental Hygiene School	92	0.4	49	11	32
Dental Manufacturer and Dealer	205	1.0	188	6	11
Others Allied to the Field	143	0.7	108	15	20
<b>Total Qualified Circulation</b>	<b>21,204</b>	<b>100.0</b>	<b>18,483</b>	<b>946</b>	<b>1,775</b>



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	8,638	898	1,722	8,822	1,446	990	11,258	53.1
<b>Total Direct Request From Recipient's Company</b>	983	48	49	980	84	16	1,080	5.1
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists	8,781			8,781			8,781	41.4
Acquired Circulation								
Other Sources	81		4		3	82	85	0.4
<b>Total Qualified Subscriptions</b>	<b>18,483</b>	<b>946</b>	<b>1,775</b>	<b>18,583</b>	<b>1,533</b>	<b>1,088</b>	<b>21,204</b>	<b>100.0</b>
<b>Percent</b>	<b>87.2</b>	<b>4.5</b>	<b>8.4</b>	<b>87.6</b>	<b>7.2</b>	<b>5.1</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	18,407	942	1,772	21,121	99.6
Individual by Name Only	75	4	3	82	0.4
Title or Occupation Only	1			1	0.0
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>18,483</b>	<b>946</b>	<b>1,775</b>	<b>21,204</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>18,483</b>	<b>946</b>	<b>1,775</b>	<b>21,204</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	838	49	71	958
British Columbia	850	91	105	1,046
Manitoba	315	13	31	359
New Brunswick	198	8	11	217
Newfoundland/Labrador	133	6	8	147
Northwest Territories	4			4
Nova Scotia	279	13	11	303
Nunavut	2			2
Ontario	13,357	671	1,414	15,442
Prince Edward Island	59	2	2	63
Quebec	2,086	81	109	2,276
Saskatchewan	277	10	11	298
Yukon Territory	20			20
Canadian Unclassified				
<b>TOTAL CANADA</b>	<b>18,418</b>	<b>944</b>	<b>1,773</b>	<b>21,135</b>
United States	65	2	2	69
Military or Civilian Personnel Overseas				
Other International				
<b>Total International</b>	<b>65</b>	<b>2</b>	<b>2</b>	<b>69</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>18,483</b>	<b>946</b>	<b>1,775</b>	<b>21,204</b>

## 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 2018 issue.

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

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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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