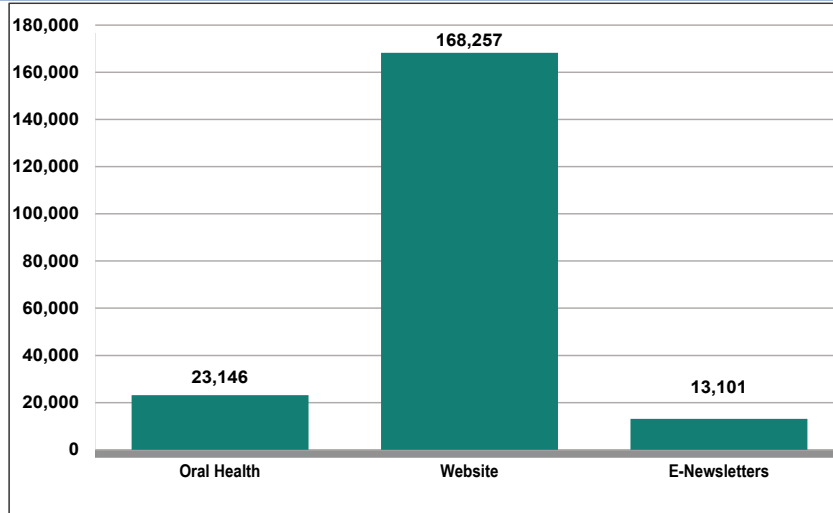


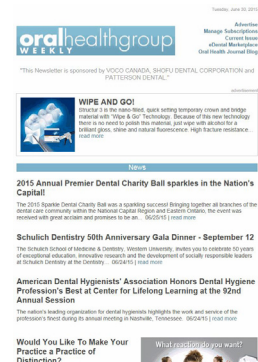
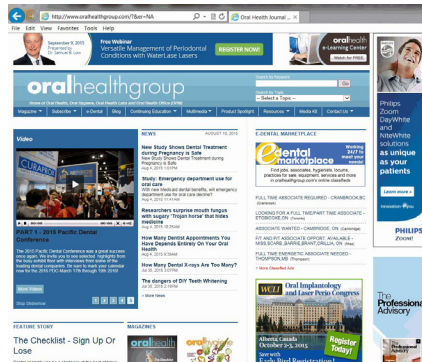
**CONSOLIDATED MEDIA REPORT**  
**B2B Media**  
6 months ended June 30, 2021

**TOTAL GROSS CONTACTS** **204,504**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>Oral Health</b> Total Qualified Circulation	23,146	6 months ended June 30, 2021
<b>Website Activity</b> Page Impressions Visits Unique Browsers	240,125 196,048 168,257	6 months ended June 30, 2021
<b>E-Newsletters</b> Total Average Net Distribution Per Issue	13,101	6 months ended June 30, 2021

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



# oralhealth

6 months ended June 30, 2021

Subject to Audit

## Field Served:

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



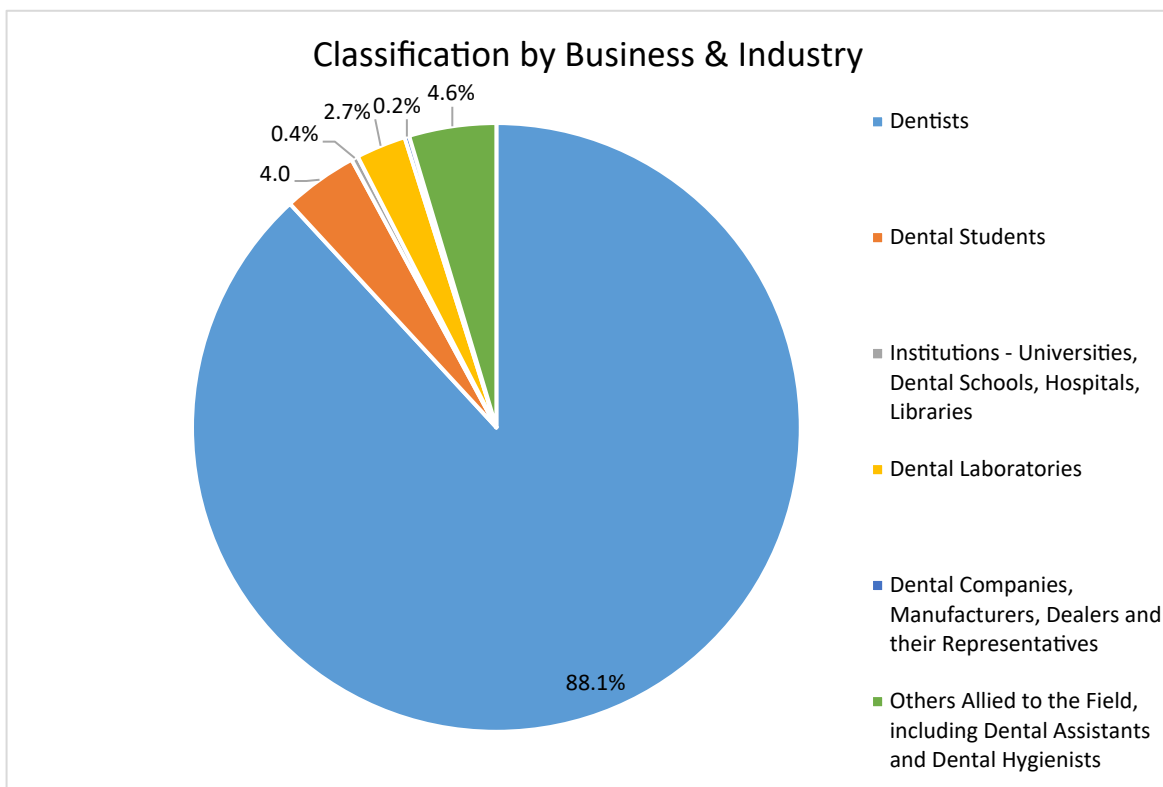
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		23,146
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		22,246
Qualified Nonpaid Multicopy Same Addressee - Print		900
<b>Total Average Qualified Nonpaid Circulation</b>		<b>23,146</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	266
<b>Total Average Nonqualified Circulation</b>	<b>266</b>

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		23,170
Feb		23,152
Mar		23,162
Apr		23,152
May		23,128
Jun		23,109

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Multicopy - Print
1.	Dentists	20,368	88.1	20,368	
2.	Dental Students by Year:	918	4.0	18	900
3.	Institutions - Universities, Dental Schools, Hospitals, Libraries	83	0.4	83	
4.	Dental Laboratories	613	2.7	613	
5.	Dental Companies, Manufacturers, Dealers and their Representatives	57	0.2	57	
6.	Others Allied to the Field, including Dental Assistants and Dental Hygienists	1,070	4.6	1,070	
<b>Total Qualified Circulation</b>		<b>23,109</b>	<b>100.0</b>	<b>22,209</b>	<b>900</b>



AGE OF SOURCE ANALYSIS					
Source	Print	Digital	Print & Digital	Total	Percent
<b>Total Direct Request From Recipient</b>	19,798			19,798	85.7
<b>Total Direct Request From Recipient's Company</b>	319			319	1.4
<b>Total Communication Other Than Request</b>					
Association					
Business Directories	2,092			2,092	9.1
Lists					
Acquired Circulation					
Other Sources	900			900	3.9
<b>Total Qualified Subscriptions</b>	<b>23,109</b>			<b>23,109</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>			<b>100.0</b>	
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>23,109</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	22,209	96.1
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee	900	3.9
<b>Total Qualified Subscriptions</b>	<b>23,109</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>23,109</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,977
British Columbia	2,938
Manitoba	803
New Brunswick	227
Newfoundland/Labrador	172
Northwest Territories	4
Nova Scotia	728
Nunavut	4
Ontario	12,171
Prince Edward Island	70
Quebec	3,445
Saskatchewan	557
Yukon Territory	13
Canadian Unclassified	
<b>TOTAL CANADA</b>	<b>23,109</b>
United States	
Military or Civilian Personnel Overseas	
Other International	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>23,109</b>

**CHANNEL PROFILES****WEBSITE ACTIVITY - www.oralhealthgroup.com**

Month	Page Impressions	Visits	Unique Browsers
January 2021	246,335	196,107	167,762
February 2021	235,597	190,609	164,443
March 2021	266,809	220,604	187,958
April 2021	245,793	201,190	175,050
May 2021	228,513	188,521	161,039
June 2021	217,700	179,254	153,289

**E-NEWSLETTERS - Oral Health Weekly**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January 2021	4	13,024	52,094
February 2021	4	12,944	51,774
March 2021	6	13,031	78,187
April 2021	4	13,109	52,437
May 2021	4	13,073	52,290
June 2021	5	13,391	66,955

## 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 :** 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.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2021 issue.

**Miscellaneous:** Due to the disruption of normal business activities created by COVID-19, the 1 to 3 year age of source analysis is not reported. Sources that exceed 36 months will qualify as copies served until normal business activities resume.

**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](http://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.

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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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