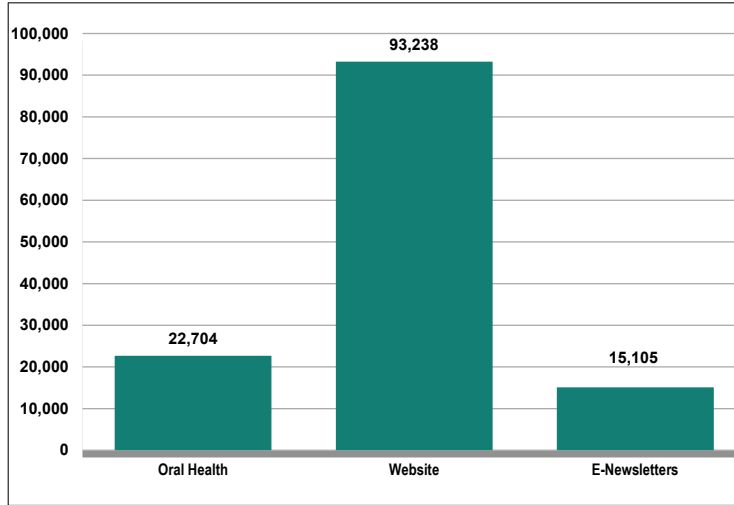


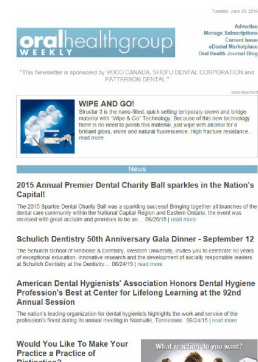
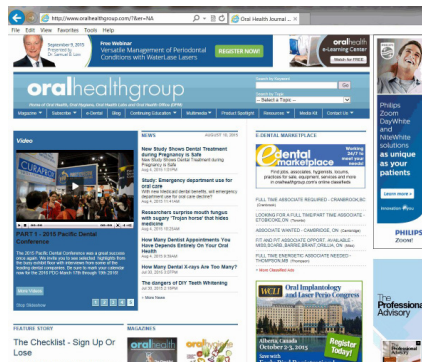
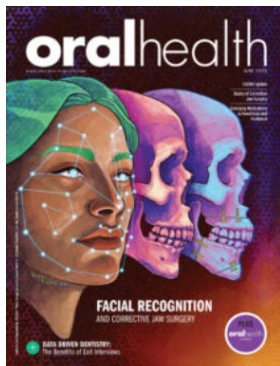
CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended June 30, 2023

TOTAL GROSS CONTACTS 131,047



| EXECUTIVE SUMMARY | | |
|--|------------------------------|------------------------------|
| Channels | Contacts | Period |
| Oral Health Total Qualified Circulation | 22,704 | 6 months ended June 30, 2023 |
| Website Activity Page Impressions Visits Unique Browsers | 135,685 109,441 93,238 | 6 months ended June 30, 2023 |
| E-Newsletters Total Average Net Distribution Per Issue | 15,105 | 6 months ended June 30, 2023 |

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.



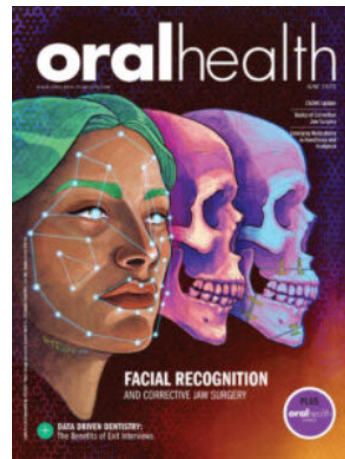
oralhealth

6 months ended June 30, 2023

Subject to Audit

Field Served:

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



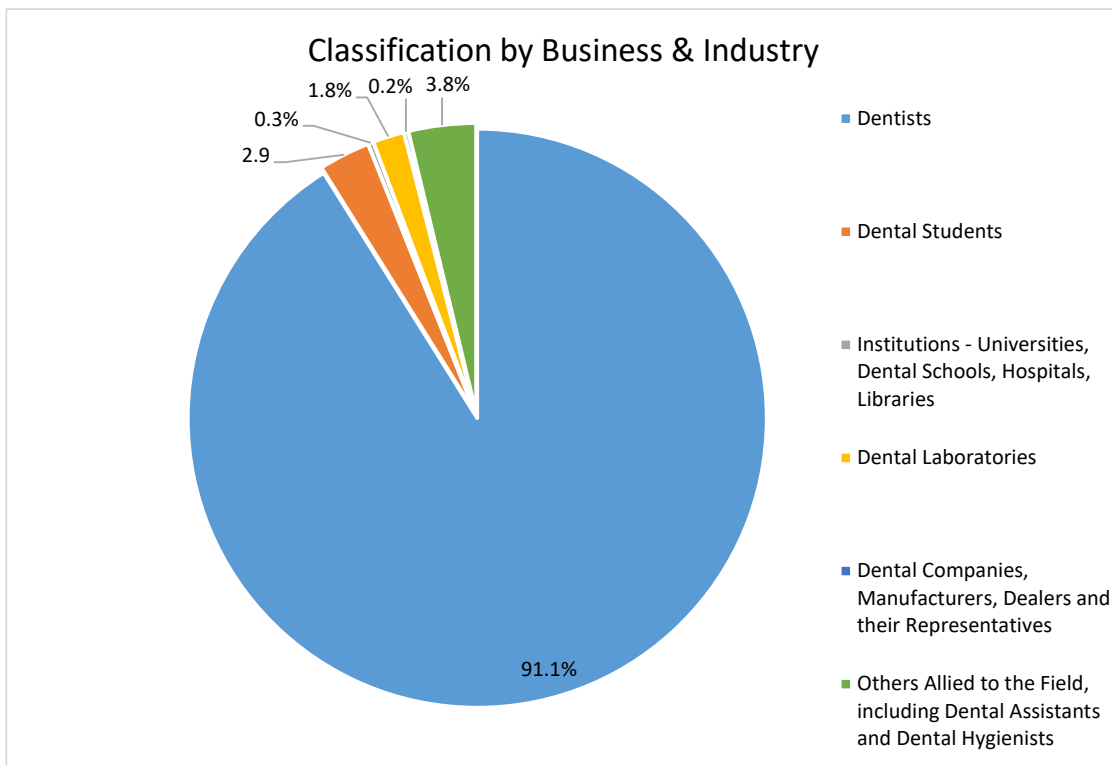
| TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION | | 22,704 |
|--|--|---------------|
| AVERAGE QUALIFIED NONPAID CIRCULATION | | |
| Qualified Nonpaid Individual - Print | | 22,054 |
| Qualified Nonpaid Multicopy Same Addressee - Print | | 650 |
| Total Average Qualified Nonpaid Circulation | | 22,704 |

| AVERAGE NONQUALIFIED CIRCULATION | |
|--|------------|
| Nonqualified Miscellaneous, Including Staff Copies - Print | 290 |
| Total Average Nonqualified Circulation | 290 |

| CIRCULATION BY ISSUES | |
|-----------------------|---------------------------|
| Issue | Qualified Nonpaid - Print |
| Jan | 22,798 |
| Feb | 22,619 |
| Mar | 22,589 |
| Apr | 22,514 |
| May | 22,507 |
| Jun | 23,197 |

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | | Total | % | Qualified Nonpaid Individual - Print | Qualified Nonpaid Multicopy - Print |
|---------------------------------------|---|---------------|--------------|--------------------------------------|-------------------------------------|
| 1. | Dentists | 21,131 | 91.1 | 21,131 | |
| 2. | Dental Students by Year: | 665 | 2.9 | 15 | 650 |
| 3. | Institutions - Universities, Dental Schools, Hospitals, Libraries | 68 | 0.3 | 68 | |
| 4. | Dental Laboratories | 408 | 1.8 | 408 | |
| 5. | Dental Companies, Manufacturers, Dealers and their Representatives | 53 | 0.2 | 53 | |
| 6. | Others Allied to the Field, including Dental Assistants and Dental Hygienists | 872 | 3.8 | 872 | |
| Total Qualified Circulation | | 23,197 | 100.0 | 22,547 | 650 |



| AGE OF SOURCE ANALYSIS | | | | | |
|--|------------------|--------------|------------|---------------|--------------|
| Source | Qualified Within | | | | |
| | 1 Year | 2 Year | 3 Year | Total | Percent |
| Total Direct Request From Recipient | 14,387 | 4,918 | 680 | 19,985 | 86.2 |
| Total Direct Request From Recipient's Company | | | | | |
| Total Communication Other Than Request | | | | | |
| Association | | | | | |
| Business Directories | 2,562 | | | 2,562 | 11.0 |
| Lists | | | | | |
| Acquired Circulation | | | | | |
| Other Sources | 650 | | | 650 | 2.8 |
| Total Qualified Subscriptions | 17,599 | 4,918 | 680 | 23,197 | 100.0 |
| Percent | 75.9 | 21.2 | 2.9 | 100.0 | |

| MAILING ADDRESS ANALYSIS | | |
|--|---------------------------|--------------|
| | Qualified Nonpaid - Print | Percent |
| Individual by Name and Title and/or Occupation | 22,547 | 97.2 |
| Individual by Name Only | | |
| Title or Occupation Only | | |
| Company Name Only | | |
| Multicopy Same Addressee | 650 | 2.8 |
| Total Qualified Subscriptions | 23,197 | 100.0 |
| Total Qualified Circulation | 23,197 | 100.0 |

| GEOGRAPHIC ANALYSIS | |
|---|---------------------------|
| Province | Qualified Nonpaid - Print |
| Alberta | 2,062 |
| British Columbia | 2,895 |
| Manitoba | 631 |
| New Brunswick | 359 |
| Newfoundland/Labrador | 176 |
| Northwest Territories | 18 |
| Nova Scotia | 521 |
| Nunavut | 2 |
| Ontario | 11,117 |
| Prince Edward Island | 72 |
| Quebec | 4,847 |
| Saskatchewan | 484 |
| Yukon Territory | 13 |
| Canadian Unclassified | |
| TOTAL CANADA | 23,197 |
| United States | |
| Military or Civilian Personnel Overseas | |
| Other International | |
| Total International | |
| E-mail Address Only | |
| Other Unclassified | |
| GRAND TOTAL | 23,197 |

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

| Month | Page Impressions | Visits | Unique Browsers |
|---------------|------------------|---------|-----------------|
| January 2023 | 178,611 | 133,993 | 114,351 |
| February 2023 | 133,783 | 106,639 | 90,954 |
| March 2023 | 146,259 | 121,211 | 101,351 |
| April 2023 | 119,896 | 99,657 | 84,873 |
| May 2023 | 122,202 | 101,075 | 86,529 |
| June 2023 | 113,361 | 94,068 | 81,372 |

E-NEWSLETTERS - Oral Health Weekly

| Month | # of Issues | Average Net Distribution Per Issue | Total Net Distribution |
|---------------|-------------|------------------------------------|------------------------|
| January 2023 | 4 | 15,090 | 60,358 |
| February 2023 | 4 | 15,102 | 60,406 |
| March 2023 | 5 | 15,031 | 75,155 |
| April 2023 | 4 | 15,116 | 60,463 |
| May 2023 | 5 | 15,114 | 75,568 |
| June 2023 | 4 | 15,195 | 60,781 |

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 dental students in quantities of 50 to 300.

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 Jun 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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