

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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# JOURNAL OF THE CANADIAN DENTAL ASSOCIATION

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Official Publication of: Canadian  
Dental Association  
Established: 1935  
Issues Per Year: 10

## FIELD SERVED

Bilingual - English / French - for the Dental Profession

## DEFINITION OF RECIPIENT QUALIFICATION

Dentists, Dental Students, Institutions, Dental Laboratories, Dental Companies, Manufacturers, Dealers and their Representatives and others allied to the field. Also qualified are a limited number of retired dentists.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	2,393
<b>TOTAL</b>	<b>2,393</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,811	93.5	19,811	93.5	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,387	6.5	1,387	6.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,198</b>	<b>100.0</b>	<b>21,198</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (SEE PARAGRAPH 11)											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					22,301	October _____					22,708
May _____					20,215	November _____					22,638
June _____					17,364	December _____					21,045
July/ August _____					20,291	February _____					21,394
September _____					22,356	March _____					21,670
						<b>TOTAL</b>					

\*See Paragraph 11

**4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF FEBRUARY 2008**

This issue is 1.0% or 218 copies above the average of the other 9 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classifications of Circulation No. 554 BUSINESS AND INDUSTRY	Individually Addressed	Multi-Copy Same Addressee	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Dentists _____	19,404	-	19,099	305	19,404	90.7
2. Dental Students _____	-	-	-	-	-	-
3. Institutions: Universities, Dental Schools, Hospitals, Libraries ____	-	1,990	1,990	-	1,990	9.3
4. Dental Laboratories, Dental Companies, Manufacturers, Dealers and their representatives _____	-	-	-	-	-	-
5. Others Allied to the Field _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,404</b>	<b>1,990</b>	<b>21,089</b>	<b>305</b>	<b>21,394</b>	<b>100.0</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2008</b>							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>305</b>	-	-			<b>305</b>	<b>1.4</b>
a. Written _____	305	-	-			305	1.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	<b>1,990</b>	-	-			<b>1,990</b>	<b>9.3</b>
a. Written _____	1,990	-	-			1,990	9.3
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>19,099</b>	-	-			<b>19,099</b>	<b>89.3</b>
*Association rosters and directories _____	19,099	-	-			19,099	89.3
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,394</b>	-	-			<b>21,394</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	

Paid Source Information can be reported at the option of the publisher.

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2008</b>				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,394	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>21,394</b>	<b>100.0</b>

<b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2008</b>				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			164	0.8
Prince Edward Island _____			68	0.3
Nova Scotia _____			685	3.2
New Brunswick _____			288	1.3
Quebec _____			4,928	23.0
Ontario _____			8,482	39.6
Manitoba _____			735	3.4
Saskatchewan _____			483	2.3
Alberta, N.W.T and Nunavut _____			2,094	9.8
B.C. and Yukon _____			3,162	14.8
<b>TOTAL FOR CANADA</b>			<b>21,089</b>	<b>98.6</b>
United States _____			265	1.2
Other Foreign _____			40	0.2
<b>TOTAL OUTSIDE CANADA</b>			<b>305</b>	<b>1.4</b>
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>21,394</b>	<b>100.0</b>

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

<b>9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT AUDITED CIRCULATION STATEMENTS</b>					
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>*2008</b>
Total Audit Average Qualified: _____	18,064	20,408	19,163	20,111	21,198
Qualified Non-Paid: _____	17,793	20,408	19,163	20,111	21,198
Qualified Paid: _____	271	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: April 2007 - March 2008 data is audited.**

\*\*NC = None Claimed.

<b>10. PAID CIRCULATION DATA</b>	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**PARAGRAPH 3b:**

Association rosters and directories include 10 sources of circulation for a quantity of 1 copy or -% to 7,884 copies or 36.9%, including Royal Surgeons Ontario.

**As a result of the March 2008 circulation audit, the following adjustments and corrections have been made to the previously released unaudited September 2007 and March 2008 Circulation Statements.**

**PARAGRAPH 2:**

Due to insufficient postal documentation, the June 2007 total qualified circulation has been reduced by 2,842 copies or 14.1% and the December 2007 total qualified circulation has been reduced by 3,258 copies or 14.4%.

Paragraph 1 has been reduced accordingly.

The additions and removals for the period April 2007 through September 2007 could not be substantiated and, as a result, have been deleted as reported herein.

The records maintained by this publication for the period covered by this report have been examined by CCAB Inc. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

CCAB Inc.

Toronto, ON

August 21, 2008

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