



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
December 31, 2009**



Field Served:

All levels of Government, Primary and Secondary Manufacturing Industries, Hospitals and Other Medical Institutions, Universities, Colleges, and High Schools. Also, Private Firms providing Consulting and Custom Testing Services and Analysis and other industries allied to the field.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 16,239

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	15,040
Digital Only, See Par. 11(b)	1,055
Print & Digital (Unduplicated), See Par. 11(c)	144
Total Individual	16,239
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	16,239

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d)	440
Total Average Non-Qualified Circulation	440

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2009 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Aug.	16,279		15,458	813	8	16,279	231	13
Oct.	16,136		14,848	1,108	180	16,136	167	24
Dec.	16,301		14,813	1,244	244	16,301	228	393
						Total	626	430

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE DECEMBER 2009 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.4% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Classification by Title													
	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	1	2	3	4	5	6	7	8	9
1. PRIMARY AND SECONDARY MANUFACTURING INDUSTRIES	3,242	19.9	3,001	180	61	2,348	142	8		1	333	30	139	241
2. UNIVERSITY LABORATORIES (except Medical)	1,557	9.6	1,351	175	31	309	35	660	1	17	113		14	408
3. COMMUNITY COLLEGES/HIGH SCHOOL LABORATORIES	64	0.4	55	6	3	18	2	11		6	13		1	13
4. MEDICAL LABORATORIES AND PHARMACIES WITHIN HOSPITALS AND UNIVERSITIES (Clinical and Research)	6,214	38.1	5,671	504	39	2,080	161	1,088	16	2	517	3	167	2,180
5. DENTAL LABORATORIES	904	5.6	866	13	25	837					34			33
6. GOVERNMENT LABORATORIES	754	4.6	643	85	26	347	48	13			191	5	6	144
7. PRIVATE (Independent) LABORATORIES	2,850	17.5	2,594	212	44	2,021	62	43	5		175	9	46	489
8. PUBLIC UTILITIES	87	0.5	73	10	4	48	7				19		1	12
9. MEMBERS OF OCCUPATIONAL HYGIENE ASSOCIATION OF ONTARIO, N.E.C.	22	0.1	20	2		15								7
10. OTHER INDUSTRIES ALLIED TO THE FIELD	607	3.7	539	57	11	375	4	18			47	2	6	155
Other Paid Circulation Subscriptions														
Single Copy Sales														
Total Qualified Circulation	16,301	100.0	14,813	1,244	244	8,398	461	1,841	22	26	1,442	49	380	3,682

DEFINITION OF JOB TITLES

- | | |
|---|---|
| 1. Laboratory Director/Manager/Supervisor, Research Director/Manager/Supervisor, Technical Director/Manager/Supervisor, Quality Control/ Assurance Director/Manager/Supervisor, Occupational Health and Safety Director/Manager/Supervisor, Assistant Laboratory Director/Manager/Supervisor, Scientist, Director, Administrator, Manager, Supervisor, Owner, President, Vice President | 4. Pharmacists |
| 2. Chemists, Bacteriologists, Biochemists, Biologists, Microbiologists | 5. Principals, Science Teachers, or Teaching Masters of Schools, Colleges |
| 3. Medical Doctors, Professors, Veterinarians | 6. Engineers, Technologists, Technicians and other Technical Personnel |
| | 7. Metallurgists, Geologists, Physicists |
| | 8. Purchasing Personnel |
| | 9. Other Qualified Personnel |

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Non-Paid Circulation:									
Total Direct request from recipient:	11,081	931	182	8,900	1,670	1,624	12,194	74.8	
Written	344	29	6	175	130	74	379	2.3	
Telecommunication	9,071	762	149	7,231	1,318	1,433	9,982	61.2	
Internet and E-mail	1,666	140	27	1,494	222	117	1,833	11.3	
Total Direct request from recipient's company:									
Written									
Telecommunication									
Internet and E-mail									
Total Communication other than request:	477	40	7	133	298	93	524	3.2	
Written	46	4		11	11	28	50	0.3	
Telecommunication	351	29	6	77	256	53	386	2.4	
Internet and E-mail	80	7	1	45	31	12	88	0.5	
Association	18	2		19	1		20	0.1	
Business Directories, See Par. 11(e)	2,141	180	35	1,125	1,165	66	2,356	14.5	
Lists, See Par. 11(f)	44	4	1		49		49	0.3	
Acquired Circulation									
Other Sources, See Par. 11(g)	1,053	88	17	670	198	290	1,158	7.1	
Total Qualified Non-Paid Circulation	14,814	1,245	242	10,847	3,381	2,073	16,301	100.0	
Percent	90.9	7.6	1.5	66.6	20.7	12.7	100.0		
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							16,301		

The figures used in Par. 3B are based on percentages established for the June 2009 issue and projected against the totals for the December 2009 issue.

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	15,039	92.3	13,734	1,064	241
Individual by name only	1,117	6.8	938	176	3
Title or occupation only	142	0.9	138	4	
Company name only	3	0.0	3		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	16,301	100.0	14,813	1,244	244
Single Copy Sales					
Total Qualified Circulation	16,301				

4

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador	213	1.3	200	9	4
Nova Scotia	422	2.6	393	25	4
Prince Edward Island	118	0.7	110	6	2
New Brunswick	293	1.8	265	20	8
Quebec	4,314	26.5	3,927	322	65
Ontario	6,370	39.1	5,797	473	100
Manitoba	710	4.3	625	81	4
Saskatchewan	504	3.1	456	42	6
Alberta	1,435	8.8	1,310	100	25
British Columbia	1,897	11.6	1,707	164	26
Northwest Territories	12	0.1	12		
Nunavut					
Yukon Territory	10	0.1	9	1	
Canadian Unclassified					
Total Canada	16,298	100.0	14,811	1,243	244
British Commonwealth					
United States	3	0.0	2	1	
Military or Civilian Personnel Overseas					
Other International					
Total International	3	0.0	2	1	
E-Mail Address Only					
Other Unclassified					
Grand Total	16,301	100.0	14,813	1,244	244

The figures used in Par. 4 are based on percentages established for the June 2009 issue and projected against the totals for the December 2009 issue.

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2009**

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF
PAID CIRCULATION**
Reporting not required

11

EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only individual subscriptions, averaging 15,040 copies per issue, represent copies served to individuals receiving the print version only of LABORATORY PRODUCT NEWS.

(b) Digital Only individual subscriptions, averaging 1,055 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of LABORATORY PRODUCT NEWS is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 144 copies per issue, represent copies served to individuals receiving both a print and digital version of LABORATORY PRODUCT NEWS. The digital version of LABORATORY PRODUCT NEWS is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 212 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from Scott's Directory, Canadian Hospital Directory, Canadian Medical Directory, B2B Industry Guide-Diagnostics Canada and Canadian Biotechnology, Pharma Bio-Pharma & Nutraceuticals Canada, Canadian Health Facilities Directory and other recognized directories.

(f) Lists represent copies served to subscribers obtained from Order of Dentists of Quebec, Dentists and Specialists in Ontario, College of Dental Surgeons in British Columbia, Dental Society in New Brunswick, Royal College Physicians & Surgeons.

(g) Other Sources represent copies served to names obtained from University of Toronto List, Canadian Pharmaceutical Devices, various web sites, questionnaires, trade shows and conventions and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: Laboratory Administrators, Research and Development Managers, Chemists, Engineers, Technologists and Technicians; Plant Managers; Biologists, Geologists, Metallurgists, Physicists, Pharmacists; Medical Doctors, Ph.D., Scientists, Professors, School Principals, Science Teachers, Purchasing Agents and others allied to the field.

If you have any questions regarding this report, contact:
ABC's Canadian Office
Telephone: (416) 962-5840 - FAX: (416) 962-5844
151 Bloor Street West, Suite 850
Toronto, ON M5S 1S4

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 Audit Bureau of Circulations' Bylaws and Rules

Parent Company: Business Information Group

DIANE RAKOFF

Senior Circulation Manager

Signed: February 17, 2010

Copyright © 2010 Audit Bureau of Circulations. All rights reserved

LESLIE BURT

Publisher

Frequency: 7 times per year

Format: Tabloid

Established: 1968

ABC Member Since: 2002

Member No. 06-1381-3

CARD: 706

Published by:

Business Information Group

Ste. 800, 12 Concorde Place

Toronto, ON M3C 4J2

T: (416) 510-6835 • F: (416) 510-5140

www.labcanada.com

Publisher: Leslie Burt

Assoc. Publisher: Anita Havas-Stainton

06-1381-3	Analyzed Issue Date	12/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	