



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**

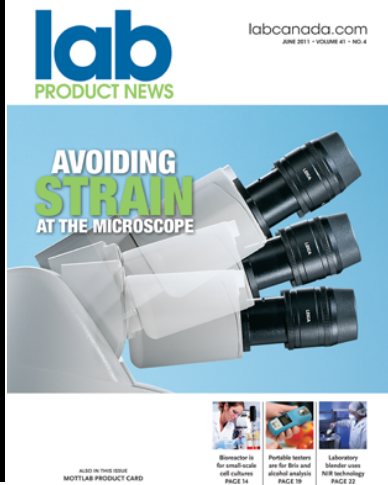


Field Served:

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 15,752



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)	13,391
Digital Only, See Par. 11(b)	1,877
Print & Digital (Unduplicated), See Par. 11(c)	484
Total Individual	15,752
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	15,752

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d) . . .	342
Total Average Non-Qualified Circulation	342

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

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

2011 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
Feb.	15,586		13,263	1,843	480	15,586	276	243
Apr.	15,490		13,178	1,834	478	15,490	104	8
Spring*	15,638		13,098	2,044	496	15,638		
June	16,179		13,733	1,953	493	16,179	1,188	1,877
							1,568	2,128

*Special Issue - circulation not included in averages shown in Par. 1.

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 2011 ISSUE IN WHICH:
• QUALIFIED NON-PAID CIRCULATION WAS 2.7% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Classification by Title													
	Quali- fied Non- Paid	%	Quali- fied Non- Paid Print Only	Quali- fied Non- Paid Digital Only	Quali- fied Non- Paid Print & Digital (Undu- plicated)	1	2	3	4	5	6	7	8	9
1. PRIMARY AND SECONDARY MANUFACTURING INDUSTRIES	3,908	24.2	3,387	397	124	3,183	124	10		1	283	17	111	179
2. UNIVERSITY LABORATORIES (except Medical)	1,232	7.6	901	285	46	272	28	604	2	17	97		15	197
3. COMMUNITY COLLEGES/HIGH SCHOOL LABORATORIES	59	0.4	45	9	5	15	2	9		7	20		1	5
4. MEDICAL LABORATORIES AND PHARMACIES WITHIN HOSPITALS AND UNIVERSITIES (Clinical and Research)	6,216	38.4	5,465	642	109	2,347	191	1,136	13	1	478	4	140	1,906
5. DENTAL LABORATORIES	801	5.0	712	47	42	745					29			27
6. GOVERNMENT LABORATORIES	765	4.7	567	160	38	379	48	14			191	3	5	125
7. PRIVATE (Independent) LABORATORIES	2,644	16.3	2,239	313	92	2,116	61	46	3		171	5	36	206
8. PUBLIC UTILITIES	59	0.4	41	11	7	26	8				18			7
9. MEMBERS OF OCCUPATIONAL HYGIENE ASSOCIATION OF ONTARIO, N.E.C.	8	0.0	6	2		6								2
10. OTHER INDUSTRIES ALLIED TO THE FIELD	487	3.0	370	87	30	339	3	17			39	3	5	81
Other Paid Circulation Subscriptions														
Single Copy Sales														
Total Qualified Circulation.....	16,179	100.0	13,733	1,953	493	9,428	465	1,836	18	26	1,326	32	313	2,735

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:									
Direct request from recipient	10,092	1,859	493	7,967	3,936	541	12,444	77.0	
Direct request from recipient's company									
Communication other than request	139	2		56	41	44	141	0.9	
Association	15			9	3	3	15		
Business Directories, See Par. 11(e)	2,337	48		2,338	8	39	2,385	14.8	
Lists, See Par. 11(f)	8			7	1		8	0.0	
Acquired Circulation									
Other Sources, See Par. 11(g)	1,142	44		734	361	91	1,186	7.3	
Total Qualified Non-Paid Circulation	13,733	1,953	493	11,111	4,350	718	16,179	100.0	
Percent.....	84.9	12.1	3.0	68.7	26.9	4.4	100.0		
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation.....							16,179		

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	15,458	95.6	13,065	1,907	486
Individual by name only	329	2.0	280	42	7
Title or occupation only	391	2.4	387	4	
Company name only	1	0.0	1		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	16,179	100.0	13,733	1,953	493
Single Copy Sales					
Total Qualified Circulation	16,179				

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GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador	199	1.2	165	25	9
Nova Scotia	463	2.9	403	53	7
Prince Edward Island	113	0.7	99	13	1
New Brunswick	286	1.8	236	37	13
Quebec	4,148	25.6	3,504	491	153
Ontario	6,320	39.0	5,402	739	179
Manitoba	668	4.1	548	104	16
Saskatchewan	479	3.0	365	101	13
Alberta	1,523	9.4	1,279	194	50
British Columbia	1,935	12.0	1,696	188	51
Northwest Territories	25	0.2	23	2	
Nunavut	3	0.0	3		
Yukon Territory	10	0.1	8	2	
Canadian Unclassified					
Total Canada	16,172	100.0	13,731	1,949	492
British Commonwealth					
United States	4	0.0	1	2	1
Military or Civilian Personnel Overseas					
Other International	3	0.0	1	2	
Total International	7	0.0	2	4	1
E-Mail Address Only					
Other Unclassified					
Grand Total	16,179	100.0	13,733	1,953	493

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2011**

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 13,391 copies per issue, represent copies served to individuals receiving the print version only of LAB PRODUCT NEWS.

(b) Digital Only individual subscriptions, averaging 1,877 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of LAB 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 484 copies per issue, represent copies served to individuals receiving both a print and digital version of LAB PRODUCT NEWS. The digital version of LAB 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 132 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from recognized directories.

(f) Lists represent copies served to subscribers obtained from recognized lists.

(g) Other Sources represent copies served to names obtained from various websites, questionnaires, trade shows, 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.

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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 Audit Bureau of Circulations' Bylaws and Rules

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ANITA MADDEN **LESLIE BURT**

Circulation Manager Publisher

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