



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2008**



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 18,400

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	18,400

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	18,400	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		18,400

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(a)	556
Total Average Non-Qualified Circulation	556

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

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

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Feb.	18,897		18,897	236	82	May*	19,249		19,249		
Apr.	19,014		19,014	465	582	June	17,289		17,289	3,001	1,276
									Total	3,702	1,940

*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, 2008 ISSUE IN WHICH:
• QUALIFIED NON-PAID CIRCULATION WAS 6.0% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Classification by Title											
	Total	%	1	2	3	4	5	6	7	8	9	
1. PRIMARY AND SECONDARY MANUFACTURING INDUSTRIES	3,401	19.6	2,543	143	10				348	33	42	282
2. UNIVERSITY LABORATORIES (except Medical).....	1,656	9.6	276	25	660	1	19	116	1	17	541	
3. COMMUNITY COLLEGES/HIGH SCHOOL LABORATORIES.....	71	0.4	20	1	14		8	12		1	15	
4. MEDICAL LABORATORIES AND PHARMACIES WITHIN HOSPITALS AND UNIVERSITIES (Clinical and Research)	6,744	39.0	2,384	117	898	14	3	441	5	200	2,682	
5. DENTAL LABORATORIES.....	1,083	6.3	1,004					34			45	
6. GOVERNMENT LABORATORIES.....	583	3.4	246	38	12			115	4	8	160	
7. PRIVATE (Independent) LABORATORIES	2,945	17.0	1,947	40	63	3		136	10	29	717	
8. PUBLIC UTILITIES	99	0.6	53	7				18		6	15	
9. MEMBERS OF OCCUPATIONAL HYGIENE ASSOCIATION OF ONTARIO, N.E.C.....	31	0.2	22								9	
10. OTHER INDUSTRIES ALLIED TO THE FIELD Other Paid Circulation Subscriptions..... Single Copy Sales	676	3.9	305	6	10			50	1	6	298	
Total Qualified Circulation	17,289	100.0	8,800	377	1,667	18	30	1,270	54	309	4,764	

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	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	5,736	3,913	456	10,105	58.5
Written.....	583	198	103	884	5.1
Telecommunication	4,019	3,418	203	7,640	44.2
Internet and E-mail.....	1,134	297	150	1,581	9.2
Total Direct request from recipient's company:					
Written					
Telecommunication					
Internet and E-mail.....					
Total Communication other than request:	762	184	31	977	5.7
Written.....	36	93	19	148	0.9
Telecommunication	677	61	10	748	4.3
Internet and E-mail.....	49	30	2	81	0.5
Association			1	1	0.0
Business Directories, See Par. 11(b).....	4,258	196	497	4,951	28.6
Lists, See Par. 11(c)	179		1	180	1.0
Acquired Circulation					
Other Sources, See Par. 11(d)	472	561	42	1,075	6.2
Total Qualified Non-Paid Circulation	11,407	4,854	1,028	17,289	100.0
Percent	66.0	28.1	5.9	100.0	
Paid Subscription Circulation.....					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				17,289	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	15,140	87.6		15,140
Individual by name only	1,884	10.9		1,884
Title or occupation only	256	1.5		256
Company name only	9	0.0		9
Multi-Copy Same Addressee				
Total Qualified Paid Subscription & Non-Paid Circulation	17,289	100.0		17,289
Single Copy Sales				
Total Qualified Circulation	17,289			

4

GEOGRAPHIC ANALYSIS

Province	Total	%	Paid	Qualified Non-Paid
Newfoundland/Labrador	224	1.3		224
Nova Scotia	402	2.3		402
Prince Edward Island.....	111	0.6		111
New Brunswick	320	1.9		320
Quebec	4,615	26.7		4,615
Ontario	6,715	38.8		6,715
Manitoba.....	739	4.3		739
Saskatchewan	568	3.3		568
Alberta	1,451	8.4		1,451
British Columbia	2,110	12.2		2,110
Northwest Territories.....	19	0.1		19
Nunavut				
Yukon Territory	13	0.1		13
Canadian Unclassified.....				
Total Canada	17,287	100.0		17,287
British Commonwealth.....				
United States	2	0.0		2
Military or Civilian Personnel Overseas				
Other International.....				
Total International	2	0.0		2
E-Mail Address Only.....				
Other Unclassified				
Grand Total	17,289	100.0		17,289

06-1381-3

Analyzed Issue Date
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

06/01/08