

B2B Media

Publisher's Statement

6 months ended June 30, 2018

Subject to Audit

Field Served:

The process, resource and other manufacturing industries processing raw materials for use by both end users and manufacturing, plus government, consultants and distributors.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		23,177
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		20,921
Qualified Nonpaid Individual - Digital		503
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,753
Total Qualified Nonpaid Individual		23,177
Total Average Qualified Nonpaid Circulation		23,177

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Market Coverage Copies - Print		735
Total Nonqualified Market Coverage Copies		735
Nonqualified Miscellaneous, Including Staff Copies - Print		231
Total Nonqualified Miscellaneous, Including Staff Copies		231
Total Average Nonqualified Circulation		966

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb		21,190	678	1,782	23,650
Apr		21,113	634	1,581	23,328
Jun		20,459	197	1,895	22,551

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Classification by Title								
						Executive Management	Administrative Management	Maintenance Management	Purchasing	Plant Production Operations	Engineering	Materials Handling Personnel	Research & Development	Other Qualified Personnel
Chemicals & Allied Products	1,250	5.5	1,165	7	78	263	189	84	74	359	198	15	65	3
Pulp & Paper Producers	1,386	6.1	1,278	4	104	137	150	247	105	454	227	21	39	6
Processors of Petroleum, Coal and Natural Gas	849	3.8	757	10	82	60	107	69	15	173	391	7	27	
Producers of Plastic & Rubber Products	1,115	4.9	1,036	8	71	305	123	76	89	357	118	12	33	2
Mines & Metal Processors	1,387	6.2	1,266	12	109	267	110	131	107	371	306	15	80	
Food & Beverage Processors	1,861	8.3	1,752	5	104	424	280	208	112	618	133	21	59	6
Processors of Nonmetallic Minerals	560	2.5	528	2	30	97	49	59	29	210	94	5	17	
Pharmaceuticals & Medicine Manufacturers	338	1.5	305	2	31	45	33	26	13	63	70	2	86	
Power Generation	715	3.2	633	11	71	27	69	86	7	120	385	3	16	2
Processors of Textiles	109	0.5	105		4	13	10	11	10	43	15	2	5	
Engineering Related Services	6,365	28.2	5,841	69	455	650	523	116	50	495	4,407	16	100	8
Environmental Control	1,394	6.2	1,201	11	182	109	149	155	7	393	501	5	72	3
Educational Institutions	196	0.9	168	2	26	4	19	17		21	59		31	45
Other Secondary Manufacturers	2,557	11.3	2,309	18	230	465	370	97	237	742	513	29	102	2
Other Government Agencies	279	1.2	230	2	47	9	29	48	2	49	109	1	30	2
Wholesale Trade Distributors	937	4.2	808	21	108	195	452	7	47	127	85	11	11	2
Contractor Services	625	2.8	539	4	82	159	99	54	35	135	124	2	16	1
Others Allied to the Field	628	2.8	538	9	81	104	226	26	21	117	101	7	21	5
Total Qualified Circulation	22,551	100.0	20,459	197	1,895	3,333	2,987	1,517	960	4,847	7,836	174	810	87

BUSINESS/OCCUPATIONAL ANALYSIS by Province

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	NL	PE	NS	NB	QC	ON	MB	SK	AB, NT, NU	BC, YT
Chemicals & Allied Products	1,250	5.5	1,165	7	78	1	15	14	14	319	543	41	54	154	95
Pulp & Paper Producers	1,386	6.1	1,278	4	104	21	3	36	104	461	252	30	24	194	261
Processors of Petroleum, Coal and Natural Gas	849	3.8	757	10	82	32		5	22	30	89	4	62	514	91
Producers of Plastic & Rubber Products	1,115	4.9	1,036	8	71	4	3	36	16	268	603	23	14	72	76
Mines & Metal Processors	1,387	6.2	1,266	12	109	12	1	16	14	255	602	66	87	100	234
Food & Beverage Processors	1,861	8.3	1,752	5	104	60	32	71	86	414	624	104	63	174	233
Processors of Nonmetallic Minerals	560	2.5	528	2	30	6	1	23	34	74	195	10	88	52	77
Pharmaceuticals & Medicine Manufacturers	338	1.5	305	2	31		9	5	1	87	170	17	3	17	29
Power Generation	715	3.2	633	11	71	18	5	7	31	32	268	32	90	136	96
Processors of Textiles	109	0.5	105		4	1		11	2	32	42	7	3	8	3
Engineering Related Services	6,365	28.2	5,841	69	455	70	4	50	95	653	1,281	99	166	1,271	2,676
Environmental Control	1,394	6.2	1,201	11	182	17	5	21	23	135	562	56	138	309	128
Educational Institutions	196	0.9	168	2	26	7	3	4	17	27	58	5	23	33	19
Other Secondary Manufacturers	2,557	11.3	2,309	18	230	18	2	42	51	529	1,132	130	94	275	284
Other Government Agencies	279	1.2	230	2	47	1	5	15	11	21	100	9	56	50	11
Wholesale Trade Distributors	937	4.2	808	21	108	21	2	19	16	192	415	24	39	117	92
Contractor Services	625	2.8	539	4	82	13		15	11	69	172	18	33	194	100
Others Allied to the Field	628	2.8	538	9	81	7	1	21	21	100	249	28	30	94	77
Total Qualified Circulation	22,551	100.0	20,459	197	1,895	309	91	411	569	3,698	7,357	703	1,067	3,764	4,582

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	20,459	197	1,895	11,344	11,207		22,551	100.0
Written	177	57	94	176	152		328	1.5
Telecommunication	18,771	124	1,740	10,201	10,434		20,635	91.5
Internet and Email	1,511	16	61	967	621		1,588	7.0
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	20,459	197	1,895	11,344	11,207		22,551	100.0
Percent	90.7	0.9	8.4	50.3	49.7		100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	20,459	197	1,895	22,551	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
Total Qualified Subscriptions	20,459	197	1,895	22,551	100.0
Total Qualified Circulation	20,459	197	1,895	22,551	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	3,367	22	361	3,750
British Columbia	4,090	48	428	4,566
Manitoba	641	4	58	703
New Brunswick	535		34	569
Newfoundland/Labrador	284	9	16	309
Northwest Territories	393		18	411
Nova Scotia	13			13
Nunavut	1			1
Ontario	6,591	67	699	7,357
Prince Edward Island	86		5	91
Quebec	3,508	20	170	3,698
Saskatchewan	934	27	106	1,067
Yukon Territory	16			16
Canadian Unclassified				
TOTAL CANADA	20,459	197	1,895	22,551
United States				
Military or Civilian Personnel Overseas				
Other International				
Total International				
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	20,459	197	1,895	22,551

NOTES

Definition of Recipient Qualification:

Qualified recipients are: Plant/Consulting Engineers, personnel in plant/production operations, executive/administrative/maintenance management, purchasing and materials handling personnel, and other individuals and companies allied to the field served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2018 issue.

Age of Source Projection: The figures used are based on percentages established for the December 2017 issue and projected against the totals for the June 2018 issue.

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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