

**B2B Media**

**Publisher's Statement**

6 months ended December 31, 2020

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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>22,085</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		19,076
Qualified Nonpaid Individual - Digital		1,467
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,542
<b>Total Qualified Nonpaid Individual</b>		<b>22,085</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>22,085</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Market Coverage Copies - Print		154
<b>Total Nonqualified Market Coverage Copies</b>		<b>154</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		376
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>376</b>
<b>Total Average Nonqualified Circulation</b>		<b>530</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Aug		19,173	1,353	1,527	22,053
Oct		19,230	1,466	1,493	22,189
Dec		18,824	1,581	1,607	22,012

**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	948	4.3	849	43	56	277	140	49	43	219	146	16	57	1
Pulp & Paper Producers	985	4.5	891	37	57	173	131	133	57	288	152	16	32	3
Processors of Petroleum, Coal and Natural Gas	627	2.8	499	66	62	58	88	49	7	113	278	5	29	
Producers of Plastic & Rubber Products	871	4.0	788	33	50	335	94	45	50	235	78	9	25	
Mines & Metal Processors	1,152	5.2	1,018	74	60	317	151	75	58	288	209	8	44	2
Food & Beverage Processors	2,408	10.9	2,204	102	102	1,083	294	156	90	574	121	25	58	7
Processors of Nonmetallic Minerals	502	2.3	463	17	22	172	62	32	17	143	54	6	14	2
Pharmaceuticals & Medicine Manufacturers	288	1.3	249	21	18	69	37	19	5	49	47	4	58	
Power Generation	413	1.9	323	55	35	24	34	51	6	68	220	2	7	1
Processors of Textiles	234	1.1	226	5	3	131	20	9	8	42	17	1	5	1
Engineering Related Services	7,158	32.5	6,404	316	438	1,227	787	248	159	909	3,590	37	184	17
Environmental Control	756	3.4	634	53	69	84	116	77	3	203	225	7	36	5
Educational Institutions	150	0.7	88	34	28	6	13	10		19	41		20	41
Other Secondary Manufacturers	2,461	11.2	2,111	166	184	612	366	91	168	679	408	31	101	5
Other Government Agencies	447	2.0	351	42	54	9	67	70	3	116	152	1	24	5
Wholesale Trade Distributors	1,372	6.2	1,080	134	158	385	557	19	75	195	101	14	26	
Contractor Services	666	3.0	558	44	64	254	103	47	33	99	110	2	17	1
Others Allied to the Field	606	2.7	520	38	48	183	151	51	24	116	53	6	19	3
<b>Total Qualified Circulation</b>	<b>22,044</b>	<b>100.0</b>	<b>19,256</b>	<b>1,280</b>	<b>1,508</b>	<b>5,399</b>	<b>3,211</b>	<b>1,231</b>	<b>806</b>	<b>4,355</b>	<b>6,002</b>	<b>190</b>	<b>756</b>	<b>94</b>

**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	952	4.3	843	56	53	2	5	11	9	234	444	26	40	125	56
Pulp & Paper Producers	873	4.0	768	41	64	21		19	55	227	206	14	21	124	186
Processors of Petroleum, Coal and Natural Gas	613	2.8	457	88	68	12		3	27	21	107	8	83	295	57
Producers of Plastic & Rubber Products	834	3.8	745	38	51		1	21	10	247	427	16	17	62	33
Mines & Metal Processors	1,102	5.0	958	73	71	11	2	18	7	164	498	46	88	128	140
Food & Beverage Processors	2,420	11.0	2,191	113	116	81	38	134	86	561	905	126	97	220	172
Processors of Nonmetallic Minerals	456	2.1	420	19	17	8	3	16	15	122	146	10	58	46	32
Pharmaceuticals & Medicine Manufacturers	265	1.2	224	21	20		2	1	1	83	126	14	3	11	24
Power Generation	473	2.1	353	75	45	10	7	7	25	23	195	15	61	67	63
Processors of Textiles	232	1.1	221	6	5	5		7	7	59	101	8	9	29	7
Engineering Related Services	7,920	36.0	6,931	461	528	75	11	123	98	1,387	2,453	163	285	1,354	1,971
Environmental Control	787	3.6	617	76	94	7	2	15	7	48	347	28	80	166	87
Educational Institutions	163	0.7	96	41	26	5	3	2	19	13	55	6	16	30	14
Other Secondary Manufacturers	2,162	9.8	1,811	192	159	19	7	68	88	424	1,019	109	48	162	218
Other Government Agencies	538	2.4	409	62	67	3	2	13	13	21	242	36	71	91	46
Wholesale Trade Distributors	1,158	5.3	883	136	139	24	5	60	46	222	471	50	38	136	106
Contractor Services	665	3.0	549	52	64	11	1	24	37	73	243	28	34	118	96
Others Allied to the Field	399	1.8	348	31	20	2	6	8	9	26	204	9	25	57	53
<b>Total Qualified Circulation</b>	<b>22,012</b>	<b>100.0</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>296</b>	<b>95</b>	<b>550</b>	<b>559</b>	<b>3,955</b>	<b>8,189</b>	<b>712</b>	<b>1,074</b>	<b>3,221</b>	<b>3,361</b>

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>13,667</b>	<b>5,310</b>	<b>3,035</b>	<b>22,012</b>	<b>100.0</b>
Written	171	14	15	104	78	18	200	0.9
Telecommunication	17,008	1,429	1,451	12,260	4,742	2,886	19,888	90.4
Internet and Email	1,645	138	141	1,303	490	131	1,924	8.7
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>13,667</b>	<b>5,310</b>	<b>3,035</b>	<b>22,012</b>	<b>100.0</b>
<b>Percent</b>	<b>85.5</b>	<b>7.2</b>	<b>7.3</b>	<b>62.1</b>	<b>24.1</b>	<b>13.8</b>	<b>100.0</b>	

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	18,824	1,581	1,607	22,012	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>22,012</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>22,012</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>				
<b>Province</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Nonpaid</b>
Alberta	2,746	227	236	3,209
British Columbia	2,863	270	214	3,347
Manitoba	574	81	57	712
New Brunswick	465	45	49	559
Newfoundland/Labrador	245	35	16	296
Northwest Territories	9	1	1	11
Nova Scotia	477	36	37	550
Nunavut			1	1
Ontario	6,927	637	625	8,189
Prince Edward Island	87	3	5	95
Quebec	3,592	139	224	3,955
Saskatchewan	829	104	141	1,074
Yukon Territory	10	3	1	14
Canadian Unclassified				
<b>TOTAL CANADA</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>22,012</b>
United States				
Military or Civilian Personnel Overseas				
Other International				
<b>Total International</b>				
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>18,824</b>	<b>1,581</b>	<b>1,607</b>	<b>22,012</b>

## 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 December 2020 issue.

**Age of Source Projection:** The figures used are based on percentages established for the December 2019 issue and projected against the totals for the December 2020 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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