



# AUDIT REPORT B2B Media

## CANADIAN PROCESS EQUIPMENT & CONTROL NEWS

Richmond Hill, Ontario L4C 9Y6

**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.

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**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2020:**

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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>22,350</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	19,407
Qualified Nonpaid Individual - Digital	1,380
Qualified Nonpaid Individual - Print & Digital (Unduplicated)	1,563
<b>Total Qualified Nonpaid Individual</b>	<b>22,350</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>22,350</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Market Coverage Copies - Print	149
<b>Total Nonqualified Market Coverage Copies</b>	<b>149</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	389
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>389</b>
<b>Total Average Nonqualified Circulation</b>	<b>538</b>

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

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**AVERAGE CIRCULATION BY ISSUES**

Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb	20,040	1,300	1,650	22,990
Apr	19,919	1,299	1,590	22,808
Jun	19,256	1,280	1,508	22,044
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	952	4.3	843	56	53	277	160	46	40	219	138	14	57	1
Pulp & Paper Producers	873	4.0	768	41	64	160	105	118	49	256	141	17	25	2
Processors of Petroleum, Coal and Natural Gas	613	2.8	457	88	68	64	88	59	7	93	271	4	27	
Producers of Plastic & Rubber Products	834	3.8	745	38	51	329	101	38	40	223	72	7	24	
Mines & Metal Processors	1,102	5.0	958	73	71	328	170	54	53	254	189	9	44	1
Food & Beverage Processors	2,420	11.0	2,191	113	116	1,113	321	151	89	539	126	22	54	5
Processors of Nonmetallic Minerals	456	2.1	420	19	17	170	59	24	17	122	48	2	13	1
Pharmaceuticals & Medicine Manufacturers	265	1.2	224	21	20	65	34	22	4	49	44	3	44	
Power Generation	473	2.1	353	75	45	40	53	52	7	75	228	3	14	1
Processors of Textiles	232	1.1	221	6	5	128	24	11	7	41	15	1	5	
Engineering Related Services	7,920	36.0	6,931	461	528	1,423	1,024	269	212	1,154	3,550	60	209	19
Environmental Control	787	3.6	617	76	94	99	119	80	5	206	223	7	43	5
Educational Institutions	163	0.7	96	41	26	7	14	14	1	19	45		16	47
Other Secondary Manufacturers	2,162	9.8	1,811	192	159	559	350	93	121	565	360	21	88	5
Other Government Agencies	538	2.4	409	62	67	18	76	76	3	154	177	2	28	4
Wholesale Trade Distributors	1,158	5.3	883	136	139	320	478	14	59	162	94	9	22	
Contractor Services	665	3.0	549	52	64	259	97	48	24	95	122	5	15	
Others Allied to the Field	399	1.8	348	31	20	105	94	38	20	77	46	4	14	1
<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>5,464</b>	<b>3,367</b>	<b>1,207</b>	<b>758</b>	<b>4,303</b>	<b>5,889</b>	<b>190</b>	<b>742</b>	<b>92</b>

**BUSINESS/OCCUPATIONAL ANALYSIS by Province**

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Undupli- cated)	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	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - 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

Source	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>

## GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
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				
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.

**Resignation:** This publication has resigned and as an audit has been made for last Publisher's Statement released, resignation is now accepted. There will be no further service on this publication.

**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.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

**Alliance for Audited Media**