

**BUSINESS PUBLICATION**

**Publisher's Statement**

6 months ended June 30, 2014

Subject to Audit

CANADA'S CONSTRUCTION MAGAZINE

**Field Served:**

ON-SITE - Highways, Roads & Bridges, Quarries & Aggregates, Infrastructure, Industrial & Commercial, Institutional, Pipelines, Sewers & Watermains, Demolition, International Construction, Transportation, Utilities, Single, Multi and Hi-Rise Residential Building, Subcontractors, Special Trade Contractors, Suppliers and individuals allied to the field.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 22,116**



**1A** AVERAGE QUALIFIED PAID CIRCULATION None Claimed

**1B** AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a) . . . . .	19,940
Digital Only, See Par. 11(b) . . . . .	1,319
Print & Digital (Unduplicated), See Par. 11(c) . . . . .	857
Total Individual . . . . .	22,116
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>	<b>22,116</b>

**1C** AVERAGE NONQUALIFIED CIRCULATION

Miscellaneous, Including Staff Copies, See Par. 11(d) . . . . .	776
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>776</b>

**1D** AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

**2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2014 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb.	22,176		20,403	1,021	752	22,176
Apr.	22,055		20,220	1,068	767	22,055
June	22,118		19,196	1,869	1,053	22,118

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Nonpaid	Units*	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Canada		Outside Canada	
							Copies	Units*	Copies	Units*
1. CONTRACTORS .....	20,118	17,232	91.0	17,591	1,639	888	20,113	17,227	5	5
(a) Engaged in Highway and Heavy Construction: including roadbuilding, maintenance, earth and rock moving, crushing, airport grading and paving, tunnels and earthdams, excavation, trenching, pipelines, watermains and sewage plants, foundations, pile-driving, under-pinning, railway construction and other engineered construction .....	9,830	8,536	44.5	8,840	619	371	9,828	8,534	2	2
(b) Engaged in Building Construction: including heavy industrial, institutional and commercial and single, multi and hi-rise residential building projects	10,288	8,696	46.5	8,751	1,020	517	10,285	8,693	3	3
2. DISTRIBUTORS AND RENTAL HOUSES .....	1,730	1,427	7.8	1,386	203	141	1,729	1,426	1	1
3. GOVERNMENT AND PUBLIC WORKS .....	253	226	1.1	204	27	22	253	226		
4. Others Allied to the Field .....	17	17	0.1	15		2	11	11	6	6
Other Paid Circulation										
Subscriptions .....										
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>22,118</b>	<b>18,902</b>	<b>100.0</b>	<b>19,196</b>	<b>1,869</b>	<b>1,053</b>	<b>22,106</b>	<b>18,890</b>	<b>12</b>	<b>12</b>

\*Definition of a Unit: A Unit is an establishment primarily engaged in one type of economic activity at a single physical location.

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Direct request from recipient .....	19,196	1,869	1,053	18,200	3,918		22,118	100.0
Direct request from recipient's company .....								
Communication other than request .....								
Association .....								
Business Directories .....								
Lists .....								
Acquired Circulation .....								
Other Sources .....								
<b>Total Qualified Nonpaid Circulation .....</b>	<b>19,196</b>	<b>1,869</b>	<b>1,053</b>	<b>18,200</b>	<b>3,918</b>		<b>22,118</b>	<b>100.0</b>
<b>Percent .....</b>	<b>86.7</b>	<b>8.5</b>	<b>4.8</b>	<b>82.3</b>	<b>17.7</b>		<b>100.0</b>	
Paid Subscription Circulation .....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>22,118</b>	

## MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation .....	22,053	99.7	19,137	1,867	1,049
Individual by name only .....	43	0.2	38	2	3
Title or occupation only .....	16	0.1	15		1
Company name only .....	6		6		
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>22,118</b>	<b>100.0</b>	<b>19,196</b>	<b>1,869</b>	<b>1,053</b>
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>22,118</b>				

## GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Newfoundland/Labrador .....	401	1.8	358	28	15
Nova Scotia .....	637	2.9	576	35	26
Prince Edward Island .....	115	0.5	104	6	5
New Brunswick .....	593	2.7	536	41	16
Quebec .....	3,867	17.5	3,286	406	175
Ontario .....	9,529	43.1	8,236	769	524
Manitoba .....	655	3.0	580	49	26
Saskatchewan .....	619	2.8	551	39	29
Alberta .....	2,833	12.8	2,508	210	115
British Columbia .....	2,799	12.6	2,402	280	117
Northwest Territories .....	33	0.1	30	1	2
Nunavut .....	9	0.0	8	1	
Yukon Territory .....	16	0.1	15	1	
Canadian Unclassified .....					
<b>Total Canada</b>	<b>22,106</b>	<b>99.9</b>	<b>19,190</b>	<b>1,866</b>	<b>1,050</b>
British Commonwealth .....					
United States .....	10	0.1	5	3	2
Military or Civilian Personnel Overseas .....					
Other International .....	2	0.0	1		1
<b>Total International</b>	<b>12</b>	<b>0.1</b>	<b>6</b>	<b>3</b>	<b>3</b>
E-Mail Address Only .....					
Other Unclassified .....					
<b>Grand Total</b>	<b>22,118</b>	<b>100.0</b>	<b>19,196</b>	<b>1,869</b>	<b>1,053</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 2014**

**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 19,940 copies per issue, represents copies served to individuals receiving the print version only of ON-SITE.

(b) Digital Only Individual subscriptions, averaging 1,319 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of ON-SITE is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 857 copies per issue, represents copies served to individuals receiving both a print and digital version of ON-SITE. The digital version of ON-SITE is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 503 copies per issue, served to advertisers and agencies.

**Definition of Recipient Qualification:**

Qualified recipients are: Management, Field and Operating Supervision, Engineering, Equipment Supervision/Maintenance, Equipment Operations, Purchasing Management and includes other personnel and company copies in the field served.

**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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**SELINA RAHAMAN**

Circulation Manager

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