

B2B Media

Publisher's Statement

6 months ended June 30, 2020

Subject to Audit

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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		22,143
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		18,535
Qualified Nonpaid Individual - Digital		497
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		3,111
Total Qualified Nonpaid Individual		22,143
Total Average Qualified Nonpaid Circulation		22,143

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	250
Total Nonqualified Allocated for Shows & Conventions	250
Nonqualified Miscellaneous, Including Staff Copies - Print	467
Nonqualified Miscellaneous, Including Staff Copies - Digital	82
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	38
Total Nonqualified Miscellaneous, Including Staff Copies	587
Total Average Nonqualified Circulation	837

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb		18,096	487	3,531	22,114
Mar		18,113	484	3,547	22,144
May		18,991	494	2,656	22,141
Jun		18,941	521	2,709	22,171

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Qualified Nonpaid	%	Units*	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Canada		Outside Canada	
							Copies	Units*	Copies	Units*
1. CONTRACTORS										
(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.	9,545	43.1	7,740	8,471	179	895	9,541	7,736	4	4
(b) Engaged in Building Construction: including heavy industrial, institutional and commercial and single, multi and hi-rise residential building projects.	10,961	49.4	9,369	9,164	260	1,537	10,957	9,365	4	4
Sub-Total Contractors	20,506	92.5	17,109	17,635	439	2,432	20,498	17,101	8	8
2. DISTRIBUTORS AND RENTAL HOUSES	1,430	6.4	1,263	1,165	64	201	1,430	1,263		
3. GOVERNMENT AND PUBLIC WORKS	235	1.1	206	141	18	76	230	201	5	5
4. Others Allied to the Field										
Total Qualified Circulation	22,171	100.0	18,578	18,941	521	2,709	22,158	18,565	13	13

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

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	18,258	502	2,611	18,501	2,871		21,372	96.4
Total Direct Request From Recipient's Company	683	19	98	640	159		799	3.6
Total Communication Other Than Request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	18,941	521	2,709	19,141	3,030		22,171	100.0
Percent	85.4	2.3	12.2	86.3	13.7		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	18,910	513	2,680	22,103	99.7
Individual by Name Only	24	6	28	58	0.3
Title or Occupation Only	7			7	0.0
Company Name Only		2	1	3	0.0
Multicopy Same Addressee					
Total Qualified Subscriptions	18,941	521	2,709	22,171	100.0
Total Qualified Circulation	18,941	521	2,709	22,171	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	2,661	82	341	3,084
British Columbia	2,498	68	329	2,895
Manitoba	713	19	91	823
New Brunswick	542	13	62	617
Newfoundland/Labrador	290	1	33	324
Northwest Territories	18		5	23
Nova Scotia	606	7	66	679
Nunavut	3		2	5
Ontario	7,938	203	1,266	9,407
Prince Edward Island	101		16	117
Quebec	2,920	96	422	3,438
Saskatchewan	634	22	69	725
Yukon Territory	14	2	5	21
Canadian Unclassified				
TOTAL CANADA	18,938	513	2,707	22,158
United States	1	5	1	7
Military or Civilian Personnel Overseas				
Other International	2	3	1	6
Total International	3	8	2	13
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	18,941	521	2,709	22,171

NOTES

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.

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 2020 issue.

Age of Source Projection: Due to the disruption of normal business activities created by COVID-19, the figures used are based on the percentages established for the June 2019 issue and projected against the totals for the June 2020 issue but none of the sources reported exceed 36 months.

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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