

## BUSINESS PUBLICATION

### Publisher's Statement

6 months ended June 30, 2018

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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>22,537</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		18,448
Qualified Nonpaid Individual - Digital		608
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		3,481
<b>Total Qualified Nonpaid Individual</b>		<b>22,537</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>22,537</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	175
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>175</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	576
Nonqualified Miscellaneous, Including Staff Copies - Digital	53
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	6
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>635</b>
<b>Total Average Nonqualified Circulation</b>	<b>810</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb		18,463	685	3,189	22,337
Mar		18,530	619	3,499	22,648
May		18,428	629	3,529	22,586
Jun		18,372	500	3,707	22,579

**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.	9,629	42.6	8,370	8,170	358	1,101	9,628	8,369	1	1
(b) Engaged in Building Construction: including heavy industrial, institutional and commercial and single, multi and hi-rise residential building projects.	11,308	50.1	10,149	8,988	104	2,216	11,305	10,146	3	3
<b>Sub-Total Contractors</b>	<b>20,937</b>	<b>92.7</b>	<b>18,519</b>	<b>17,158</b>	<b>462</b>	<b>3,317</b>	<b>20,933</b>	<b>18,515</b>	<b>4</b>	<b>4</b>
2. DISTRIBUTORS AND RENTAL HOUSES	1,411	6.2	1,288	1,084	37	290	1,410	1,287	1	1
3. GOVERNMENT AND PUBLIC WORKS	231	1.0	209	130	1	100	227	207	4	2
4. Others Allied to the Field										
<b>Total Qualified Circulation</b>	<b>22,579</b>	<b>100.0</b>	<b>20,016</b>	<b>18,372</b>	<b>500</b>	<b>3,707</b>	<b>22,570</b>	<b>20,009</b>	<b>9</b>	<b>7</b>

\*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
<b>Total Direct Request From Recipient</b>	16,363	377	3,609	17,465	2,884		20,349	90.1
<b>Total Direct Request From Recipient's Company</b>	2,009	123	98	2,114	116		2,230	9.9
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	18,372	500	3,707	19,579	3,000		22,579	100.0
<b>Percent</b>	81.4	2.2	16.4	86.7	13.3		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	18,320	500	3,690	22,510	99.7
Individual by Name Only	29		15	44	0.2
Title or Occupation Only	11			11	0.1
Company Name Only	12		2	14	0.1
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	18,372	500	3,707	22,579	100.0
<b>Total Qualified Circulation</b>	18,372	500	3,707	22,579	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	2,670	78	470	3,218
British Columbia	2,367	61	473	2,901
Manitoba	696	16	109	821
New Brunswick	490	12	89	591
Newfoundland/Labrador	325	6	59	390
Northwest Territories	27		4	31
Nova Scotia	570	14	91	675
Nunavut	3		2	5
Ontario	7,815	163	1,588	9,566
Prince Edward Island	98	4	18	120
Quebec	2,654	129	710	3,493
Saskatchewan	631	16	85	732
Yukon Territory	21		6	27
Canadian Unclassified				
<b>TOTAL CANADA</b>	18,367	499	3,704	22,570
United States	3	1	2	6
Military or Civilian Personnel Overseas				
Other International	2		1	3
<b>Total International</b>	5	1	3	9
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	18,372	500	3,707	22,579

## NOTES

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**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 2018 issue.

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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.

**Frequency:** 7 times/year  
**Format:** Standard

**Established:** 1957  
**AAM Member Since:** 2008  
**Member #:** 06-1433-4  
**CARD:** 538

Parent Company: Annex Publishing & Printing Inc.

**Published by:**  
Annex Publishing & Printing Inc.  
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Toronto, ON M2H 3R1  
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