

Field Served:

CANADIAN PACKAGING serves the packaging field, in-plant packers operating facilities for their own requirement, custom packaging, package manufacturers and other markets for packing materials and equipment.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 13,532



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	11,795	
Digital Only, See Par. 11(b)	1,082	
Print & Digital (Unduplicated), See Par. 11(c)	655	
Total Individual	<u>13,532</u>	
Total Average Qualified Nonpaid Circulation		13,532

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated for Shows & Conventions	400
Miscellaneous, Including Staff Copies, See Par. 11(d)	1,095
Total Average Nonqualified Circulation	1,495

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	13,440		11,717	1,061	662	13,440
Mar	13,426		11,667	1,098	661	13,426
Apr	13,631		11,926	1,054	651	13,631
May	13,589		11,853	1,088	648	13,589
Jun	13,573		11,812	1,107	654	13,573

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
1. MAJOR GROUP 1 - FOOD AND BEVERAGE INDUSTRIES:					
1) Slaughtering and Meat Processors.....	1,628	12.0	1,509	86	33
2) Poultry Processors	531	3.9	498	27	6
3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk.....	871	6.4	781	62	28
4) Fish Products	824	6.1	759	54	11
5) Fruit and Vegetable Producers	1,019	7.5	946	40	33
6) Grain Mills - including feed; flour; breakfast cereals	270	2.0	238	20	12
7) Bakery Products - including biscuit manufacturers; bakeries.....	1,386	10.2	1,242	107	37
8) Confectionery Manufacturers, including chocolate and cocoa products	499	3.7	429	56	14
9) Sugar Refineries	27	0.2	23	2	2
10) Vegetable Oil Mills	146	1.1	138	5	3
11) Miscellaneous Food Industries - including baking powder; flavouring extracts and syrups; malt; milled rice; macaroni and spaghetti; starch; jelly powders; yeast, tea; coffee; peanut butter; spices; snack foods	1,276	9.4	1,116	111	49
12) Beverage Manufacturers - including soft drinks; distilleries; breweries, wineries	1,065	7.8	920	100	45
Sub-Total Major Group 1.....	9,542	70.3	8,599	670	273
2. MAJOR GROUP 2 - TOBACCO PRODUCTS INDUSTRIES - including leaf tobacco processing; tobacco products manufacturers.....	2	0.0	1		1
3. MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear, tires and tubes; rubberized fabrics; mechanical rubber goods, rubber sundries	55	0.4	41	8	6
4. MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and other leather goods manufacturers	1	0.0		1	
5. MAJOR GROUP 5 - TEXTILE INDUSTRIES - including cotton yarn and cloth mills, woollen mills; synthetic textile, fibre preparing mills, thread, cordage and twine; narrow fabrics; felt; carpets, mats and rugs, linoleum and coated fabrics; canvas products; cotton and jute bags; curtains, drapes and upholstery materials	11	0.1	7	2	2
6. MAJOR GROUP 6 - KNITTING MILLS - including hosiery; knitted gloves; underwear and outerwear	1	0.0	1		
7. MAJOR GROUP 7 - CLOTHING INDUSTRIES - including men's, women's and children's clothing, hats and furnishings	6	0.0	3	1	2
8. MAJOR GROUP 8 - WOOD INDUSTRIES - including veneer and plywood, sash and door; woodenware.....	19	0.1	15	4	
9. MAJOR GROUP 9 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades	14	0.1	11	2	1
10. MAJOR GROUP 10 - PAPER AND ALLIED INDUSTRIES - including greeting cards, gift wrappings; paper towels and napkins; envelopes and stationery; wallpaper; paper plates and cups; gummed tape and paper; paper novelties; cleansing tissues; waxed paper; asphalt roofing	89	0.7	76	6	7
11. MAJOR GROUP 11- PRINTING, PUBLISHING AND ALLIED INDUSTRIES	141	1.0	109	17	15
12. MAJOR GROUP 12 - PRIMARY METAL INDUSTRIES - including sheet, pipe, tube and extruding.....	6	0.0	4		2
13. MAJOR GROUP 13 - METAL FABRICATING INDUSTRIES - including hardware, tool and cutlery; wire and wire products; metal stamping, pressing and coating; heating and plumbing	77	0.6	55	16	6
14. MAJOR GROUP 14 - MACHINERY INDUSTRIES - including office and store machinery; agricultural implements; construction machinery; marine and general purpose engines; pumps; conveyors; refrigeration and air-conditioning equipment	89	0.7	62	10	17
15. MAJOR GROUP 15 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware	28	0.2	14	7	7
16. MAJOR GROUP 16 - ELECTRICAL PRODUCTS INDUSTRIES - including small appliances; major appliances (electric and nonelectric); radio and television receivers; communications equipment; electrical industrial equipment; batteries; electric wire and cable, miscellaneous electrical products	46	0.3	30	6	10
17. MAJOR GROUP 17 - NONMETALLIC MINERAL PRODUCTS - including glass products; cement; lime; concrete; clay; refractories; mineral wool; asbestos; abrasives	13	0.1	11	1	1
18. MAJOR GROUP 18 - PETROLEUM AND COAL PRODUCTS INDUSTRIES - including lubrications; road emulsions; roofing compounds	10	0.1	6	1	3

BUSINESS/OCCUPATIONAL ANALYSIS (Continued)

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
19. MAJOR GROUP 19 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES - manufacturers of:					
1) Explosives and Ammunition.....	8	0.1	5	1	2
2) Mixed Fertilizer.....	99	0.7	82	15	2
3) Plastics and Synthetic Resin	156	1.1	122	18	16
4) Pharmaceuticals and Medicines	505	3.7	444	47	14
5) Paint and Varnish.....	120	0.9	101	13	6
6) Soap and Cleaning Compounds.....	213	1.6	182	24	7
7) Cosmetics and Toilet Preparations	305	2.3	269	26	10
8) Industrial Chemicals.....	199	1.5	162	24	13
9) Other Chemical Industries	209	1.5	178	25	06
Sub-Total Major Group 19.....	1,814	13.4	1,545	193	76
20. MAJOR GROUP 20 - MISCELLANEOUS MANUFACTURING INDUSTRIES - including scientific and professional equipment; jewelry and silverware; records and tapes; sporting goods and toys; surgical and dental instruments and supplies; clocks and watches; pens, pencils and crayons; smokers sundries, stamps and stencils; plastics fabricators not elsewhere classified.....	278	2.0	209	40	29
21. MANUFACTURERS OF CORRUGATED CONTAINERS, FOLDING AND SET-UP BOXES, GLASS METAL AND PLASTIC CONTAINERS, OTHER PACKAGES OR PACKAGE COMPONENTS; PACKAGE DISPLAY MANUFACTURERS; PACKAGE PRINTERS; PAPER, FILM AND FOIL CONVERTERS (not included in any of the captive or in-plant operations in the 20 manufacturing groups listed above.).....	694	5.1	545	50	99
22. CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES.....	66	0.5	46	4	16
23. WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS....	361	2.7	285	49	27
24. MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS	79	0.6	56	3	20
25. DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS.....	102	0.8	59	13	30
26. GOVERNMENT OFFICIALS AND DEPARTMENTS.....	14	0.1	8	3	3
27. OTHERS ALLIED TO THE FIELD- including Educational Institutions, Libraries, Associations.....	15	0.1	14		1
Other Paid Circulation					
Subscriptions					
Single Copy Sales					
Total Qualified Circulation	13,573	100.0	11,812	1,107	654

SUPPLEMENTAL ANALYSIS

Classification by Job Titles	Qualified Nonpaid	%
1. MANAGEMENT - including President, Owners, Proprietors, Managing Directors, Vice President n.e.c., General Managers, Secretary-Treasurers, Controllers, managers n.e.c.....	9,427	69.4
2. PRODUCTION/PLANT OPERATION/ENGINEERING - including Vice Presidents or Directors of Manufacturing, Production or Operations; Production Manager, Plant Manager, Quality Control Managers; Vice President Engineering, Chief Engineer, Manager of Engineering Production, Design Engineer; Vice President Research, Development and Technology; Technical Director, Manager of Research and Development; All other Production/Plant/Engineering Personnel ...	2,412	17.8
3. PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel	419	3.1
4. SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel.....	904	6.7
5. OTHER QUALIFIED PERSONNEL, N.E.C.	411	3.0
Total Qualified Circulation	13,573	100.0

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.....	9,059	1,074	641	8,505	1,650	619	10,774	79.4
Direct request from recipient's company.....	716	30	13	486	197	76	759	5.6
Communication other than request.....								
Association.....								
Business Directories, See Par. 11(e).....	278	3		75	206		281	2.1
Lists, See Par. 11(f).....	1,694			1,693	1		1,694	12.4
Acquired Circulation.....								
Other Sources, See Par. 11(g).....	65				65		65	0.5
Total Qualified Nonpaid Circulation	11,812	1,107	654	10,759	2,119	695	13,573	100.0
Percent	87.0	8.2	4.8	79.3	15.6	5.1	100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation.....								
Single Copy Sales.....								
Total Qualified Circulation							13,573	

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	13,506	99.5	11,747	1,105	654
Individual by name only	47	0.3	46	1	
Title or occupation only	13	0.1	12	1	
Company name only	7	0.1	7		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	13,573	100.0	11,812	1,107	654
Single Copy Sales					
Total Qualified Circulation	13,573				

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	655	48	17	720
British Columbia	1,184	103	39	1,326
Manitoba	367	41	16	424
New Brunswick	308	38	10	356
Newfoundland/Labrador	250	12	2	264
Northwest Territories	1		1	2
Nova Scotia	419	45	18	482
Nunavut	6			6
Ontario	4,885	417	325	5,627
Prince Edward Island	127	12	5	144
Quebec	3,336	362	214	3,912
Saskatchewan	260	28	7	295
Yukon Territory	4	1		5
Canadian Unclassified				
Total Canada	11,802	1,107	654	13,563
United States	8			8
Military or Civilian Personnel Overseas	2			2
Other International				
Total International	10			10
E-Mail Address Only				
Other Unclassified				
Grand Total	11,812	1,107	654	13,573

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

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 11,795 copies per issue, represent copies served to individuals receiving the print version only of CANADIAN PACKAGING.

(b) Digital Only Individual subscriptions, averaging 1,082 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of CANADIAN PACKAGING is made available to subscribers through a password secure website.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 655 copies per issue, represent copies served to individuals receiving both a print and digital version of CANADIAN PACKAGING. The digital version of CANADIAN PACKAGING is made available to subscribers through an e-mail notice with a link to the issues, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 206 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from recognized directories.

(f) Lists represent copies served to subscribers obtained from recognized lists.

(g) Other Sources represent copies served to subscribers obtained from trade show attendee lists and to individuals in the field as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: primary and secondary manufacturing industries, wholesalers and retailers. Also qualified are manufactures of packaging, custom packagers and package designers.

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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