

## B2B Media

### Publisher's Statement

6 months ended June 30, 2018

**Subject to Audit**

### 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 NONPAID CIRCULATION		13,674
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		11,422
Qualified Nonpaid Individual - Digital		1,144
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,108
<b>Total Qualified Nonpaid Individual</b>		<b>13,674</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>13,674</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		392
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>392</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		642
Nonqualified Miscellaneous, Including Staff Copies - Digital		23
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		37
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>702</b>
<b>Total Average Nonqualified Circulation</b>		<b>1,094</b>

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
	Jan/Feb	11,199	1,067	1,095	13,361
	Mar	11,135	1,097	1,106	13,338
	Apr	11,062	1,108	1,107	13,277
	May	11,431	1,104	1,118	13,653
	Jun	12,285	1,344	1,113	14,742

BUSINESS/OCCUPATIONAL ANALYSIS						
Classification by Business & Industry		Total Qualified Nonpaid	%	Qualified Nonpaid-Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
1.	MAJOR GROUP 1 - FOOD AND BEVERAGE INDUSTRIES:					
	1) Slaughtering and Meat Processors	2,280	15.5	2,109	113	58
	2) Poultry Processors	616	4.2	570	28	18
	3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk	778	5.3	676	64	38
	4) Fish Products	909	6.2	842	43	24
	5) Fruit and Vegetable Producers	1,127	7.6	929	149	49
	6) Grain Mills - including feed; flour; breakfast cereals	353	2.4	297	37	19
	7) Bakery Products - including biscuit manufacturers; bakeries	1,456	9.9	1,275	107	74
	8) Confectionery Manufacturers, including chocolate and cocoa products	476	3.2	399	47	30
	9) Sugar Refineries	32	0.2	22	5	5
	10) Vegetable Oil Mills	95	0.6	85	6	4
	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	1,387	9.4	1,158	131	98
	12) Beverage Manufacturers - including soft drinks; distilleries; breweries, wineries	1,195	8.1	971	117	107
	<b>Sub-Total Major Group 1</b>	<b>10,704</b>	<b>72.6</b>	<b>9,333</b>	<b>847</b>	<b>524</b>
2.	MAJOR GROUP 2 - TOBACCO AND CANNABIS PRODUCTS INDUSTRIES - including leaf tobacco processing; tobacco products manufacturers	218	1.5	167	50	1
3.	MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear, tires and tubes; rubberized fabrics; mechanical rubber goods, rubber sundries	37	0.2	31	2	4
4.	MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and Other leather goods manufacturers	9	0.1	6	2	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	12	0.1	10		2
6.	MAJOR GROUP 6 - KNITTING MILLS - including hosiery; knitted gloves; underwear and outerwear					
7.	MAJOR GROUP 7 - CLOTHING INDUSTRIES - including men's, women's and children's clothing, hats and furnishings	3	0.0	1		2
8.	MAJOR GROUP 8 - WOOD INDUSTRIES - including veneer and plywood, sash and door; woodenware	22	0.1	14	7	1
9.	MAJOR GROUP 9 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades	11	0.1	6	2	3
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	91	0.6	67	7	17
11.	MAJOR GROUP 11- PRINTING, PUBLISHING AND ALLIED INDUSTRIES	236	1.6	136	34	66
12.	MAJOR GROUP 12 - PRIMARY METAL INDUSTRIES - including sheet, pipe, tube and extruding	7	0.0	6		1
13.	MAJOR GROUP 13 - METAL FABRICATING INDUSTRIES - including hardware, tool and cutlery; wire and wire products; metal stamping, pressing and coating; heating and plumbing	96	0.7	73	10	13
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	0.6	48	18	23
15.	MAJOR GROUP 15 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware	24	0.2	15	3	6
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	49	0.3	26	6	17
17.	MAJOR GROUP 17 - NONMETALLIC MINERAL PRODUCTS - including glass products; cement; lime; concrete; clay; refractories; mineral wool; asbestos; abrasives	17	0.1	14	1	2
18.	MAJOR GROUP 18 - PETROLEUM AND COAL PRODUCTS INDUSTRIES - including lubrications; road emulsions; roofing compounds	42	0.3	39	1	2

BUSINESS/OCCUPATIONAL ANALYSIS (Continued)						
Classification by Business & Industry		Total Qualified Nonpaid	%	Qualified Nonpaid-Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
19.	MAJOR GROUP 19 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES - manufacturers of:					
	1) Explosives and Ammunition	8	0.1	6	1	1
	2) Mixed Fertilizer	85	0.6	66	14	5
	3) Plastics and Synthetic Resin	146	1.0	107	19	20
	4) Pharmaceuticals and Medicines	402	2.7	342	34	26
	5) Paint and Varnish	98	0.7	78	12	8
	6) Soap and Cleaning Compounds	155	1.1	127	16	12
	7) Cosmetics and Toilet Preparations	241	1.6	193	27	21
	8) Industrial Chemicals	182	1.2	130	27	25
	9) Other Chemical Industries	194	1.3	154	26	14
	<b>Sub-Total Major Group 19</b>	<b>2,474</b>	<b>16.8</b>	<b>1,862</b>	<b>319</b>	<b>293</b>
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	264	1.8	180	36	48
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.)	492	3.3	361	53	78
22.	CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES	119	0.8	95	3	21
23.	WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS	323	2.2	243	39	41
24.	MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS	87	0.6	40	5	42
25.	DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS	118	0.8	64	10	44
26.	GOVERNMENT OFFICIALS AND DEPARTMENTS	40	0.3	33	3	4
27.	Others Allied to the Field- including Educational Institutions, Libraries, Associations	121	0.8	74	29	18
	<b>Total Qualified Circulation</b>	<b>14,742</b>	<b>100.0</b>	<b>12,285</b>	<b>1,344</b>	<b>1,113</b>

SUPPLEMENTAL ANALYSIS			Total Qualified Nonpaid	%
Classification by Job Titles				
1.	MANAGEMENT - including President, Owners, Proprietors, Managing Directors, Vice President n.e.c., General Managers, Secretary-Treasurers, Controllers, managers n.e.c.		8,749	59.3
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		2,346	15.9
3.	PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel		360	2.5
4.	SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel		904	6.1
5.	OTHER QUALIFIED PERSONNEL, N.E.C.		2,383	16.2
	<b>Total Qualified Circulation</b>		<b>14,742</b>	<b>100.0</b>

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>	<b>8,759</b>	<b>1,077</b>	<b>1,094</b>	<b>8,825</b>	<b>1,625</b>	<b>480</b>	<b>10,930</b>	<b>74.1</b>
<b>Total Direct Request From Recipient's Company</b>	<b>257</b>	<b>13</b>	<b>3</b>	<b>41</b>	<b>17</b>	<b>215</b>	<b>273</b>	<b>1.9</b>
<b>Total Communication Other Than Request</b>		<b>3</b>			<b>3</b>		<b>3</b>	<b>0.0</b>
Association								
Business Directories	203	95		252	17	29	298	2.0
Lists	2,571	156	16	1,189	1,005	549	2,743	18.6
Acquired Circulation								
Other Sources	495			485	10		495	3.4
<b>Total Qualified Subscriptions</b>	<b>12,285</b>	<b>1,344</b>	<b>1,113</b>	<b>10,792</b>	<b>2,677</b>	<b>1,273</b>	<b>14,742</b>	<b>100.0</b>
<b>Percent</b>	<b>83.3</b>	<b>9.1</b>	<b>7.5</b>	<b>73.2</b>	<b>18.2</b>	<b>8.6</b>	<b>100.0</b>	

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	12,253	1,338	1,113	14,704	99.7
Individual by Name Only	2	1		3	0.0
Title or Occupation Only	30	5		35	0.2
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>12,285</b>	<b>1,344</b>	<b>1,113</b>	<b>14,742</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>12,285</b>	<b>1,344</b>	<b>1,113</b>	<b>14,742</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	769	59	30	858
British Columbia	1,259	121	75	1,455
Manitoba	358	39	25	422
New Brunswick	372	37	21	430
Newfoundland/Labrador	261	10	9	280
Northwest Territories	1	1		2
Nova Scotia	495	44	24	563
Nunavut	7		1	8
Ontario	5,588	539	576	6,703
Prince Edward Island	114	15	6	135
Quebec	2,783	442	334	3,559
Saskatchewan	263	32	11	306
Yukon Territory	1	3		4
Canadian Unclassified				
<b>TOTAL CANADA</b>	<b>12,271</b>	<b>1,342</b>	<b>1,112</b>	<b>14,725</b>
United States	11	2	1	14
Military or Civilian Personnel Overseas				
Other International	3			3
<b>Total International</b>	<b>14</b>	<b>2</b>	<b>1</b>	<b>17</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>12,285</b>	<b>1,344</b>	<b>1,113</b>	<b>14,742</b>

## NOTES

**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.

**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.

---

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:** 10 times/year  
**Format:** Standard

**Established:** 1948  
**AAM Member Since:** 2008  
**Member #:** 06-1378-5  
**CARD:** 670

Parent Company: Annex Publishing & Printing Inc.

Stephen Dean  
Publisher

Anita Madden  
Audience Development Manager

**Published by:**  
Annex Business Media  
111 Gordon Baker Road, Suite 400  
Toronto, ON M2H3R1  
T: (416) 442-5600 • F: (416) 510-5140  
[www.canadianpackaging.com](http://www.canadianpackaging.com)