

B2B Media

Publisher's Statement

6 months ended June 30, 2020

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.

CANADIAN  **PACKAGING**
SERVING CANADA'S PACKAGING COMMUNITY SINCE 1967



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		14,782
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		11,772
Qualified Nonpaid Individual - Digital		1,530
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,480
Total Qualified Nonpaid Individual		14,782
Total Average Qualified Nonpaid Circulation		14,782

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		175
Total Nonqualified Allocated for Shows & Conventions		175
Nonqualified Miscellaneous, Including Staff Copies - Print		506
Nonqualified Miscellaneous, Including Staff Copies - Digital		21
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		41
Total Nonqualified Miscellaneous, Including Staff Copies		568
Total Average Nonqualified Circulation		743

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb		11,306	1,946	1,593	14,845
Mar		11,255	1,938	1,586	14,779
Apr		12,111	1,254	1,407	14,772
May		12,096	1,252	1,404	14,752
Jun		12,094	1,260	1,409	14,763

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	2,335	15.8	2,185	78	72
	2) Poultry Processors	612	4.1	541	32	39
	3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk	717	4.9	606	69	42
	4) Fish Products	884	6.0	798	49	37
	5) Fruit and Vegetable Producers	1,057	7.2	851	110	96
	6) Grain Mills - including feed; flour; breakfast cereals	301	2.0	247	29	25
	7) Bakery Products - including biscuit manufacturers; bakeries	1,373	9.3	1,165	114	94
	8) Confectionery Manufacturers, including chocolate and cocoa products	442	3.0	374	41	27
	9) Sugar Refineries	30	0.2	20	5	5
	10) Vegetable Oil Mills	80	0.5	67	6	7
	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	1,488	10.1	1,213	151	124
	12) Beverage Manufacturers - including soft drinks; distilleries; breweries; wineries	1,143	7.7	942	97	104
	Sub-Total Major Group 1	10,462	70.9	9,009	781	672
2.	MAJOR GROUP 2 - CANNABIS & TOBACCO PRODUCTS - including leaf tobacco processing; tobacco products manufacturers	252	1.7	226	22	4
3.	MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear; tires and tubes; rubberized fabrics; mechanical rubber goods; rubber sundries	43	0.3	37	1	5
4.	MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and Other leather goods manufacturers	7	0.0	6	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	8	1	2
6.	MAJOR GROUP 6 - CLOTHING INDUSTRIES - including men's, women's and children's clothing, hats and furnishings	7	0.0	5		2
7.	MAJOR GROUP 7 - WOOD INDUSTRIES - including veneer and plywood, sash and door; wooden-ware	23	0.2	17	4	2
8.	MAJOR GROUP 8 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades	16	0.1	8	3	5
9.	MAJOR GROUP 9 - 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	109	0.7	79	12	18
10.	MAJOR GROUP 10- PRINTING, PUBLISHING AND ALLIED INDUSTRIES	162	1.1	101	15	46
11.	MAJOR GROUP 11 - PRIMARY METAL INDUSTRIES - including sheet, pipe, tube and extruding	12	0.1	12		
12.	MAJOR GROUP 12 - METAL FABRICATING INDUSTRIES - including hardware, tool and cutlery; wire and wire products; metal stamping, pressing and coating; heating and plumbing	100	0.7	68	13	19
13.	MAJOR GROUP 13 - MACHINERY INDUSTRIES - including office and store machinery; agricultural implements; construction machinery; marine and general purpose engines; pumps; conveyors; refrigeration and air-conditioning equipment	115	0.8	66	18	31
14.	MAJOR GROUP 14 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware	27	0.2	17	1	9
15.	MAJOR GROUP 15 - 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	70	0.5	47	7	16
16.	MAJOR GROUP 16 - NONMETALLIC MINERAL PRODUCTS - including glass products; cement; lime; concrete; clay; refractories; mineral wool; asbestos; abrasives	16	0.1	10	2	4
17.	MAJOR GROUP 17 - PETROLEUM AND COAL PRODUCTS INDUSTRIES - including lubrications; road emulsions; roofing compounds	41	0.3	36	3	2

BUSINESS/OCCUPATIONAL ANALYSIS (Continued)					
	Classification by Business & Industry	Total Qualified Nonpaid	%	Qualified Nonpaid-Print	Qualified Nonpaid - Print & Digital (Unduplicated)
18	MAJOR GROUP 18 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES - manufacturers of:				
	1) Explosives and Ammunition	18	0.1	16	1
	2) Mixed Fertilizer	78	0.5	61	4
	3) Plastics and Synthetic Resin	151	1.0	105	27
	4) Pharmaceuticals and Medicines	96	0.7	80	8
	5) Paint and Varnish	374	2.5	307	31
	6) Soap and Cleaning Compounds	146	1.0	117	11
	7) Cosmetics and Toilet Preparations	223	1.5	180	15
	8) Industrial Chemicals	182	1.2	129	33
	9) Other Chemical Industries	180	1.2	136	18
	Sub-Total Major Group 18	2,459	16.7	1,874	313
19	MAJOR GROUP 19 - 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	310	2.1	218	58
20	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 19 manufacturing groups listed above.)	536	3.6	358	122
21	CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES	129	0.9	93	26
22	WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS	371	2.5	264	66
23	MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS	136	0.9	60	68
24	DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS	147	1.0	81	57
25	GOVERNMENT OFFICIALS AND DEPARTMENTS	46	0.3	30	10
26	Others Allied to the Field- including Educational Institutions, Libraries, Associations	167	1.1	107	17
	Total Qualified Circulation	14,763	100.0	12,094	1,260

SUPPLEMENTAL ANALYSIS				
	Classification by Job Titles	Total Qualified Nonpaid	%	
1.	MANAGEMENT - including President, Owners, Proprietors, Managing Directors, Vice President n.e.c., General Managers, Secretary-Treasurers, Controllers, managers n.e.c.	8,931	60.5	
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	2,281	15.5	
3.	PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel	587	4.0	
4.	SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel	1,059	7.2	
5.	OTHER QUALIFIED PERSONNEL, N.E.C.	1,905	12.9	
	Total Qualified Circulation	14,763	100.0	

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	9,013	939	1,050	7,069	2,988	945	11,002	74.5
Total Direct Request From Recipient's Company	496	52	58	490	102	14	606	4.1
Total Communication Other Than Request								
Association								
Business Directories	408	42	47	475	18	5	498	3.4
Lists	1,804	188	210	1,540	407	253	2,200	14.9
Acquired Circulation								
Other Sources	373	39	44		449	8	457	3.1
Total Qualified Subscriptions	12,094	1,260	1,409	9,574	3,964	1,225	14,763	100.0
Percent	81.9	8.5	9.5	64.9	26.9	8.3	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	10,646	1,249	1,376	13,271	89.9
Individual by Name Only	1,020	10	30	1,060	7.2
Title or Occupation Only	16			16	0.1
Company Name Only	412	1	3	416	2.8
Multicopy Same Addressee					
Total Qualified Subscriptions	12,094	1,260	1,409	14,763	100.0
Total Qualified Circulation	12,094	1,260	1,409	14,763	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	760	58	53	871
British Columbia	1,237	121	107	1,465
Manitoba	360	37	31	428
New Brunswick	357	27	35	419
Newfoundland/Labrador	232	10	12	254
Northwest Territories				
Nova Scotia	441	50	41	532
Nunavut	3			3
Ontario	5,368	522	739	6,629
Prince Edward Island	123	12	7	142
Quebec	2,923	393	367	3,683
Saskatchewan	271	23	14	308
Yukon Territory	6	1	1	8
Canadian Unclassified				
TOTAL CANADA	12,081	1,254	1,407	14,742
United States	10	4	2	16
Military or Civilian Personnel Overseas				
Other International	3	2		5
Total International	13	6	2	21
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	12,094	1,260	1,409	14,763

NOTES

NOTES

Definition of Recipient Qualification:

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

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in the Business/Occupational Analysis; Age of Source; Mailing Address Analysis; and Geographic Analysis are 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 May/June 2019 issue and projected against the totals for the May/June 2020 issue. Sources that exceed 36 months will qualify as copies served until normal business activities resume.

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.

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Published by:
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