

**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 13,489**



**1A** **AVERAGE QUALIFIED PAID CIRCULATION** None Claimed

**1B** **AVERAGE QUALIFIED NONPAID CIRCULATION**

Print Only, See Par. 11(a) . . . . .	11,663	
Digital Only, See Par. 11(b) . . . . .	1,152	
Print & Digital (Unduplicated), See Par. 11(c) . . . . .	674	
Total Individual . . . . .	<u>13,489</u>	
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>13,489</b>

**1C** **AVERAGE NONQUALIFIED CIRCULATION**

Allocated for Shows & Conventions . . . . .	450
Miscellaneous, Including Staff Copies - Print Only . . . . .	436
Miscellaneous, Including Staff Copies - Digital Only . . . . .	908
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated) . . . . .	<u>28</u>
Total Miscellaneous, Including Staff Copies, See Par. 11(d) . . . . .	<u>1,372</u>
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>1,822</b>

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

None

**2** **QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	13,373		11,483	1,208	682	13,373
Mar	13,354		11,497	1,171	686	13,354
Apr	13,314		11,476	1,152	686	13,314
May	13,829		12,042	1,131	656	13,829
Jun	13,576		11,818	1,100	658	13,576

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
<b>1. MAJOR GROUP 1 - FOOD AND BEVERAGE INDUSTRIES:</b>					
1) Slaughtering and Meat Processors.....	1,591	11.7	1,452	104	35
2) Poultry Processors .....	481	3.6	446	25	10
3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk.....	914	6.7	823	62	29
4) Fish Products .....	830	6.1	774	42	14
5) Fruit and Vegetable Producers .....	1,013	7.5	919	55	39
6) Grain Mills - including feed; flour; breakfast cereals .....	409	3.0	370	27	12
7) Bakery Products - including biscuit manufacturers; bakeries.....	1,390	10.3	1,245	106	39
8) Confectionery Manufacturers, including chocolate and cocoa products .....	544	4.0	475	54	15
9) Sugar Refineries .....	33	0.2	28	2	3
10) Vegetable Oil Mills .....	132	1.0	121	7	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 .....	1,444	10.6	1,305	91	48
12) Beverage Manufacturers - including soft drinks; distilleries; breweries, wineries .....	1,186	8.7	1,046	90	50
<b>Sub-Total Major Group 1.....</b>	<b>9,967</b>	<b>73.4</b>	<b>9,004</b>	<b>665</b>	<b>298</b>
<b>2. MAJOR GROUP 2 - TOBACCO PRODUCTS INDUSTRIES - including leaf tobacco processing; tobacco products manufacturers.....</b>	<b>1</b>	<b>0.0</b>		<b>1</b>	
<b>3. MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear, tires and tubes; rubberized fabrics; mechanical rubber goods, rubber sundries .....</b>	<b>32</b>	<b>0.2</b>	<b>29</b>	<b>2</b>	<b>1</b>
<b>4. MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and Other leather goods manufacturers .....</b>	<b>10</b>	<b>0.1</b>	<b>8</b>	<b>2</b>	
<b>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 .....</b>	<b>9</b>	<b>0.1</b>	<b>7</b>	<b>1</b>	<b>1</b>
<b>6. MAJOR GROUP 6 - KNITTING MILLS - including hosiery; knitted gloves; underwear and outerwear .....</b>					
<b>7. MAJOR GROUP 7 - CLOTHING INDUSTRIES - including men's, women's and children's clothing, hats and furnishings .....</b>	<b>3</b>	<b>0.0</b>	<b>1</b>		<b>2</b>
<b>8. MAJOR GROUP 8 - WOOD INDUSTRIES - including veneer and plywood, sash and door; woodenware.....</b>	<b>19</b>	<b>0.1</b>	<b>13</b>	<b>6</b>	
<b>9. MAJOR GROUP 9 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades .....</b>	<b>10</b>	<b>0.1</b>	<b>6</b>	<b>3</b>	<b>1</b>
<b>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 .....</b>	<b>73</b>	<b>0.5</b>	<b>59</b>	<b>5</b>	<b>9</b>
<b>11. MAJOR GROUP 11- PRINTING, PUBLISHING AND ALLIED INDUSTRIES .....</b>	<b>109</b>	<b>0.8</b>	<b>90</b>	<b>10</b>	<b>9</b>
<b>12. MAJOR GROUP 12 - PRIMARY METAL INDUSTRIES - including sheet, pipe, tube and extruding.....</b>	<b>5</b>	<b>0.0</b>	<b>4</b>		<b>1</b>
<b>13. MAJOR GROUP 13 - METAL FABRICATING INDUSTRIES - including hardware, tool and cutlery; wire and wire products; metal stamping, pressing and coating; heating and plumbing .....</b>	<b>56</b>	<b>0.4</b>	<b>40</b>	<b>13</b>	<b>3</b>
<b>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 .....</b>	<b>88</b>	<b>0.7</b>	<b>57</b>	<b>14</b>	<b>17</b>
<b>15. MAJOR GROUP 15 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware .....</b>	<b>24</b>	<b>0.2</b>	<b>15</b>	<b>3</b>	<b>6</b>
<b>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 .....</b>	<b>47</b>	<b>0.4</b>	<b>28</b>	<b>9</b>	<b>10</b>
<b>17. MAJOR GROUP 17 - NONMETALLIC MINERAL PRODUCTS - including glass products; cement; lime; concrete; clay; refractories; mineral wool; asbestos; abrasives .....</b>	<b>13</b>	<b>0.1</b>	<b>11</b>	<b>1</b>	<b>1</b>
<b>18. MAJOR GROUP 18 - PETROLEUM AND COAL PRODUCTS INDUSTRIES - including lubrications; road emulsions; roofing compounds .....</b>	<b>6</b>	<b>0.0</b>	<b>3</b>	<b>1</b>	<b>2</b>

## BUSINESS/OCCUPATIONAL ANALYSIS (Continued)

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Undupli- cated)
19. MAJOR GROUP 19 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES - manufacturers of:					
1) Explosives and Ammunition.....	8	0.1	7	1	
2) Mixed Fertilizer.....	88	0.6	74	12	2
3) Plastics and Synthetic Resin .....	132	1.0	95	22	15
4) Pharmaceuticals and Medicines .....	432	3.2	376	44	12
5) Paint and Varnish.....	107	0.8	89	11	7
6) Soap and Cleaning Compounds.....	165	1.2	142	19	4
7) Cosmetics and Toilet Preparations .....	271	2.0	228	33	10
8) Industrial Chemicals.....	189	1.4	149	27	13
9) Other Chemical Industries .....	185	1.3	150	29	6
<b>Sub-Total Major Group 19.....</b>	<b>1,577</b>	<b>11.6</b>	<b>1,310</b>	<b>198</b>	<b>69</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.....	246	1.8	180	43	23
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).....	520	3.8	431	37	52
22. CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES.....	178	1.3	109	20	49
23. WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS....	318	2.4	253	39	26
24. MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS .....	77	0.6	47	4	26
25. DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS.....	110	0.8	67	9	34
26. GOVERNMENT OFFICIALS AND DEPARTMENTS.....	14	0.1	6	3	5
27. OTHERS ALLIED TO THE FIELD- including Educational Institutions, Libraries, Associations.....	64	0.5	40	11	13
Other Paid Circulation					
Subscriptions .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>13,576</b>	<b>100.0</b>	<b>11,818</b>	<b>1,100</b>	<b>658</b>

## 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.....	8,992	66.2
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 ...	2,200	16.2
3. PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel	377	2.8
4. SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel.....	944	7.0
5. OTHER QUALIFIED PERSONNEL, N.E.C.....	1,063	7.8
<b>Total Qualified Circulation .....</b>	<b>13,576</b>	<b>100.0</b>

## 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.....	8,225	1,071	651	8,629	1,141	177	9,947	73.3
Direct request from recipient's company.....	712	28	7	97	443	207	747	5.5
Communication other than request.....	12			12			12	0.1
Association.....								
Business Directories, See Par. 11(e).....	79	1		31	47	2	80	0.6
Lists, See Par. 11(f).....	2,789			1,886	903		2,789	20.5
Acquired Circulation.....								
Other Sources, See Par. 11(g).....	1			1			1	
<b>Total Qualified Nonpaid Circulation</b> .....	<b>11,818</b>	<b>1,100</b>	<b>658</b>	<b>10,656</b>	<b>2,534</b>	<b>386</b>	<b>13,576</b>	<b>100.0</b>
<b>Percent</b> .....	<b>87.1</b>	<b>8.1</b>	<b>4.8</b>	<b>78.5</b>	<b>18.7</b>	<b>2.8</b>	<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation.....								
Single Copy Sales.....								
<b>Total Qualified Circulation</b> .....							<b>13,576</b>	

## 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 .....	13,519	99.6	11,767	1,098	654
Individual by name only .....	36	0.3	31	1	4
Title or occupation only .....	14	0.1	13	1	
Company name only .....	7	0.0	7		
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation</b> .....	<b>13,576</b>	<b>100.0</b>	<b>11,818</b>	<b>1,100</b>	<b>658</b>
Single Copy Sales .....					
<b>Total Qualified Circulation</b> .....	<b>13,576</b>				

## GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	740	43	22	805
British Columbia	1,349	105	37	1,491
Manitoba	383	35	18	436
New Brunswick	316	35	10	361
Newfoundland/Labrador	239	11	4	254
Northwest Territories	1	1		2
Nova Scotia	463	32	12	507
Nunavut	7			7
Ontario	4,927	417	324	5,668
Prince Edward Island	128	12	5	145
Quebec	3,001	375	219	3,595
Saskatchewan	251	30	6	287
Yukon Territory	2	2		4
Canadian Unclassified				
<b>Total Canada</b>	<b>11,807</b>	<b>1,098</b>	<b>657</b>	<b>13,562</b>
United States	9	2	1	12
Military or Civilian Personnel Overseas				
Other International	2			2
<b>Total International</b>	<b>11</b>	<b>2</b>	<b>1</b>	<b>14</b>
E-Mail Address Only				
Other Unclassified				
<b>Grand Total</b>	<b>11,818</b>	<b>1,100</b>	<b>658</b>	<b>13,576</b>

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2017

**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 11,663 copies per issue, represent copies served to individuals receiving the print version only of CANADIAN PACKAGING.

(b) Digital Only Individual subscriptions, averaging 1,152 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 674 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 204 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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**ANITA MADDEN**

Circulation Manager

**STEPHEN DEAN**

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