

B2B Media

Publisher's Statement

6 months ended December 31, 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		14,673
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		12,019
Qualified Nonpaid Individual - Digital		1,404
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,250
Total Qualified Nonpaid Individual		14,673
Total Average Qualified Nonpaid Circulation		14,673

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		181
Total Nonqualified Allocated for Shows & Conventions		181
Nonqualified Miscellaneous, Including Staff Copies - Print		540
Nonqualified Miscellaneous, Including Staff Copies - Digital		22
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		39
Total Nonqualified Miscellaneous, Including Staff Copies		601
Total Average Nonqualified Circulation		782

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul/Aug	12,197	1,339	1,115	14,651
Sep	12,117	1,417	1,228	14,762
Oct	12,035	1,382	1,277	14,694
Nov	11,876	1,357	1,307	14,540
Dec	11,868	1,523	1,324	14,715

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	2,240	15.2	2,048	120	72
	2) Poultry Processors	603	4.1	541	36	26
	3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk	782	5.3	664	72	46
	4) Fish Products	899	6.1	810	54	35
	5) Fruit and Vegetable Producers	1,089	7.4	850	156	83
	6) Grain Mills - including feed; flour; breakfast cereals	347	2.4	282	41	24
	7) Bakery Products - including biscuit manufacturers; bakeries	1,431	9.7	1,229	110	92
	8) Confectionery Manufacturers, including chocolate and cocoa products	471	3.2	386	51	34
	9) Sugar Refineries	34	0.2	20	8	6
	10) Vegetable Oil Mills	92	0.6	77	7	8
	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	1,422	9.7	1,134	165	123
	12) Beverage Manufacturers - including soft drinks; distilleries; breweries, wineries	1,176	8.0	934	128	114
	Sub-Total Major Group 1	10,586	71.9	8,975	948	663
2.	MAJOR GROUP 2 - TOBACCO AND CANNABIS PRODUCTS INDUSTRIES - including leaf tobacco processing; tobacco products manufacturers	203	1.4	159	43	1
3.	MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear, tires and tubes; rubberized fabrics; mechanical rubber goods, rubber sundries	38	0.3	31	3	4
4.	MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and Other leather goods manufacturers	8	0.1	6	2	
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	9		3
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	21	0.1	12	7	2
9.	MAJOR GROUP 9 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades	13	0.1	6	3	4
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	95	0.6	67	10	18
11.	MAJOR GROUP 11- PRINTING, PUBLISHING AND ALLIED INDUSTRIES	114	0.8	74	13	27
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	100	0.7	73	11	16
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	96	0.7	46	22	28
15.	MAJOR GROUP 15 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware	30	0.2	17	4	9
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	51	0.3	25	9	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	40	0.3	37	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	67	12	6
	3) Plastics and Synthetic Resin	150	1.0	106	21	23
	4) Pharmaceuticals and Medicines	410	2.8	330	46	34
	5) Paint and Varnish	99	0.7	77	12	10
	6) Soap and Cleaning Compounds	154	1.0	122	20	12
	7) Cosmetics and Toilet Preparations	246	1.7	194	31	21
	8) Industrial Chemicals	187	1.3	130	27	30
	9) Other Chemical Industries	189	1.3	143	31	15
	Sub-Total Major Group 19	2,376	16.1	1,758	330	288
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	284	1.9	183	49	52
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.)	619	4.2	413	81	125
22.	CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES	118	0.8	89	6	23
23.	WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS	334	2.3	239	46	49
24.	MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS	100	0.7	43	7	50
25.	DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS	121	0.8	64	10	47
26.	GOVERNMENT OFFICIALS AND DEPARTMENTS	42	0.3	33	3	6
27.	Others Allied to the Field- including Educational Institutions, Libraries, Associations	135	0.9	71	43	21
	Total Qualified Circulation	14,715	100.0	11,868	1,523	1,324

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.		9,351	63.5
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		2,255	15.3
3.	PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel		387	2.6
4.	SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel		1,054	7.2
5.	OTHER QUALIFIED PERSONNEL, N.E.C.		1,668	11.3
	Total Qualified Circulation		14,715	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	8,799	1,129	982	8,809	1,622	479	10,910	74.1
Total Direct Request From Recipient's Company	222	29	25	40	17	217	274	1.9
Total Communication Other Than Request								
Association								
Business Directories	240	31	27	252	17	29	298	2.0
Lists	2,209	283	246	1,187	1,003	549	2,739	18.6
Acquired Circulation								
Other Sources	398	51	44	484	10		494	3.4
Total Qualified Subscriptions	11,868	1,523	1,324	10,772	2,669	1,274	14,715	100.0
Percent	80.7	10.3	9.0	73.2	18.1	8.7	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	10,643	1,503	1,318	13,464	91.5
Individual by Name Only	1,215	20	3	1,238	8.4
Title or Occupation Only	4		2	6	0.0
Company Name Only	6		1	7	0.1
Multicopy Same Addressee					
Total Qualified Subscriptions	11,868	1,523	1,324	14,715	100.0
Total Qualified Circulation	11,868	1,523	1,324	14,715	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	722	67	39	828
British Columbia	1,205	144	86	1,435
Manitoba	340	46	31	417
New Brunswick	365	42	24	431
Newfoundland/Labrador	255	13	10	278
Northwest Territories	1	1		2
Nova Scotia	468	50	34	552
Nunavut	7		1	8
Ontario	5,432	606	685	6,723
Prince Edward Island	109	17	7	133
Quebec	2,709	494	393	3,596
Saskatchewan	239	38	12	289
Yukon Territory	1	3		4
Canadian Unclassified				
TOTAL CANADA	11,853	1,521	1,322	14,696
United States	12	2	2	16
Military or Civilian Personnel Overseas				
Other International	3			3
Total International	15	2	2	19
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	11,868	1,523	1,324	14,715

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; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2018 issue. .

Age of Source Projection: The figures used are based on percentages established for the June 2018 issue and projected against the totals for the December 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.

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Senior Publisher

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Audience Development Manager

Published by:

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