

B2B Media

Publisher's Statement

6 months ended June 30, 2019

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		14,832
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		11,764
Qualified Nonpaid Individual - Digital		1,662
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,406
Total Qualified Nonpaid Individual		14,832
Total Average Qualified Nonpaid Circulation		14,832

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		555
Total Nonqualified Allocated for Shows & Conventions		555
Nonqualified Miscellaneous, Including Staff Copies - Print		601
Nonqualified Miscellaneous, Including Staff Copies - Digital		23
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		40
Total Nonqualified Miscellaneous, Including Staff Copies		664
Total Average Nonqualified Circulation		1,219

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	11,825	1,559	1,366	14,750
Mar	11,837	1,526	1,370	14,733
Apr	11,771	1,521	1,371	14,663
May	11,747	1,871	1,462	15,080
Jun	11,642	1,832	1,460	14,934

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	2,424	16.2	2,230	112	82
	2) Poultry Processors	657	4.4	570	47	40
	3) Dairy Products - including natural cheese; process cheese; ice cream; condensed, canned or powdered milk; butter; frozen desserts, fluid milk	742	5.0	596	99	47
	4) Fish Products	940	6.3	834	67	39
	5) Fruit and Vegetable Producers	1,084	7.3	824	161	99
	6) Grain Mills - including feed; flour; breakfast cereals	314	2.1	242	48	24
	7) Bakery Products - including biscuit manufacturers; bakeries	1,382	9.3	1,117	160	105
	8) Confectionery Manufacturers, including chocolate and cocoa products	457	3.1	359	61	37
	9) Sugar Refineries	32	0.2	20	6	6
	10) Vegetable Oil Mills	84	0.6	64	11	9
	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	1,463	9.8	1,107	219	137
	12) Beverage Manufacturers - including soft drinks; distilleries; breweries; wineries	1,162	7.8	907	146	109
	Sub-Total Major Group 1	10,741	71.9	8,870	1,137	734
2.	MAJOR GROUP 2 - CANNABIS & TOBACCO PRODUCTS - including leaf tobacco processing; tobacco products manufacturers	277	1.9	240	34	3
3.	MAJOR GROUP 3 - RUBBER INDUSTRIES - including rubber footwear; tires and tubes; rubberized fabrics; mechanical rubber goods; rubber sundries	40	0.3	33	3	4
4.	MAJOR GROUP 4 - LEATHER INDUSTRIES - including shoes; gloves; luggage; handbags and Other leather goods manufacturers	7	0.0	5	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	11	0.1	9	1	1
6.	MAJOR GROUP 6 - CLOTHING INDUSTRIES - including men's, women's and children's clothing, hats and furnishings	5	0.0	3		2
7.	MAJOR GROUP 7 - WOOD INDUSTRIES - including veneer and plywood, sash and door; wooden-ware	23	0.2	11	8	4
8.	MAJOR GROUP 8 - FURNITURE AND FIXTURE INDUSTRIES - including household, office and store furniture and fixtures; electric lamps and shades	14	0.1	7	3	4
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	111	0.7	82	12	17
10.	MAJOR GROUP 10- PRINTING, PUBLISHING AND ALLIED INDUSTRIES	107	0.7	66	13	28
11.	MAJOR GROUP 11 - PRIMARY METAL INDUSTRIES - including sheet, pipe, tube and extruding	8	0.1	7	1	
12.	MAJOR GROUP 12 - METAL FABRICATING INDUSTRIES - including hardware, tool and cutlery; wire and wire products; metal stamping, pressing and coating; heating and plumbing	95	0.6	62	17	16
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	103	0.7	47	22	34
14.	MAJOR GROUP 14 - TRANSPORTATION EQUIPMENT INDUSTRIES - including parts and accessories for aircraft, motor vehicles; ships and boats; automobile hardware	30	0.2	18	4	8
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	59	0.4	28	14	17
16.	MAJOR GROUP 16 - NONMETALLIC MINERAL PRODUCTS - including glass products; cement; lime; concrete; clay; refractories; mineral wool; asbestos; abrasives	17	0.1	13	1	3
17.	MAJOR GROUP 17 - PETROLEUM AND COAL PRODUCTS INDUSTRIES - including lubrications; road emulsions; roofing compounds	43	0.3	37	5	1

BUSINESS/OCCUPATIONAL ANALYSIS (Continued)						
Classification by Business & Industry		Total Qualified Nonpaid	%	Qualified Nonpaid-Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
18	MAJOR GROUP 18 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES - manufacturers of:					
	1) Explosives and Ammunition	7	0.0	4	2	1
	2) Mixed Fertilizer	84	0.6	60	17	7
	3) Plastics and Synthetic Resin	149	1.0	92	31	26
	4) Pharmaceuticals and Medicines	378	2.5	300	46	32
	5) Paint and Varnish	95	0.6	70	14	11
	6) Soap and Cleaning Compounds	154	1.0	113	26	15
	7) Cosmetics and Toilet Preparations	230	1.5	170	39	21
	8) Industrial Chemicals	177	1.2	109	32	36
	9) Other Chemical Industries	179	1.2	122	35	22
	Sub-Total Major Group 18	2,403	16.1	1,708	382	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	291	1.9	186	49	56
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.)	446	3.0	283	81	82
21	CUSTOM PACKAGERS, PACKAGING DESIGNERS AND ENGINEERS, RESEARCH CONSULTANTS, ADVERTISING AGENCIES	256	1.7	151	33	72
22	WHOLESALE, RETAILERS, CHAIN STORES, DEPARTMENT STORES, MAIL ORDER HOUSES, IMPORTERS, EXPORTERS, JOBBERS, BROKERS	338	2.3	215	63	60
23	MANUFACTURERS OF PACKAGING AND PRINTING MACHINERY OR PACKAGING SYSTEMS, DISTRIBUTORS AND AGENTS	118	0.8	45	14	59
24	DISTRIBUTORS AND AGENTS FOR MANUFACTURERS OF PACKAGING MATERIALS	130	0.9	63	13	54
25	GOVERNMENT OFFICIALS AND DEPARTMENTS	44	0.3	31	7	6
26	Others Allied to the Field- including Educational Institutions, Libraries, Associations	167	1.1	90	53	24
	Total Qualified Circulation	14,934	100.0	11,642	1,832	1,460

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.		9,176	61.4
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		2,391	16.0
3.	PURCHASING - including Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel		381	2.6
4.	SALES AND MARKETING - including Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel		1,044	7.0
5.	OTHER QUALIFIED PERSONNEL, N.E.C.		1,942	13.0
	Total Qualified Circulation		14,934	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	8,220	1,520	1,389	7,150	3,023	956	11,129	74.5
Total Direct Request From Recipient's Company	417	142	51	494	103	13	610	4.1
Total Communication Other Than Request	1	1		1		1	2	0.0
Association								
Business Directories	496	8		481	18	5	504	3.4
Lists	2,046	161	20	1,558	412	257	2,227	14.9
Acquired Circulation								
Other Sources	462				454	8	462	3.1
Total Qualified Subscriptions	11,642	1,832	1,460	9,684	4,010	1,240	14,934	100.0
Percent	78.0	12.3	9.8	64.8	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	10,058	1,816	1,435	13,309	89.1
Individual by Name Only	1,124	15	21	1,160	7.8
Title or Occupation Only	23		2	25	0.2
Company Name Only	437	1	2	440	3.0
Multicopy Same Addressee					
Total Qualified Subscriptions	11,642	1,832	1,460	14,934	100.0
Total Qualified Circulation	11,642	1,832	1,460	14,934	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	741	91	49	881
British Columbia	1,209	180	107	1,496
Manitoba	347	60	31	438
New Brunswick	356	43	33	432
Newfoundland/Labrador	243	13	10	266
Northwest Territories	1	1		2
Nova Scotia	448	62	34	544
Nunavut	3		1	4
Ontario	5,191	728	750	6,669
Prince Edward Island	126	12	7	145
Quebec	2,695	600	421	3,716
Saskatchewan	261	38	14	313
Yukon Territory	4	2	1	7
Canadian Unclassified				
TOTAL CANADA	11,625	1,830	1,458	14,913
United States	14	2	2	18
Military or Civilian Personnel Overseas				
Other International	3			3
Total International	17	2	2	21
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	11,642	1,832	1,460	14,934

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 the Business/Occupational Analysis; Age of Source; Mailing Address Analysis; and Geographic Analysis are from an analysis of the June 2019 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.

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