

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CONSTRUCTION CANADA is a B2B brand intended for individuals with broad-based interests in architecture, specifying and engineering industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features.

FIELD SERVED

CONSTRUCTION CANADA serves Architectural & Construction Specification Writers, Architects, Engineers, Architectural and Engineering Designers, Drafting Personnel, Contractors, Manufacturers, Government, Building Departments and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Individuals and Firms within the Field Served and others allied to the field.

CHANNELS

CONSTRUCTION CANADA MAGAZINE



5 Issues in the period
12,636 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CONSTRUCTION CANADA MAGAZINE (5 issues in the period)	12,605	31	12,636

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	165
*Allocated for Trade Shows and Conventions	320
All Other	94
TOTAL	590

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,636	100.0	12,605	99.8	31	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,636	100.0	12,605	99.8	31	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	12,638
September	12,639
October	12,628
November	12,638
December	12,638

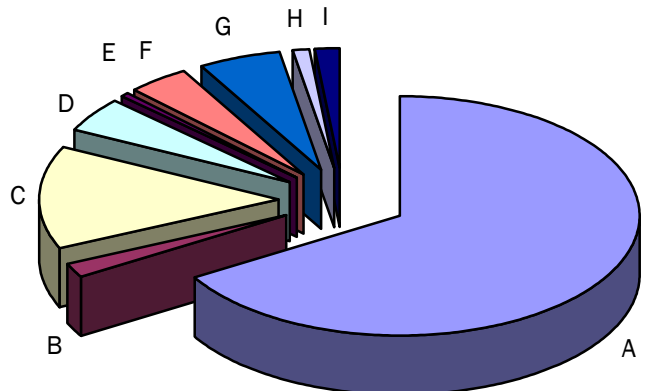
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

This issue is -% or 2 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
Architects	8,533	67.4	8,526	7
Arch & Construction Specification Writers	217	1.7	209	8
Engineers	1,617	12.8	1,616	1
Designers (Building, Industrial, Interior, Project Design etc)	512	4.1	511	1
Drafting Personnel	36	0.3	36	-
Contractors (General, Building, Trade etc)	592	4.7	591	1
Manufacturers	785	6.2	775	10
Government Building Departments	147	1.2	147	-
Others Allied to the Field	199	1.6	187	12
TOTAL QUALIFIED CIRCULATION	12,638	100.0	12,598	40
PERCENT	100.0		99.7	0.3

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	COPIES	PERCENT
A Architects	8,533	67.4
B Arch & Construction Specification Writers	217	1.7
C Engineers	1,617	12.8
D Designers (Building, Industrial, Interior, Project Design etc)	512	4.1
E Drafting Personnel	36	0.3
F Contractors (General, Building, Trade etc)	592	4.7
G Manufacturers	785	6.2
H Government Building Departments	147	1.2
I Others Allied to the Field	199	1.6
TOTAL QUALIFIED CIRCULATION	12,638	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,721	-	-	4,721	37.4
II. Request from recipient's company:	16	-	-	16	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,901	-	-	7,901	62.5
*Association rosters and directories	6,601	-	-	6,601	52.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,300	-	-	1,300	10.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,638	-	-	12,638	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	12,381	98.0
Individuals by name only	207	1.6
Titles or functions only	-	-
Company names only	50	0.4
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	12,638	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Total Audit Average Qualified:	12,630	12,634	12,638	12,636	12,637	12,636
Qualified Non-Paid:	12,610	12,617	12,608	12,606	12,608	12,605
Qualified Paid:	20	17	30	30	29	31
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

Province	Total Qualified	Percent
Newfoundland and Labrador	89	0.7
Prince Edward Island	30	0.2
Nova Scotia	224	1.8
New Brunswick	149	1.2
Quebec	2,424	19.2
Ontario	5,253	41.5
Manitoba	487	3.9
Saskatchewan	383	3.0
Alberta, N.W.T and Nunavut	1,361	10.8
B.C. and Yukon	2,198	17.4
TOTAL FOR CANADA	12,598	99.7
United States	39	0.3
Other Foreign	1	-
TOTAL OUTSIDE CANADA	40	0.3
TOTAL QUALIFIED CIRCULATION	12,638	100.0

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

2016 Issue	Show/Location	Date	Copies
September	Greenbuild International Conference and EXPO in Los Angeles, CA	October 5-6, 2016	250
November	Construct Canada/IIDEX in Toronto, ON	November 30 - December 1, 2016	150
December	Construct Canada/IIDEX in Toronto, ON	November 30 - December 1, 2016	1,200

PARAGRAPH 3b:

Association rosters and directories include 23 sources of circulation for quantities of 1 copies or -% to 1,608 copies or 12.7%, including CSC. Other sources include 14 sources of circulation for quantities of 5 copies or -% to 508 copies or 4.0%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Erik Tolles, CEO & Publisher

Mei Hong, Circulation Coordinator

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 11, 2017

City Richmond Hill

Province Ontario

Received by BPA Worldwide January 11, 2017

Type BJ

ID Number C525B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.