

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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SIGN MEDIA CANADA is a B2B brand intended for individuals with broad-based interests in the sign, print graphics, digital imaging and advertising 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. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

SIGN MEDIA CANADA serves the sign field including Flags, Banner & Awning mfg, Electronic/Digital/LED-based Sign Makers/Narrowcasters, Point-of-Purchase/At-Retail Display, Electric/Illuminated/Neon Sign Makers and Manufacturers, Commercial Screen Printers, Quick Printing, Digital Printers, Advertising Agencies, Mobile Advertising Services, Outdoor/Out-of-Home/Display Advertising Services, Graphic Design Services, Sign Lettering & Painting Services, Vehicle Graphics Services, Sign Installation and Maintenance, Prepress Engraving Services, Distributors of Sign Making Equipment & Supplies, Distributors of Screen Printing Equipment and Supplies, Vinyl, Banner and Awning Sign Wholesalers, Marketing Consulting Services and other industries allied to the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals within the Field Served.

CHANNELS

**SIGN MEDIA
CANADA
MAGAZINE**



3 Issues in the period
9,802 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SIGN MEDIA CANADA MAGAZINE (3 issues in the period)	9,797	5	9,802

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	178
*Allocated for Trade Shows and Conventions	250
All Other	6
TOTAL	437

*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	9,802	99.9	9,797	99.9	5	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,802	99.9	9,797	99.9	5	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	9,801
September	9,803
November	9,800

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

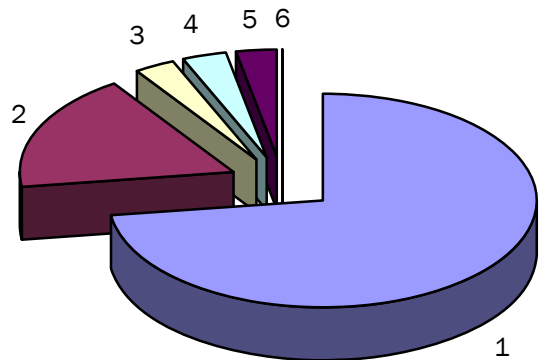
This issue is -% or 2 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
Sign Makers including Flags, Banner & Awning Mfg., Mfg. Electronic/Digital/LED-based Sign Makers/Narrowcasters, Mfg. Point-of-Purchase/At-Retail Display, Electric/Illuminated/Neon Sign Makers, Various Sign Mfg.	7,123	72.7	7,122	1
Commercial Screen Printers	708	7.2	708	-
Quick Printing	374	3.8	374	-
Digital Print Shops	669	6.8	669	-
Printers	1,751	17.8	1,751	-
Advertising Agency	47	0.5	47	-
Mobile Advertising Services	19	0.2	19	-
Outdoor/Out-of-Home/Display Advertising Services	223	2.3	223	-
Sign Making Advertising Services	289	3.0	289	-
Graphic Design Services	168	1.7	168	-
Sign Lettering & Painting Services	76	0.8	76	-
Vehicles Graphics Services	99	1.0	99	-
Sign Making Graphic Services	343	3.5	343	-
Sign Installation and Maintenance	127	1.3	127	-
Prepress Engraving Services	8	0.1	8	-
Distributors of Sign Making Equipment & Supplies	60	0.6	60	-
Distributors of Screen printing Equipment and Supplies	7	0.1	7	-
Vinyl, Banner and Awning Sign Wholesalers	36	0.3	36	-
Marketing Consulting Services	46	0.5	46	-
Sign Related Industries	284	2.9	284	-
Others allied to the field	10	0.1	10	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0	9,799	1
PERCENT	100.0		100.0	-

Note 1: Qualified recipients are individuals within the Field Served.

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Sign Makers	7,123	72.7
2. Printers	1,751	17.8
3. Sign Making Advertising Services	289	3.0
4. Sign Making Graphic Services	343	3.5
5. Sign Related Industries	284	2.9
6. Others Allied to the Field	10	0.1



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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,617	-	-	2,617	26.7
II. Request from recipient's company:	2	-	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,181	-	-	7,181	73.3
*Association rosters and directories	375	-	-	375	3.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	6,806	-	-	6,806	69.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,800	-	-	9,800	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	8,072	82.4
Individuals by name only	699	7.1
Titles or functions only	1	-
Company names only	1,028	10.5
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	9,800	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:	10,878	10,886	10,889	10,885	9,793	9,802
Qualified Non-Paid:	10,874	10,879	10,882	10,878	9,787	9,797
Qualified Paid:	4	7	7	7	6	5
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 NOVEMBER 2016

Provinces	Total Qualified	Total
Newfoundland and Labrador	88	0.9
Prince Edward Island	34	0.4
Nova Scotia	252	2.6
New Brunswick	209	2.1
Quebec	1,825	18.6
Ontario	4,212	43.0
Manitoba	326	3.3
Saskatchewan	293	3.0
Alberta, N.W.T and Nunavut	1,170	11.9
B.C. and Yukon	1,390	14.2
TOTAL FOR CANADA	9,799	100.0
United States	1	-
Other Foreign	-	-
TOTAL OUTSIDE CANADA	1	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

250 copies of the September 2016 issue were printed for distribution at SGIA Expo in Las Vegas, NV (Sept. 14 - 16, 2016)

500 copies of the September 2016 issue were printed for distribution at Sign Expo Canada (CONSAC) Show in Mississauga, ON (Sept 23-24, 2016)

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 28 copies or 0.3% to 347 copies or 3.5%.

Other sources include 32 sources of circulation for quantities of 5 copies or 0.1% to 782 copies or 8.0%.

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	December 1, 2016
City	Richmond Hill
Province	Ontario
Received by CCAB	December 1, 2016
Type	BJ
ID Number	S420B0D6

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.