

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**



5 Issues in the period
9,800 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SIGN MEDIA CANADA MAGAZINE (5 issues in the period)	9,797	3	9,800

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	177
*Allocated for Trade Shows and Conventions	180
All Other	6
TOTAL	365

*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	9,800	100.0	9,797	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0	9,797	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	9,800
February	9,800
April	9,800
May	9,800
June	9,800

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

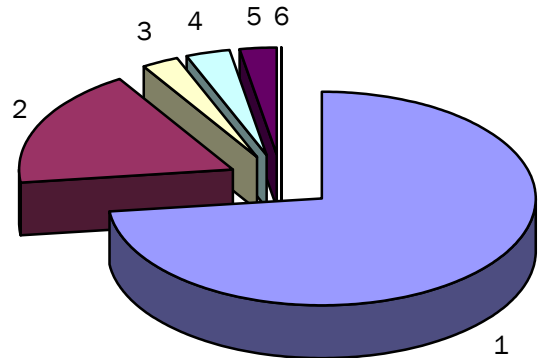
This issue is equal to the average of the other 4 issues reported in Paragraph 2.

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.	7,157	73.0	7,157	-
Commercial Screen Printers	696	7.1	696	-
Quick Printing	341	3.5	341	-
Digital Print Shops	738	7.5	738	-
Printers	1,775	18.1	1,775	-
Advertising Agency	45	0.5	45	-
Mobile Advertising Services	12	0.1	12	-
Outdoor/Out-of-Home/Display Advertising Services	218	2.2	218	-
Sign Making Advertising Services	275	2.8	275	-
Graphic Design Services	168	1.7	168	-
Sign Lettering & Painting Services	72	0.7	72	-
Vehicles Graphics Services	93	1.0	93	-
Sign Making Graphic Services	333	3.4	333	-
Sign Installation and Maintenance	101	1.0	101	-
Prepress Engraving Services	9	0.1	9	-
Distributors of Sign Making Equipment & Supplies	64	0.7	64	-
Distributors of Screen printing Equipment and Supplies	4	-	4	-
Vinyl, Banner and Awning Sign Wholesalers	29	0.3	29	-
Marketing Consulting Services	47	0.5	47	-
Sign Related Industries	254	2.6	254	-
Others allied to the field	6	0.1	6	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0	9,800	-
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	7,157	73.0
2. Printers	1,775	18.1
3. Sign Making Advertising Services	275	2.8
4. Sign Making Graphic Services	333	3.4
5. Sign Related Industries	254	2.6
6. Others Allied to the Field	6	0.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,658	-	-	2,658	27.1
II. Request from recipient's company:	10	-	-	10	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,132	-	-	7,132	72.8
*Association rosters and directories	200	-	-	200	2.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	6,932	-	-	6,932	70.7
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 MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	7,931	80.9
Individuals by name only	793	8.1
Titles or functions only	1	-
Company names only	1,075	11.0
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	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	10,886	10,889	10,885	9,793	9,802	9,800
Qualified Non-Paid:	10,879	10,882	10,878	9,787	9,797	9,797
Qualified Paid:	7	7	7	6	5	3
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 2016 – June 2017 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 MAY 2017

Provinces	Total Qualified	Total
Newfoundland and Labrador	87	0.9
Prince Edward Island	36	0.4
Nova Scotia	251	2.6
New Brunswick	203	2.1
Quebec	1,825	18.6
Ontario	4,200	42.8
Manitoba	328	3.3
Saskatchewan	258	2.6
Alberta, N.W.T and Nunavut	1,176	12.0
B.C. and Yukon	1,436	14.7
TOTAL FOR CANADA	9,800	100.0
United States	-	-
Other Foreign	-	-
TOTAL OUTSIDE CANADA	-	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0

ADDITIONAL DATA

CHANGE OF FREQUENCY:

Effective in 2017, SIGN MEDIA CANADA changed its frequency from 7 to 9 issues per year.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

500 copies of the April 2017 issue were printed for distribution at Graphics Canada Show in Mississauga, ON (April 6 - 8, 2017).

400 copies of the May 2017 issue were printed for distribution at Grafik' Art Show in Montreal, QC (May 12 - 13, 2017).

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for a quantity of 5 copies or 0.1% to 162 copies or 1.7%.

Other sources include 34 sources of circulation for quantities of 1 copy or -% to 780 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 June 19, 2017

City Richmond Hill

Province Ontario

Received by CCAB June 19, 2017

Type BJ

ID Number S420B0J7

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.