

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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**JEWELLERY BUSINESS** is a B2B brand intended for individuals with broad-based interests in the jewellery and watch industry. 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**

**JEWELLERY BUSINESS** serves independent, chain and mass merchandising jewellery retailers, diamond retailers, watch retailers and jewellery and diamond buyers; jewellery and watch manufacturers/wholesalers/distributors; jewellery professionals such as appraisers and gemologists; crafts people such as jewellery designers and goldsmiths; and the service sector including jewellery and watch repairs, engraving and others allied to the jewellery industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include titled and non-titled personnel within the Field Served.

**CHANNELS**

**JEWELLERY  
BUSINESS  
MAGAZINE**



3 issues in the period  
5,800 average circulation

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>JEWELLERY BUSINESS MAGAZINE</b> (3 issues in the period)	5,792	8	5,800

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	157
Allocated for Trade Shows and Conventions	-
All Other	5
<b>TOTAL</b>	<b>162</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,800	100.0	5,792	99.9	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>	<b>5,792</b>	<b>99.9</b>	<b>8</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
May	5,800
July	5,799
August	5,800

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2020**

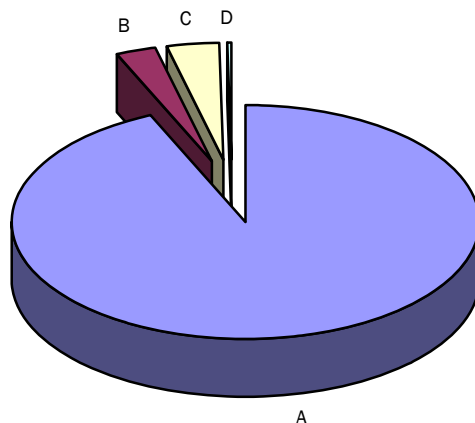
This issue is equal to the average of the other 2 issues reported in Paragraph 2.

Business and Industry*	Total Qualified	Percent of Total	Canada	Outside Canada
Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers	5,421	93.4	5,421	-
Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	154	2.7	152	2
Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	209	3.6	209	-
Others allied to the field	16	0.3	14	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>	<b>5,796</b>	<b>4</b>

\*Qualified recipients include titled and non-titled personnel within the Field Served.

**3a. Breakout of Qualified Circulation of Business and Industry**

Business and Industry	Total Qualified	Percent of Total
A Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers	5,421	93.4
B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	154	2.7
C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	209	3.6
D Others allied to the field	16	0.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	<b>2,010</b>	<b>34.7</b>
II. Request from recipient's company:	<b>7</b>	<b>0.1</b>
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,783</b>	<b>65.2</b>
*Association rosters and directories	446	7.7
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
*Other sources	3,337	57.5
VI. Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,164	71.8
Individuals by name only	331	5.7
Titles or functions only	4	0.1
Company names only	1,301	22.4
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	October 2017 - March 2018	April - September 2018	October 2018 - March 2019	April - September 2019	October 2019 - March 2020*	April - September 2020*
Total Audit Average Qualified:	5,800	5,800	5,800	5,800	5,800	5,800
Qualified Non-Paid:	5,795	5,792	5,792	5,792	5,792	5,792
Qualified Paid:	5	8	8	8	8	8
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: October 2019– September 2020 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 AUGUST 2020

Provinces	Total Qualified	Percent
Newfoundland and Labrador	45	0.8
Prince Edward Island	27	0.5
Nova Scotia	121	2.1
New Brunswick	78	1.4
Quebec	1,271	21.9
Ontario	2,389	41.2
Manitoba	174	3.0
Saskatchewan	118	2.0
Alberta, N.W.T and Nunavut	677	11.7
B.C. and Yukon	896	15.4
<b>TOTAL FOR CANADA</b>	<b>5,796</b>	<b>100.0</b>
United States	2	-
Other Foreign	2	-
<b>TOTAL OUTSIDE CANADA</b>	<b>4</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 1 copy or -% to 445 copies or 7.7%, including CJA. Other sources include 19 sources of circulation for quantities of 3 copies or -% to 398 copies or 6.9%.

### PUBLISHER'S AFFIDAVIT

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

Krista Taylor, Senior Director of Operations

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 September 15, 2020

City Richmond Hill

Province Ontario

Received by BPA Worldwide September 15, 2020

Type BS

ID Number J094B0S0

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.