

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 merchandizing 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	2
Advertiser and Agency	132
Allocated for Trade Shows and Conventions	-
All Other	5
<b>TOTAL</b>	<b>139</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**

2018/2019 Issue	Total Qualified
October	5,800
December	5,800
February	5,800

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2019**

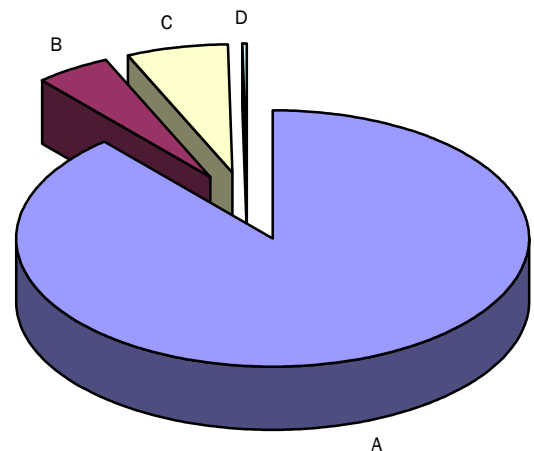
This issue is equal to the average of the other 2 issues reported in Paragraph 2.

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	5,133	88.5	5,132	1
Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	272	4.7	271	1
Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	377	6.5	376	1
Others allied to the field	18	0.3	16	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	<b>100.0</b>	<b>5,795</b>	<b>5</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	5,133	88.5
B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	272	4.7
C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	377	6.5
D Others allied to the field	18	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 FEBRUARY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	1,900	-	-	1,900	32.8
II. Request from recipient's company:	12	-	-	12	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,888</b>	-	-	<b>3,888</b>	<b>67.0</b>
*Association rosters and directories	609	-	-	609	10.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,279	-	-	3,279	56.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,800</b>	-	-	<b>5,800</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,156	71.7
Individuals by name only	397	6.8
Titles or functions only	5	0.1
Company names only	1,242	21.4
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	Audited Data	Circulation Claim
	April-September 2016	October 2016 – March 2017	April-September 2017	October 2017 – March 2018	April-September 2018	October 2018 – March 2019*
Total Audit Average Qualified:	5,800	5,800	5,800	5,800	5,800	5,800
Qualified Non-Paid:	5,792	5,792	5,793	5,795	5,792	5,792
Qualified Paid:	8	8	7	5	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 2018 – March 2019 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 FEBRUARY 2019

Provinces	Total Qualified	Percent
Newfoundland and Labrador	47	0.8
Prince Edward Island	15	0.2
Nova Scotia	124	2.1
New Brunswick	76	1.3
Quebec	1,264	21.8
Ontario	2,435	42.0
Manitoba	160	2.8
Saskatchewan	109	1.9
Alberta, N.W.T and Nunavut	673	11.6
B.C. and Yukon	892	15.4
<b>TOTAL FOR CANADA</b>	<b>5,795</b>	<b>99.9</b>
United States	3	0.1
Other Foreign	2	-
<b>TOTAL OUTSIDE CANADA</b>	<b>5</b>	<b>0.1</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 2 copies or -% to 607 copies or 10.5%, including CJA. Other sources include 16 sources of circulation for quantities of 5 copies or 0.1% to 446 copies or 7.7%.

### 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 Co-ordinator

(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	April 18, 2019
City	Richmond Hill
Province	Ontario
Received by CCAB	April 18, 2019
Type	BS
ID Number	J094B0M9

#### 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 20 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.