

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 gemmologists; 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
JEWELLERY BUSINESS MAGAZINE (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	164
*Allocated for Trade Shows and Conventions	900
All Other	10
TOTAL	1,076

*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	5,800	100.0	5,792	99.9	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,800	100.0	5,792	99.9	8	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
May	5,800
July	5,800
August	5,800

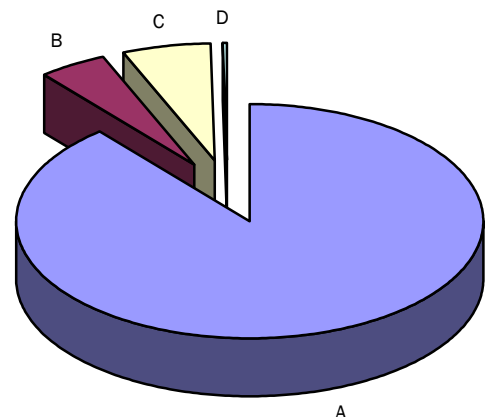
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2018

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	5,155	88.9	5,155	-
Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	265	4.6	265	-
Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	361	6.2	360	1
Others allied to the field	19	0.3	16	3
TOTAL QUALIFIED CIRCULATION	5,800	100.0	5,796	4

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	5,155	88.9
B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	265	4.6
C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	361	6.2
D Others allied to the field	19	0.3
TOTAL QUALIFIED CIRCULATION	5,800	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	1,859	-	-	1,859	32.1
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. TOTAL – Sources other than above (listed alphabetically):	3,929	-	-	3,929	67.7
*Association rosters and directories	620	-	-	620	10.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,309	-	-	3,309	57.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,800	-	-	5,800	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,173	72.0
Individuals by name only	397	6.8
Titles or functions only	4	0.1
Company names only	1,226	21.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	5,800	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
	October 2015 – March 2016	April-September 2016	October 2016 – March 2017	April-September 2017	October 2017 – March 2018*	April-September 2018*
Total Audit Average Qualified:	5,793	5,800	5,800	5,800	5,800	5,800
Qualified Non-Paid:	5,784	5,792	5,792	5,793	5,795	5,792
Qualified Paid:	9	8	8	7	5	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 2017 – September 2018 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 2018

Provinces	Total Qualified	Percent
Newfoundland and Labrador	44	0.8
Prince Edward Island	16	0.3
Nova Scotia	122	2.1
New Brunswick	79	1.4
Quebec	1,259	21.7
Ontario	2,433	41.9
Manitoba	161	2.8
Saskatchewan	108	1.9
Alberta, N.W.T and Nunavut	684	11.8
B.C. and Yukon	890	15.3
TOTAL FOR CANADA	5,796	100.0
United States	2	-
Other Foreign	2	-
TOTAL OUTSIDE CANADA	4	-
TOTAL QUALIFIED CIRCULATION	5,800	100.0

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

1,500 copies of the May 2018 issue were printed for distribution at JCK Las Vegas in Las Vegas, NV (June 1 - 4, 2018).

100 Copies of the August 2018 issue were printed for distribution at the Canadian Jewellery Group Buying Show in Toronto, ON (August 11 - 12, 2018).

300 copies of the August 2018 issue were printed for distribution at the Canadian Jewellery Expo in Mississauga, ON (August 12 - 14, 2018).

300 copies of the August 2018 issue were printed for distribution at the Canadian Jewellery Expo in Edmonton, AB (August 18 - 20, 2018).

500 copies of the August 2018 issue were printed for distribution at Expo Prestige in Montreal, QC (August 26 - 28, 2018).

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 2 copies or -% to 618 copies or 10.7%, including CJA. Other sources include 15 sources of circulation for quantities of 5 copies or 0.1% to 461 copies or 7.9%.

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	September 7, 2018
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Province	Ontario
Received by CCAB	September 7, 2018
Type	BS
ID Number	J094B0S8

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.