

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
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	-
Advertiser and Agency	137
*Allocated for Trade Shows and Conventions	800
All Other	5
TOTAL	942

*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

2019 Issue	Total Qualified
May	5,800
July	5,800
August	5,800

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

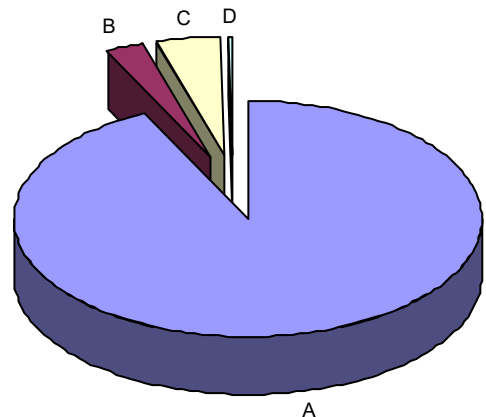
This issue is equal to the average of the other 2 issues reported in Paragraph 2.

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	5,384	92.8	5,383	1
Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	140	2.4	138	2
Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	258	4.5	258	-
Others allied to the field	18	0.3	16	2
TOTAL QUALIFIED CIRCULATION	5,800	100.0	5,795	5

*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	5,384	92.8
B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors	140	2.4
C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters	258	4.5
D Others allied to the field	18	0.3
TOTAL QUALIFIED CIRCULATION	5,800	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	1,926	-	-	1,926	33.2
II. Request from recipient's company:	6	-	-	6	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,868	-	-	3,868	66.7
*Association rosters and directories	458	-	-	458	7.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,410	-	-	3,410	58.8
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 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	4,141	71.4
Individuals by name only	342	5.9
Titles or functions only	3	-
Company names only	1,314	22.7
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	5,800	100.0

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 – March 2017	April - September 2017	October - March 2018	April - September 2018	October - March 2019*	April - September 2019*
Total Audit Average Qualified:	5,800	5,800	5,800	5,800	5,800	5,800
Qualified Non-Paid:	5,792	5,793	5,795	5,792	5,792	5,792
Qualified Paid:	8	7	5	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: April – September 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 AUGUST 2019

Provinces	Total Qualified	Percent
Newfoundland and Labrador	46	0.8
Prince Edward Island	25	0.4
Nova Scotia	123	2.1
New Brunswick	73	1.3
Quebec	1,275	22.0
Ontario	2,404	41.5
Manitoba	173	3.0
Saskatchewan	118	2.0
Alberta, N.W.T and Nunavut	681	11.7
B.C. and Yukon	877	15.1
TOTAL FOR CANADA	5,795	99.9
United States	3	0.1
Other Foreign	2	-
TOTAL OUTSIDE CANADA	5	0.1
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 2019 issue were printed for distribution at JCK Las Vegas in Las Vegas, NV (May 31 - June 3, 2019).

100 Copies of the August 2019 issue were printed for distribution at the Canadian Jewellery Group Buying Show in Toronto, ON (August 10, 2019).

300 copies of the August 2019 issue were printed for distribution at the Canadian Jewellery Expo in Mississauga, ON (August 11 - 13, 2019).

500 copies of the August 2019 issue were printed for distribution at Expo Prestige in Montreal, QC (August 25 - 27, 2019).

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 2 copies or -% to 456 copies or 7.9%, including CJA.

Other sources include 18 sources of circulation for quantities of 3 copies or 0.1% to 415 copies or 7.2%.

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 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 October 4, 2019

City Richmond Hill

Province Ontario

Received by CCAB October 4, 2019

Type BS

ID Number J094B0S9

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.