

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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**CONSTRUCTION CANADA** is a B2B brand intended for individuals with broad-based interests in architecture, specifying and engineering 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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**CONSTRUCTION CANADA** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

**FIELD SERVED**

**CONSTRUCTION CANADA** serves Architectural & Construction Specification Writers, Architects, Engineers, Designers (Building, Industrial, Interior, Project Design, etc.), Drafting Personnel, Contractors (General, Building, Trade, etc.), Manufacturers, Government Building Departments and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Individuals and firms within the Field Served and others allied to the field.

## CHANNELS

**CONSTRUCTION CANADA PRINT AND DIGITAL MAGAZINE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CONSTRUCTION CANADA PRINT AND DIGITAL MAGAZINE</b> (4 issues in the period)	12,634	15	12,649
a. Print	12,456	14	12,470
b. Digital	178	1	179

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	206
Allocated for Trade Shows and Conventions	-
All Other	114
<b>TOTAL</b>	<b>329</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,649	100.0	12,634	99.9	15	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,649</b>	<b>100.0</b>	<b>12,634</b>	<b>99.9</b>	<b>15</b>	<b>0.1</b>

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

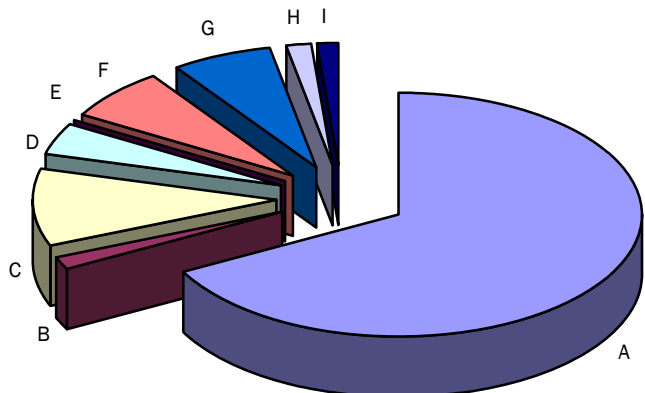
2021 Issue	Print	Digital	Total Qualified
January	12,630	-	12,630
March	12,451	209	12,660
May	12,419	238	12,657
June	12,377	266	12,643

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021**  
This issue is -% or 6 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Canada	Outside Canada
Architects	8,394	66.3	8,286	108	8,388	6
Arch & Construction Specification Writers	207	1.6	202	5	200	7
Engineers	1,290	10.2	1,237	53	1,289	1
Designers (Building, Industrial, Interior, Project Design, etc)	539	4.3	521	18	538	1
Drafting Personnel	23	0.2	22	1	23	-
Contractors (General, Building, Trade, etc)	931	7.4	900	31	929	2
Manufacturers	876	6.9	852	24	867	9
Government Building Departments	198	1.6	179	19	198	-
Others Allied to the Field	185	1.5	178	7	172	13
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,643</b>	<b>100.0</b>	<b>12,377</b>	<b>266</b>	<b>12,604</b>	<b>39</b>
<b>PERCENT</b>	<b>100.0</b>		<b>97.9</b>	<b>2.1</b>	<b>99.7</b>	<b>0.3</b>

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

Business and industry	Copies	Percent
A Architects	8,394	66.3
B Arch & Construction Specification Writers	207	1.6
C Engineers	1,290	10.2
D Designers (Building, Industrial, Interior, Project Design, etc)	539	4.3
E Drafting Personnel	23	0.2
F Contractors (General, Building, Trade, etc)	931	7.4
G Manufacturers	876	6.9
H Government Building Departments	198	1.6
I Others Allied to the Field	185	1.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,643</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	6,739	-	-	6,478	261	6,739	53.3
II. Request from recipient's company:	13	-	-	11	2	13	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>5,891</b>	-	-	<b>5,888</b>	<b>3</b>	<b>5,891</b>	<b>46.6</b>
*Association rosters and directories	5,124	-	-	5,121	3	5,124	40.5
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	767	-	-	767	-	767	6.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,643</b>	-	-	<b>12,377</b>	<b>266</b>	<b>12,643</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>97.9</b>	<b>2.1</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021**

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	12,204	261	12,465	98.6
Individuals by name only	163	5	168	1.3
Titles or functions only	1	-	1	-
Company names only	9	-	9	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,377</b>	<b>266</b>	<b>12,643</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
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	12,638	12,638	12,638	12,638	12,638	12,649
Qualified Non-Paid:	12,616	12,622	12,619	12,622	12,624	12,634
Print:	12,616	12,622	12,619	12,622	12,624	12,456
Digital:	-	-	-	-	-	178
Qualified Paid:	22	16	19	16	14	15
Print:	22	16	19	16	14	14
Digital:	-	-	-	-	-	1
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 2020 – June 2021 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 JUNE 2021**

Province	Print	Digital	Total Qualified	Percent
Newfoundland and Labrador	87	1	88	0.7
Prince Edward Island	36	-	36	0.3
Nova Scotia	298	7	305	2.4
New Brunswick	156	1	157	1.2
Quebec	2,119	29	2,148	17.0
Ontario	5,606	130	5,736	45.3
Manitoba	513	15	528	4.2
Saskatchewan	330	6	336	2.7
Alberta, N.W.T and Nunavut	1,221	32	1,253	9.9
B.C. and Yukon	1,973	44	2,017	16.0
<b>TOTAL FOR CANADA</b>	<b>12,339</b>	<b>265</b>	<b>12,604</b>	<b>99.7</b>
United States	36	1	37	0.3
Other Foreign	2	-	2	-
<b>TOTAL OUTSIDE CANADA</b>	<b>38</b>	<b>1</b>	<b>39</b>	<b>0.3</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,377</b>	<b>266</b>	<b>12,643</b>	<b>100.0</b>

**ADDITIONAL DATA****METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available

**STATEMENT OF CONTENT PLATFORM**

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**PARAGRAPH 3b:**

Association rosters and directories include 17 sources of circulation for quantities of 6 copies or -% to 1,570 copies or 12.4%, including CSC. Other sources include 7 sources of circulation for quantities of 1 copy or -% to 314 copies or 2.5%.

**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	June 24, 2021
City	Richmond Hill
Province	Ontario
Received by BPA Worldwide	June 24, 2021
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ID Number	C525B0J1

**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.