

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

JEWELLERY BUSINESS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is an editorial replica that is formatted 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

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, goldsmiths, craftsmen, and diamond cutters and setters; 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
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| JEWELLERY BUSINESS PRINT AND DIGITAL MAGAZINE (3 issues in the period) | 5,839 | 7 | 5,846 |
| a. Print | 5,396 | 7 | 5,403 |
| b. Digital | 443 | - | 443 |

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|--|------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 161 |
| *Allocated for Trade Shows and Conventions | 133 |
| All Other | 6 |
| TOTAL | 300 |

*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 | 5,846 | 100.0 | 5,839 | 99.9 | 7 | 0.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 5,846 | 100.0 | 5,839 | 99.9 | 7 | 0.1 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2021 Issue | Print | Digital | Total Qualified |
|------------|-------|---------|-----------------|
| May | 5,563 | 371 | 5,934 |
| July | 5,326 | 477 | 5,803 |
| August | 5,320 | 481 | 5,801 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2021

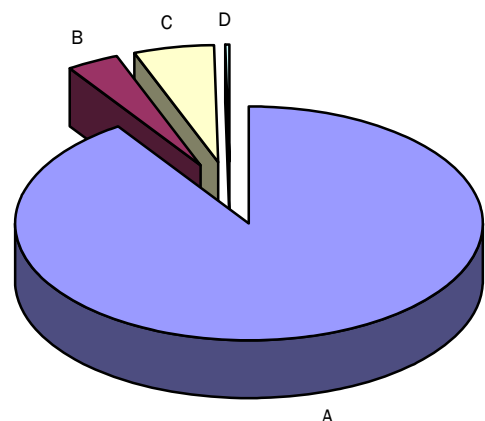
This issue is 1.2% or 68 copies below the average of the other 2 issues reported in Paragraph 2.

| Business and Industry* | Total Qualified | Percent of Total | Print | Digital | Canada | Outside Canada |
|---|-----------------|------------------|--------------|------------|--------------|----------------|
| Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers | 5,252 | 90.5 | 4,938 | 314 | 5,178 | 74 |
| Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors | 213 | 3.7 | 133 | 80 | 174 | 39 |
| Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters | 316 | 5.5 | 239 | 77 | 276 | 40 |
| Others allied to the field | 20 | 0.3 | 10 | 10 | 15 | 5 |
| TOTAL QUALIFIED CIRCULATION | 5,801 | 100.0 | 5,320 | 481 | 5,643 | 158 |

*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 | 5,252 | 90.5 |
| B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors | 213 | 3.7 |
| C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters | 316 | 5.5 |
| D Others allied to the field | 20 | 0.3 |
| TOTAL QUALIFIED CIRCULATION | 5,801 | 100.0 |



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

| Qualification Source | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|--------|---------|--------------|------------|-----------------|--------------|
| | 1 Year | 2 Year | 3 Years | | | | |
| I. Direct Request: | 2,023 | - | - | 1,542 | 481 | 2,023 | 34.9 |
| II. Request from recipient's company: | 5 | - | - | 5 | - | 5 | 0.1 |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 3,773 | - | - | 3,773 | - | 3,773 | 65.0 |
| *Association rosters and directories | 473 | - | - | 473 | - | 473 | 8.2 |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| *Other sources | 3,300 | - | - | 3,300 | - | 3,300 | 56.8 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 5,801 | - | - | 5,320 | 481 | 5,801 | 100.0 |
| PERCENT | 100.0 | - | - | 91.7 | 8.3 | 100.0 | |

*See Additional Data

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

| Mailing Address | Print | Digital | Total Qualified | Percent |
|---|--------------|------------|-----------------|--------------|
| Individuals by name and title and/or function | 3,499 | 466 | 3,965 | 68.3 |
| Individuals by name only | 419 | 15 | 434 | 7.5 |
| Titles or functions only | 12 | - | 12 | 0.2 |
| Company names only | 1,390 | - | 1,390 | 24.0 |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 5,320 | 481 | 5,801 | 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 2018 - March 2019 | April - September 2019 | October 2019 - March 2020 | April - September 2020 | October 2020 - March 2021* | April - September 2021* |
| Total Audit Average Qualified: | 5,800 | 5,800 | 5,800 | 5,800 | 5,737 | 5,846 |
| Qualified Non-Paid: | 5,792 | 5,792 | 5,792 | 5,792 | 5,730 | 5,839 |
| Print: | 5,792 | 5,792 | 5,792 | 5,792 | 5,730 | 5,396 |
| Digital: | - | - | - | - | - | 443 |
| Qualified Paid: | 8 | 8 | 8 | 8 | 7 | 7 |
| Print: | 8 | 8 | 8 | 8 | 7 | 7 |
| Digital: | - | - | - | - | - | - |
| 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 2020 – September 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 AUGUST 2021

| Provinces | Print | Digital | Total Qualified | Percent |
|------------------------------------|--------------|------------|-----------------|--------------|
| Newfoundland and Labrador | 40 | 2 | 42 | 0.7 |
| Prince Edward Island | 26 | 3 | 29 | 0.5 |
| Nova Scotia | 117 | 12 | 129 | 2.2 |
| New Brunswick | 81 | 3 | 84 | 1.5 |
| Quebec | 1,167 | 43 | 1,210 | 20.9 |
| Ontario | 2,192 | 140 | 2,332 | 40.2 |
| Manitoba | 148 | 14 | 162 | 2.8 |
| Saskatchewan | 105 | 8 | 113 | 2.0 |
| Alberta, N.W.T and Nunavut | 619 | 45 | 664 | 11.4 |
| B.C. and Yukon | 821 | 57 | 878 | 15.1 |
| TOTAL FOR CANADA | 5,316 | 327 | 5,643 | 97.3 |
| United States | 2 | 83 | 85 | 1.5 |
| Other Foreign | 2 | 71 | 73 | 1.2 |
| TOTAL OUTSIDE CANADA | 4 | 154 | 158 | 2.7 |
| TOTAL QUALIFIED CIRCULATION | 5,320 | 481 | 5,801 | 100.0 |

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.

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

400 copies of the August 2021 issue were printed for distribution at JCK Las Vegas in Las Vegas, NV (August 27-30, 2021).

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 473 copies or 8.2%, including CJA.

Other sources include 20 sources of circulation for quantities of 6 copies or 0.1% to 577 copies or 9.9%.

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 Manager

(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 August 11, 2021

City Richmond Hill

Province Ontario

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Type BS

ID Number J094B0S1

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.