

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.

**FIELD SERVED**

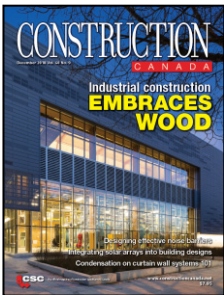
**CONSTRUCTION CANADA** serves Architectural & Construction Specification Writers, Architects, Engineers, Designers (Building, Industrial, Interior, Project Design, etc.), Drafting Personnel, Contractors (General, Building, Trade, etc.), Manufacturers, Government Building Departments and others allied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

**DEFINITION OF RECIPIENT QUALIFICATION**

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

**CHANNELS**

**CONSTRUCTION  
 CANADA  
 MAGAZINE**



5 issues in the period  
 12,638 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CONSTRUCTION CANADA MAGAZINE</b> (5 issues in the period)	12,616	22	12,638

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	182
*Allocated for Trade Shows and Conventions	320
All Other	105
<b>TOTAL</b>	<b>617</b>

\*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	12,638	100.0	12,616	99.8	22	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>	<b>12,616</b>	<b>99.8</b>	<b>22</b>	<b>0.2</b>

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

2018 Issue	Total Qualified
July	12,638
September	12,638
October	12,638
November	12,638
December	12,638

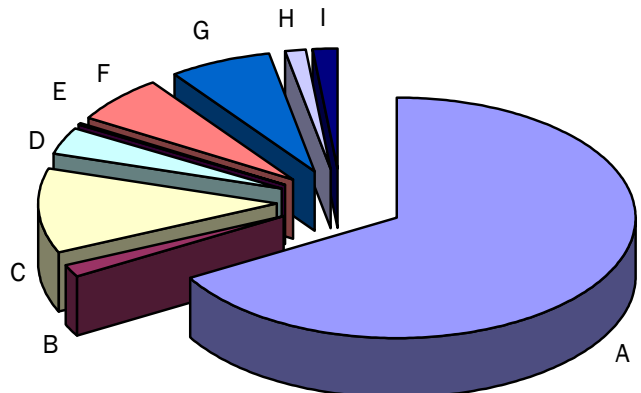
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018**

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Canada	Outside Canada
Architects	8,439	66.7	8,433	6
Arch & Construction Specification Writers	188	1.5	181	7
Engineers	1,446	11.4	1,445	1
Designers (Building, Industrial, Interior, Project Design, etc)	475	3.8	475	-
Drafting Personnel	22	0.2	22	-
Contractors (General, Building, Trade, etc)	821	6.5	820	1
Manufacturers	867	6.9	858	9
Government Building Departments	181	1.4	181	-
Others Allied to the Field	199	1.6	185	14
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>	<b>12,600</b>	<b>38</b>
<b>PERCENT</b>	<b>100.0</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	8,439	66.7
B Arch & Construction Specification Writers	188	1.5
C Engineers	1,446	11.4
D Designers (Building, Industrial, Interior, Project Design etc)	475	3.8
E Drafting Personnel	22	0.2
F Contractors (General, Building, Trade etc)	821	6.5
G Manufacturers	867	6.9
H Government Building Departments	181	1.4
I Others Allied to the Field	199	1.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>



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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>6,114</b>	-	-	<b>6,114</b>	<b>48.4</b>
II. Request from recipient's company:	<b>17</b>	-	-	<b>17</b>	<b>0.1</b>
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>6,507</b>	-	-	<b>6,507</b>	<b>51.5</b>
*Association rosters and directories	5,534	-	-	5,534	43.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	973	-	-	973	7.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	-	-	<b>12,638</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 DECEMBER 2018**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	12,447	98.5
Individuals by name only	173	1.4
Titles or functions only	3	-
Company names only	15	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Total Audit Average Qualified:	12,637	12,636	12,638	12,638	12,638	12,638
Qualified Non-Paid:	12,608	12,605	12,614	12,614	12,616	12,616
Qualified Paid:	29	31	24	24	22	22
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 – December 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 DECEMBER 2018**

Province	Total Qualified	Percent
Newfoundland and Labrador	93	0.7
Prince Edward Island	30	0.2
Nova Scotia	261	2.1
New Brunswick	169	1.3
Quebec	2,265	17.9
Ontario	5,458	43.3
Manitoba	503	4.0
Saskatchewan	359	2.8
Alberta, N.W.T and Nunavut	1,365	10.8
B.C. and Yukon	2,097	16.6
<b>TOTAL FOR CANADA</b>	<b>12,600</b>	<b>99.7</b>
United States	38	0.3
Other Foreign	-	-
<b>TOTAL OUTSIDE CANADA</b>	<b>38</b>	<b>0.3</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>

**ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION:**

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

2018 Issue	Show/Location	Date	Copies
September	Construct Show in Long Beach, CA	October 3 - 5, 2018	250
October	Greenbuild Show in Chicago, IL	November 14 - 16, 2018	250
November	The Buildings Show in Toronto, ON	November 28 - 30, 2018	150
December	The Buildings Show in Toronto, ON	November 28 - 30, 2018	950

**PARAGRAPH 3b:**

Association rosters and directories include 20 sources of circulation for quantities of 2 copies or -% to 1,601 copies or 12.7%, including CSC. Other sources include 10 sources of circulation for quantities of 1 copy or -% to 432 copies or 3.4%.

**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	December 10, 2018
City	Richmond Hill
Province	Ontario
Received by BPA Worldwide	December 10, 2018
Type	BJ
ID Number	C525B0D8

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