

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**



4 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> (4 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	168
*Allocated for Trade Shows and Conventions	288
All Other	104
<b>TOTAL</b>	<b>570</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
January	12,638
March	12,638
May	12,638
June	12,638

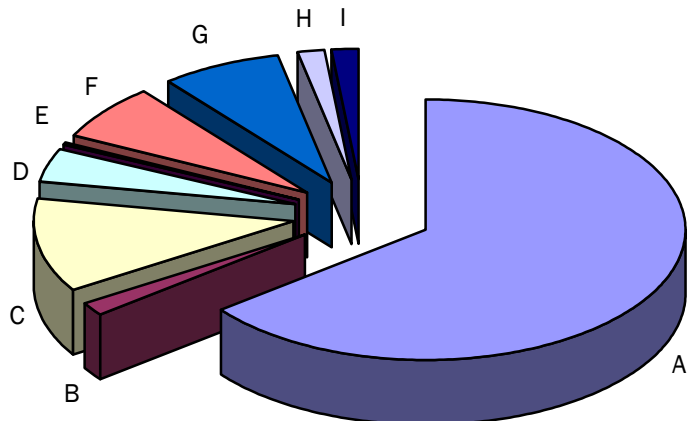
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Canada	Outside Canada
Architects	8,140	64.4	8,132	8
Arch & Construction Specification Writers	221	1.8	215	6
Engineers	1,476	11.7	1,475	1
Designers (Building, Industrial, Interior, Project Design, etc)	514	4.1	514	-
Drafting Personnel	40	0.3	40	-
Contractors (General, Building, Trade, etc)	877	6.9	876	1
Manufacturers	941	7.4	931	10
Government Building Departments	214	1.7	214	-
Others Allied to the Field	215	1.7	202	13
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>	<b>12,599</b>	<b>39</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	8,140	64.4
B Arch & Construction Specification Writers	221	1.8
C Engineers	1,476	11.7
D Designers (Building, Industrial, Interior, Project Design etc)	514	4.1
E Drafting Personnel	40	0.3
F Contractors (General, Building, Trade etc)	877	6.9
G Manufacturers	941	7.4
H Government Building Departments	214	1.7
I Others Allied to the Field	215	1.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,638</b>	<b>100.0</b>



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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,372	-	-	5,372	42.5
II. Request from recipient's company:	27	-	-	27	0.2
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>7,239</b>	-	-	<b>7,239</b>	<b>57.3</b>
*Association rosters and directories	6,166	-	-	6,166	48.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,073	-	-	1,073	8.5
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 JUNE 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	12,435	98.4
Individuals by name only	162	1.3
Titles or functions only	3	-
Company names only	38	0.3
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	Circulation Claim	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	12,636	12,637	12,636	12,638	12,638	12,638
Qualified Non-Paid:	12,606	12,608	12,605	12,614	12,614	12,616
Qualified Paid:	30	29	31	24	24	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 2017 – June 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 JUNE 2018

Province	Total Qualified	Percent
Newfoundland and Labrador	83	0.6
Prince Edward Island	31	0.2
Nova Scotia	232	1.8
New Brunswick	152	1.2
Quebec	2,322	18.4
Ontario	5,394	42.7
Manitoba	477	3.8
Saskatchewan	361	2.9
Alberta, N.W.T and Nunavut	1,403	11.1
B.C. and Yukon	2,144	17.0
<b>TOTAL FOR CANADA</b>	<b>12,599</b>	<b>99.7</b>
United States	38	0.3
Other Foreign	1	-
<b>TOTAL OUTSIDE CANADA</b>	<b>39</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
January	Canadian Concrete Expo in Mississauga, ON	February 7-8, 2018	250
March	CSC Building Expo in Toronto, ON	February 28, 2018	250
June	CSC Conference in Edmonton, AB	May 23-27, 2018	250
June	AIA Show in New York, NY, USA	June 21-23, 2018	400

### PARAGRAPH 3b:

Association rosters and directories include 20 sources of circulation for quantities of 2 copies or -% to 1,685 copies or 13.3%, including CSC. Other sources include 13 sources of circulation for quantities of 1 copy or -% to 507 copies or 4.0%.

### 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 June 26, 2018

City Richmond Hill

Province Ontario

Received by BPA Worldwide June 26, 2018

Type BJ

ID Number C525B0J8

#### 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.