

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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SIGN MEDIA CANADA is a B2B brand intended for individuals with broad-based interests in the sign, print graphics, digital imaging and advertising 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. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

SIGN MEDIA CANADA serves the sign field including Flags, Banner & Awning mfg, Electronic/Digital/LED-based Sign Makers/Narrowcasters, Point-of-Purchase/At-Retail Display, Electric/Illuminated/Neon Sign Makers and Manufacturers, Commercial Screen Printers, Quick Printing, Digital Printers, Advertising Agencies, Mobile Advertising Services, Outdoor/Out-of-Home/Display Advertising Services, Graphic Design Services, Sign Lettering & Painting Services, Vehicle Graphics Services, Sign Installation and Maintenance, Prepress Engraving Services, Distributors of Sign Making Equipment & Supplies, Distributors of Screen Printing Equipment and Supplies, Vinyl, Banner and Awning Sign Wholesalers, Marketing Consulting Services and other industries allied to the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals within the Field Served.

CHANNELS

**SIGN MEDIA
CANADA
MAGAZINE**



4 Issues in the period
9,800 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SIGN MEDIA CANADA MAGAZINE (4 issues in the period)	9,799	1	9,800

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	204
*Allocated for Trade Shows and Conventions	200
All Other	6
TOTAL	412

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,800	100.0	9,799	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0	9,799	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
August	9,801
September	9,800
November	9,800
December	9,800

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

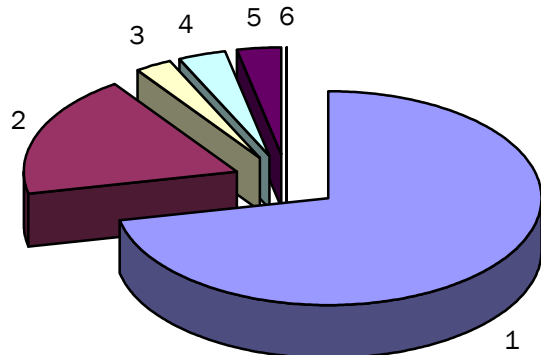
This issue is equal to the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
Sign Makers including Flags, Banner & Awning Mfg., Mfg. Electronic/Digital/LED-based Sign Makers/Narrowcasters, Mfg. Point-of-Purchase/At-Retail Display, Electric/Illuminated/Neon Sign Makers, Mfg. Signs n.e.c.	7,014	71.6	7,014	-
Commercial Screen Printers	696	7.1	696	-
Quick Printing	349	3.6	349	-
Digital Print Shops	780	7.9	780	-
Printers	1,825	18.6	1,825	-
Advertising Agency	50	0.5	50	-
Mobile Advertising Services	11	0.1	11	-
Outdoor/Out-of-Home/Display Advertising Services	221	2.3	221	-
Sign Making Advertising Services	282	2.9	282	-
Graphic Design Services	190	1.9	190	-
Sign Lettering & Painting Services	71	0.7	71	-
Vehicles Graphics Services	103	1.1	103	-
Sign Making Graphic Services	364	3.7	364	-
Sign Installation and Maintenance	121	1.2	121	-
Prepress Engraving Services	10	0.1	10	-
Distributors of Sign Making Equipment & Supplies	74	0.8	74	-
Distributors of Screen printing Equipment and Supplies	7	0.1	7	-
Vinyl, Banner and Awning Sign Wholesalers	40	0.4	40	-
Marketing Consulting Services	57	0.6	57	-
Sign Related Industries	309	3.2	309	-
Others allied to the field	6	-	6	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0	9,800	-
PERCENT	100.0	100.0	100.0	-

Note 1: Qualified recipients are individuals within the Field Served.

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Sign Makers	7,014	71.6
2. Printers	1,825	18.6
3. Sign Making Advertising Services	282	2.9
4. Sign Making Graphic Services	364	3.7
5. Sign Related Industries	309	3.2
6. Others Allied to the Field	6	-



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,837	-	-	2,837	29.0
II. Request from recipient's company:	10	-	-	10	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,953	-	-	6,953	70.9
*Association rosters and directories	198	-	-	198	2.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	6,755	-	-	6,755	68.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,800	-	-	9,800	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	8,000	81.6
Individuals by name only	770	7.9
Titles or functions only	1	-
Company names only	1,029	10.5
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0

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 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	10,889	10,885	9,793	9,802	9,800	9,800
Qualified Non-Paid:	10,882	10,878	9,787	9,797	9,797	9,799
Qualified Paid:	7	7	6	5	3	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 – December 2017 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 NOVEMBER 2017

Provinces	Total Qualified	Total
Newfoundland and Labrador	82	0.8
Prince Edward Island	33	0.3
Nova Scotia	251	2.6
New Brunswick	202	2.1
Quebec	1,816	18.5
Ontario	4,233	43.2
Manitoba	322	3.3
Saskatchewan	259	2.6
Alberta, N.W.T and Nunavut	1,173	12.0
B.C. and Yukon	1,429	14.6
TOTAL FOR CANADA	9,800	100.0
United States	-	-
Other Foreign	-	-
TOTAL OUTSIDE CANADA	-	-
TOTAL QUALIFIED CIRCULATION	9,800	100.0

ADDITIONAL DATA**CHANGE OF FREQUENCY:**

Effective in 2017, SIGN MEDIA CANADA changed its frequency from 7 to 9 issues per year.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

300 copies of the September 2017 issue were printed for distribution at SGIA Expo Show in New Orleans, LA (October 10 - 12, 2017).

500 copies of the November 2017 issue were printed for distribution at Sign Expo Canada Show in Mississauga, ON (October 27 - 28, 2017).

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for a quantity of 5 copies or 0.1% to 160 copies or 1.6%.

Other sources include 33 sources of circulation for quantities of 1 copy or -% to 759 copies or 7.7%.

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 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 December 18, 2017

City Richmond Hill

Province Ontario

Received by CCAB December 18, 2017

Type BJ

ID Number S420B0D7

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 for the latest audit reports, membership information and publishing and advertising industry news.