

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2016

Subject to Audit

Field Served:

Mechanical Trade Contractors; Wholesalers, Distributors; Specifiers, Consulting Engineers, Building Contractors; End users of mechanical equipment and systems; Utilities.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 20,763



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	17,705	
Digital Only, See Par. 11(b)	1,560	
Print & Digital (Unduplicated), See Par. 11(c)	1,498	
Total Individual	20,763	
Total Average Qualified Nonpaid Circulation		20,763

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	800
Miscellaneous, Including Staff Copies, See Par. 11(d)	1,304
Total Average Nonqualified Circulation	2,104

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb	20,646		17,675	1,607	1,364	20,646
Mar	20,649		17,692	1,594	1,363	20,649
May	20,876		17,815	1,660	1,401	20,876
Jun	20,881		17,638	1,379	1,864	20,881

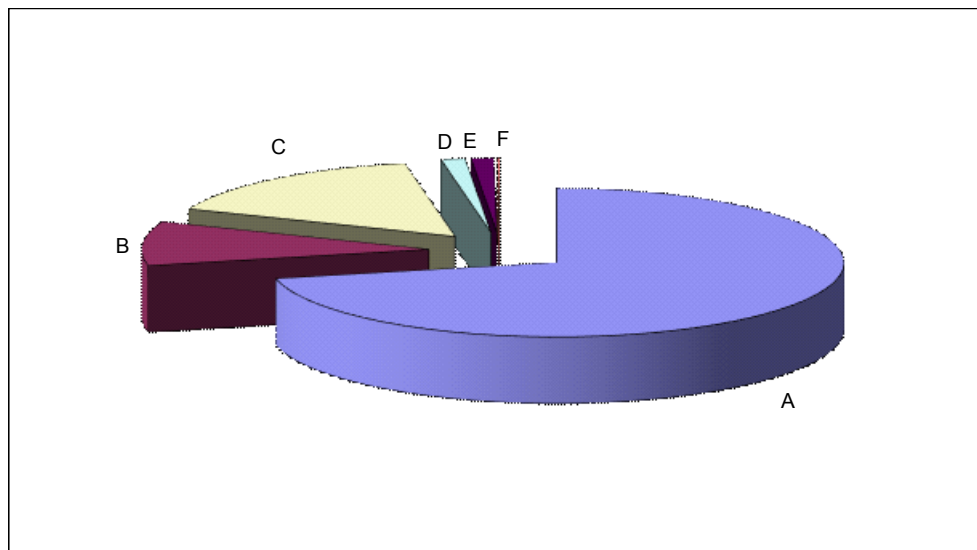
• QUALIFIED NONPAID CIRCULATION WAS 0.6% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Canada	Outside Canada
1. MECHANICAL CONTRACTORS: Contractors involved in the mechanical trades and related new construction/ renovation activities	14,926	71.4	12,936	718	1,272	14,923	3
2. WHOLESALERS/DISTRIBUTORS	2,001	9.6	1,567	197	237	2,000	1
3. SPECIFIERS: Mechanical consulting engineers, specifying engineers, architects, specification writers, building contractors and related individuals and companies	3,371	16.1	2,717	377	277	3,368	3
4. INSTITUTIONAL FACILITY MAINTENANCE/ MANAGEMENT: User groups including: Hospitals, hotels, commercial, hospitality, education facility, maintenance service companies, transportation, finance, government, and similar facilities	283	1.4	177	47	59	283	
5. UTILITIES AND ENERGY SERVICES: Natural gas, fuel oil, propane, electrical utilities	266	1.3	208	39	19	266	
6. Others Allied to the Field	34	0.2	33	1		31	3
Other Paid Circulation							
Subscriptions							
Single Copy Sales							
Total Qualified Circulation	20,881	100.0	17,638	1,379	1,864	20,871	10

Classification by Business & Industry	Qualified Nonpaid	%
A. Mechanical Contractors	14,926	71.4
B. Wholesalers/Distributors	2,001	9.6
C. Specifiers	3,371	16.1
D. Institutional Facility Maintenance/Management	283	1.4
E. Utilities and Energy Services	266	1.3
F. Others Allied to the Field	34	0.2
Total Qualified Circulation	20,881	100.0



AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Direct request from recipient.....	16,391	1,365	1,847	18,024	1,579		19,603	93.9
Direct request from recipient's company.....	1,247	14	17	1,050	228		1,278	6.1
Communication other than request.....								
Association.....								
Business Directories.....								
Lists.....								
Acquired Circulation.....								
Other Sources.....								
Total Qualified Nonpaid Circulation	17,638	1,379	1,864	19,074	1,807		20,881	100.0
Percent	84.5	6.6	8.9	91.3	8.7		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation.....								
Single Copy Sales.....								
Total Qualified Circulation							20,881	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	20,748	99.4	17,516	1,375	1,857
Individual by name only	113	0.5	102	4	7
Title or occupation only	16	0.1	16		
Company name only	4	0.0	4		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	20,881	100.0	17,638	1,379	1,864
Single Copy Sales					
Total Qualified Circulation	20,881				

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,870	90	158	2,118
British Columbia	2,130	220	219	2,569
Manitoba	496	30	53	579
New Brunswick	449	35	36	520
Newfoundland/Labrador	216	12	20	248
Northwest Territories	14	1	1	16
Nova Scotia	463	21	39	523
Nunavut	3	1		4
Ontario	8,149	619	959	9,727
Prince Edward Island	98	5	11	114
Quebec	3,179	304	321	3,804
Saskatchewan	550	36	43	629
Yukon Territory	16	1	3	20
Canadian Unclassified				
Total Canada	17,633	1,375	1,863	20,871
United States	5	4	1	10
Military or Civilian Personnel Overseas				
Other International				
Total International	5	4	1	10
E-Mail Address Only				
Other Unclassified				
Grand Total	17,638	1,379	1,864	20,881

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016**

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**

Reporting not required

10 **RENEWAL ANALYSIS OF
PAID CIRCULATION**

Reporting not required

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 17,705 copies per issue, represents copies served to individuals receiving the print version only of HEATING PLUMBING AIR CONDITIONING MAGAZINE.

(b) Digital Only Individual subscriptions, averaging 1,560 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of HEATING PLUMBING AIR CONDITIONING MAGAZINE is made available to subscribers through an e-mail sent to recipients notifying them of availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,498 copies per issue, represents copies served to individuals receiving both a print and digital version of HEATING PLUMBING AIR CONDITIONING MAGAZINE. The digital version of HEATING PLUMBING AIR CONDITIONING MAGAZINE is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 336 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: Independent Contractors, Superintendents, Estimators, Mechanical Consulting Engineers, Purchasing Agents and General Management and Other Personnel in the Trades and Industries, including Plumbing, Heating, Air Conditioning, Refrigeration, Ventilation, Insulation, Mechanical, and Sheet Metal.

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