

BUSINESS PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

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 NONPAID CIRCULATION		20,934
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		16,443
Qualified Nonpaid Individual - Digital		1,312
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		3,179
Total Qualified Nonpaid Individual		20,934
Total Average Qualified Nonpaid Circulation		20,934

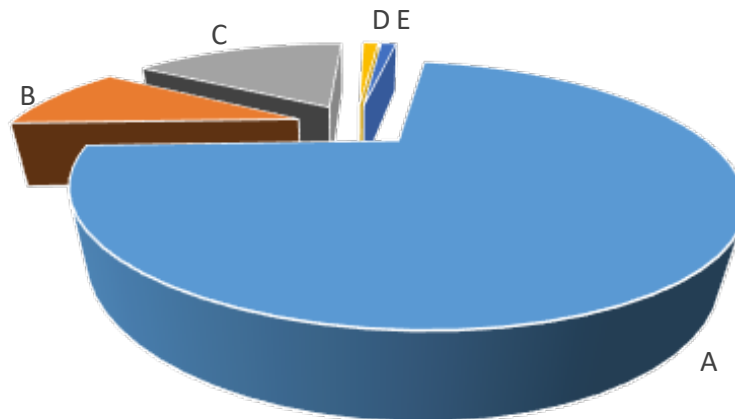
AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		233
Total Nonqualified Allocated for Shows & Conventions		233
Nonqualified Miscellaneous, Including Staff Copies - Print		1,157
Nonqualified Miscellaneous, Including Staff Copies - Digital		66
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		30
Total Nonqualified Miscellaneous, Including Staff Copies		1,253
Total Average Nonqualified Circulation		1,486

AVERAGE CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Aug	16,674	1,354	2,761	20,789
Oct	16,666	1,323	2,753	20,742
Dec	15,990	1,258	4,023	21,271

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total Qualified Nonpaid	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Canada	Outside Canada
1.	MECHANICAL CONTRACTORS: Contractors Involved in the mechanical trades and related new construction/ renovation activities	15,228	71.6	12,032	670	2,526	15,223	5
2.	WHOLESALE/DISTRIBUTORS	2,058	9.7	1,192	219	647	2,057	1
3.	SPECIFIERS: Mechanical consulting engineers, specifying engineers, architects, specification writers, building contractors and related individuals and companies	3,475	16.3	2,494	325	656	3,472	3
4.	INSTITUTIONAL FACILITY MAINTENANCE/MANAGEMENT: User groups including: Hospitals, hotels, commercial, hospitality, education facility, maintenance service companies, transportation, finance, government, and similar facilities	256	1.2	110	19	127	256	
5.	UTILITIES AND ENERGY SERVICES: Natural gas, fuel oil, propane, electrical utilities	254	1.2	162	25	67	254	
6.	Others Allied to the Field							
Total Qualified Circulation		21,271	100.0	15,990	1,258	4,023	21,262	9

Classification by Business & Industry		Qualified Nonpaid	%
A.	Mechanical Contractors	15,228	71.6
B.	Wholesalers/Distributors	2,058	9.7
C.	Specifiers	3,475	16.3
D.	Institutional Facility Maintenance/Management	256	1.2
E.	Utilities and Energy Services	254	1.2
F.	Others Allied to the Field		
Total Qualified Circulation		21,271	100.0



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	15,157	1,192	3,813	18,225	1,938		20,163	94.8
Total Direct Request From Recipient's Company	833	66	210	192	916		1,108	5.2
Total Communication Other Than Request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	15,990	1,258	4,023	18,417	2,854		21,271	100.0
Percent	75.2	5.9	18.9	86.6	13.4		100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	%
Individual by Name and Title and/or Occupation	15,890	1,243	3,994	21,127	99.3
Individual by Name Only	82	14	28	124	0.6
Title or Occupation Only	15	1	1	17	0.1
Company Name Only	3			3	0.0
Multicopy Same Addressee					
Total Qualified Subscriptions	15,990	1,258	4,023	21,271	100.0
Total Qualified Circulation	15,990	1,258	4,023	21,271	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,644	118	390	2,152
British Columbia	1,891	197	514	2,602
Manitoba	483	39	109	631
New Brunswick	411	45	89	545
Newfoundland/Labrador	211	7	33	251
Northwest Territories	16	1	2	19
Nova Scotia	445	26	85	556
Nunavut	2	1		3
Ontario	7,282	491	2,079	9,852
Prince Edward Island	93	5	22	120
Quebec	2,984	288	582	3,854
Saskatchewan	510	31	111	652
Yukon Territory	14	4	6	24
Canadian Unclassified				
TOTAL CANADA	15,986	1,253	4,022	21,261
United States	4	5	1	10
Military or Civilian Personnel Overseas				
Other International				
Total International	4	5	1	10
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	15,990	1,258	4,023	21,271

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December 2017 issue.

Age of Source Projection: The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the June 2017 issue and projected against the totals for the December 2017 issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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