

B2B Media

Publisher's Statement

6 months ended June 30, 2018

Subject to Audit

Field Served:

Freight transportation and logistics. This includes manufacturing, resource, retail and wholesale firms who utilize motor carrier, rail, air, marine, logistics technology services, forwarding, customs, private trucking, public warehousing, courier and freight handling services and equipment. Also served are motor carrier, rail, forwarding, customs, air, marine, courier and public warehousing firms.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		15,485
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		13,739
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,746
Total Qualified Nonpaid Individual		15,485
Total Average Qualified Nonpaid Circulation		15,485

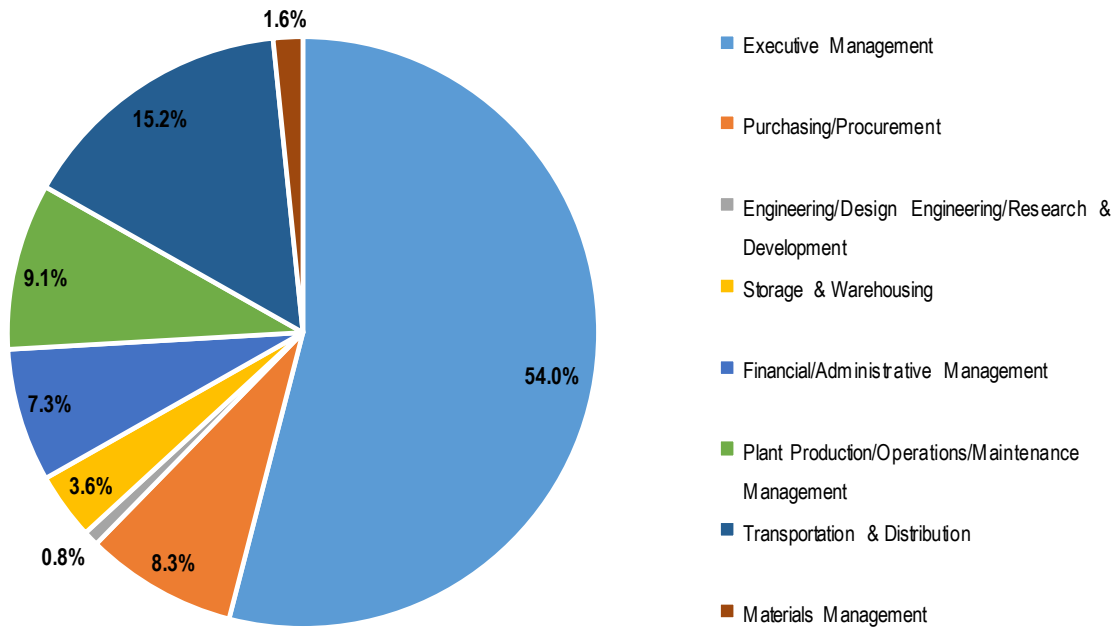
AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		100
Total Nonqualified Allocated for Shows & Conventions		100
Nonqualified Miscellaneous, Including Staff Copies - Print		363
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		99
Total Nonqualified Miscellaneous, Including Staff Copies		462
Total Average Nonqualified Circulation		562

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	14,446		1,011	15,457
Mar/Apr	13,473		2,175	15,648
May/June	13,297		2,052	15,349

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Number of respondents who purchase, or influence the purchase of transportation services
1.	Executive Management	7,928	51.7	6,981		947	6,617
2.	Purchasing/Procurement	1,191	7.8	1,023		168	1,017
3.	Engineering/Design Engineering/Research & Development	161	1.0	138		23	102
4.	Storage & Warehousing	605	3.9	534		71	446
5.	Financial/Administrative Management	1,234	8.0	1,064		170	893
6.	Plant Production/Operations/Maintenance Management	1,369	8.9	1,169		200	1,114
7.	Transportation & Distribution	2,194	14.3	1,819		375	1,861
8.	Materials Management	247	1.6	210		37	198
9.	Other	420	2.7	359		61	236
TOTAL QUALIFIED CIRCULATION		15,349	100.0	13,297		2,052	12,484

Percent of Respondents who Purchase or Influence the Purchase of Transportation Services



SUPPLEMENTAL ANALYSIS																
Classification by Business & Industry	Units*	Copies	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Classification by Job Function									
							Executive Management	Purchasing/Procurement	Engineering/Design & Research & Development	Storage & Warehousing	Financial/Administrative Management	Plant/Production/Operations/Maintenance Management	Transportation & Distribution	Materials Management	Other	
Food & Beverage	936	1,220	7.9	1,085		135	568	73	11	58	68	174	218	16	34	
Consumer Durables	250	300	2.0	265		35	194	23	1	6	17	24	26	3	6	
Paper & Print	665	850	5.5	749		101	523	46	2	23	60	88	83	9	16	
Automotive Parts	245	278	1.8	234		44	163	27	3	4	21	20	25	10	5	
Clothing, Apparel & Textile Products	340	410	2.7	360		50	267	17	2	15	19	35	45	2	8	
Chemicals, Petroleum & Hazardous Waste	630	789	5.1	687		102	452	65	7	15	37	74	105	13	21	
Pharmaceuticals	136	170	1.1	134		36	71	19	3	8	15	18	30	3	3	
Computers & Electronics	488	593	3.9	507		86	347	47	13	15	46	61	48	8	8	
Transportation & Equipment	304	401	2.6	343		58	174	49	16	11	24	55	55	8	9	
Lumber & Building Materials	729	876	5.7	769		107	511	61	6	27	67	89	89	11	15	
Manufactured Industrial Inputs	2,377	2,872	18.7	2,535		337	1,745	250	26	72	205	213	276	54	31	
Other Miscellaneous Manufacturing	236	279	1.8	261		18	75	68	4	7	11	16	67	8	23	
Sub-Total Manufacturing	7,336	9,038	58.9	7,929		1,109	5,090	745	94	261	590	867	1,067	145	179	
Agriculture, Forestry, Fishing & Mining	216	258	1.7	226		32	105	32	2	8	24	25	48	10	4	
Transportation Services	2,144	2,783	18.1	2,328		455	1,457	69	33	83	270	194	572	7	98	
Storage & Warehousing	341	433	2.8	372		61	203	10	5	61	37	45	58	5	9	
Distributor	1,245	1,515	9.9	1,297		218	516	156	5	155	177	159	281	33	33	
Construction	274	306	2.0	275		31	153	41	6	12	23	24	34	7	6	
Retail Trader	373	461	3.0	395		66	205	35	2	17	58	34	81	17	12	
Others Allied to the Field	493	555	3.6	475		80	199	103	14	8	55	21	53	23	79	
Sub-Total Nonmanufacturing	5,086	6,311	41.1	5,368		943	2,838	446	67	344	644	502	1,127	102	241	
Total Qualified Circulation	12,422	15,349	100.0	13,297		2,052	7,928	1,191	161	605	1,234	1,369	2,194	247	420	

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	11,419		1,796	8,409	2,620	2,186	13,215	86.1
Total Direct Request From Recipient's Company	1,878		256	1,864	270		2,134	13.9
Total Communication Other Than Request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	13,297		2,052	10,273	2,890	2,186	15,349	100.0
Percent	86.6		13.4	66.9	18.8	14.2	100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	13,297		2,052	15,349	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
Total Qualified Subscriptions	13,297		2,052	15,349	100.0
Total Qualified Circulation	13,297		2,052	15,349	100.0

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	986		142	1,128
British Columbia	1,203		183	1,386
Manitoba	475		55	530
New Brunswick	340		53	393
Newfoundland/Labrador	130		23	153
Northwest Territories	5			5
Nova Scotia	297		44	341
Nunavut	1			1
Ontario	6,016		916	6,932
Prince Edward Island	61		7	68
Quebec	3,492		594	4,086
Saskatchewan	285		34	319
Yukon Territory	6		1	7
Canadian Unclassified				
TOTAL CANADA	13,297		2,052	15,349
United States				
Military or Civilian Personnel Overseas				
Other International				
Total International				
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	13,297		2,052	15,349

NOTES

Definition of Recipient Qualification:

Qualified recipients are: traffic and distribution executives; traffic management, other traffic personnel and other management and personnel related to transportation in manufacturing, resource, retail and wholesale firms. Also management/operational personnel in motor carrier, rail, air, marine, forwarding, customs, public warehousing, courier and freight handling firms. Also qualified are personnel in government and personnel in government transportation agencies.

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 May/June 2018 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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