

B2B Media

Publisher's Statement

6 months ended June 30, 2019

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		15,187
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		13,369
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,818
Total Qualified Nonpaid Individual		15,187
Total Average Qualified Nonpaid Circulation		15,187

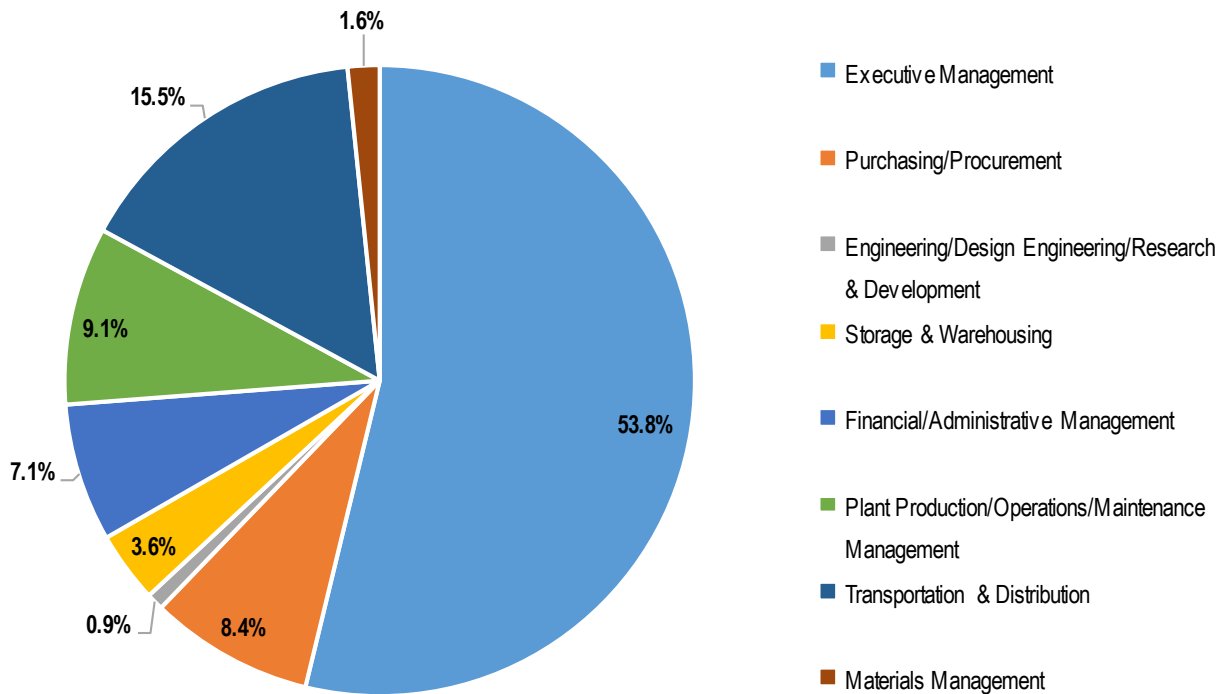
AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		33
Total Nonqualified Allocated for Shows & Conventions		33
Nonqualified Miscellaneous, Including Staff Copies - Print		295
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		99
Total Nonqualified Miscellaneous, Including Staff Copies		394
Total Average Nonqualified Circulation		427

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	13,417		1,770	15,187
Mar/Apr	13,441		1,745	15,186
May/Jun	13,248		1,940	15,188

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	7,835	51.6	6,915		920	6,610
2.	Purchasing/Procurement	1,195	7.9	1,037		158	1,034
3.	Engineering/Design Engineering/Research & Development	163	1.1	141		22	107
4.	Storage & Warehousing	578	3.8	508		70	446
5.	Financial/Administrative Management	1,174	7.7	994		180	870
6.	Plant Production/Operations/Maintenance Management	1,340	8.8	1,157		183	1,121
7.	Transportation & Distribution	2,243	14.8	1,917		326	1,899
8.	Materials Management	255	1.7	225		30	201
9.	Other	405	2.7	354		51	204
TOTAL QUALIFIED CIRCULATION		15,188	100.0	13,248		1,940	12,492

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



SUPPLEMENTAL ANALYSIS

Classification by Business & Industry	Classification by Job Function														
	Total		%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Executive Management	Purchasing/Procurement	Engineering/Design Engineering/Research & Development	Storage & Warehousing	Financial/Administrative Management	Plant Production/Operations/Maintenance Management	Transportation & Distribution	Materials Management	Other
	Units*	Copies													
Food & Beverage	905	1,178	7.8	1,035		143	554	77	9	54	64	165	213	13	29
Consumer Durables	246	297	2.0	270		27	189	28	1	5	17	22	26	4	5
Paper & Print	642	830	5.5	736		94	511	47	4	20	54	84	88	10	12
Automotive Parts	245	275	1.8	244		31	163	28	3	5	17	23	23	10	3
Clothing, Apparel & Textile Products	329	403	2.7	349		54	259	17	2	13	19	35	47	2	9
Chemicals, Petroleum & Hazardous Waste	618	783	5.2	671		112	445	65	8	15	38	78	101	13	20
Pharmaceuticals	139	176	1.2	145		31	72	24	2	6	14	15	34	6	3
Computers & Electronics	464	575	3.8	493		82	335	51	13	12	45	56	49	8	6
Transportation & Equipment	299	390	2.6	342		48	173	43	16	11	24	53	54	8	8
Lumber & Building Materials	717	883	5.8	789		94	512	63	6	29	67	87	95	11	13
Manufactured Industrial Inputs	2,275	2,766	18.2	2,451		315	1,677	244	25	72	188	210	273	51	26
Other Miscellaneous Manufacturing	243	278	1.8	258		20	78	61	5	8	11	18	77	7	13
Sub-Total Manufacturing	7,122	8,834	58.2	7,783		1,051	4,968	748	94	250	558	846	1,080	143	147
Agriculture, Forestry, Fishing & Mining	214	259	1.7	235		24	103	32	1	8	28	27	48	9	3
Transportation Services	2,154	2,797	18.4	2,393		404	1,467	69	36	78	248	187	609	8	95
Storage & Warehousing	330	415	2.7	356		59	195	13	4	64	30	36	60	6	7
Distributor	1,216	1,489	9.8	1,277		212	526	149	6	146	168	159	271	36	28
Construction	263	300	2.0	263		37	148	40	6	9	22	26	35	10	4
Retail Trader	360	448	2.9	387		61	203	33	2	16	53	35	81	15	10
Others Allied to the Field	529	646	4.3	554		92	225	111	14	7	67	24	59	28	111
Sub-Total Nonmanufacturing	5,066	6,354	41.8	5,465		889	2,867	447	69	328	616	494	1,163	112	258
Total Qualified Circulation	12,188	15,188	100.0	13,248		1,940	7,835	1,195	163	578	1,174	1,340	2,243	255	405

*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	12,464		1,851	9,390	3,226	1,699	14,315	94.3
Total Direct Request From Recipient's Company	784		89	17	666	190	873	5.8
Total Communication Other Than Request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	13,248		1,940	9,407	3,892	1,889	15,188	100.0
Percent	87.2		12.8	61.9	25.6	12.4	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	13,248		1,940	15,188	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
Total Qualified Subscriptions	13,248		1,940	15,188	100.0
Total Qualified Circulation	13,248		1,940	15,188	100.0

GEOGRAPHIC ANALYSIS					
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	960		136	1,096	946
British Columbia	1,202		173	1,375	1,146
Manitoba	474		54	528	431
New Brunswick	333		53	386	301
Newfoundland/Labrador	136		24	160	130
Northwest Territories	4		1	5	5
Nova Scotia	295		40	335	273
Nunavut	1			1	1
Ontario	6,031		858	6,889	5,458
Prince Edward Island	64		6	70	58
Quebec	3,465		557	4,022	3,178
Saskatchewan	278		37	315	256
Yukon Territory	5		1	6	5
Canadian Unclassified					
TOTAL CANADA	13,248		1,940	15,188	12,188
United States					
Military or Civilian Personnel Overseas					
Other International					
Total International					
E-mail Address Only					
Other Unclassified					
GRAND TOTAL	13,248		1,940	15,188	12,188

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 2019 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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