

## B2B Media

### Publisher's Statement

6 months ended June 30, 2018

Subject to Audit

### Field Served:

Inside Logistics, Canada's Supply Chain Magazine, serves the distribution, warehousing, inventory control and logistics management sectors of supply chain management. We focus on helping practitioners in this field improve productivity in the following areas: Distribution, Logistics, Warehousing, Inventory Management, Materials Handling, Packaging for Distribution, Order Processing, Purchasing, Warehouse Design, Third-Party Logistics, Metrics & Planning, as well as Data Capture, E-business and Information Technology, Information Management, Software Applications such as Warehouse Information Systems, WMS, TMS, EDI, etc. and related areas such as International Trade, Transportation and Customs.

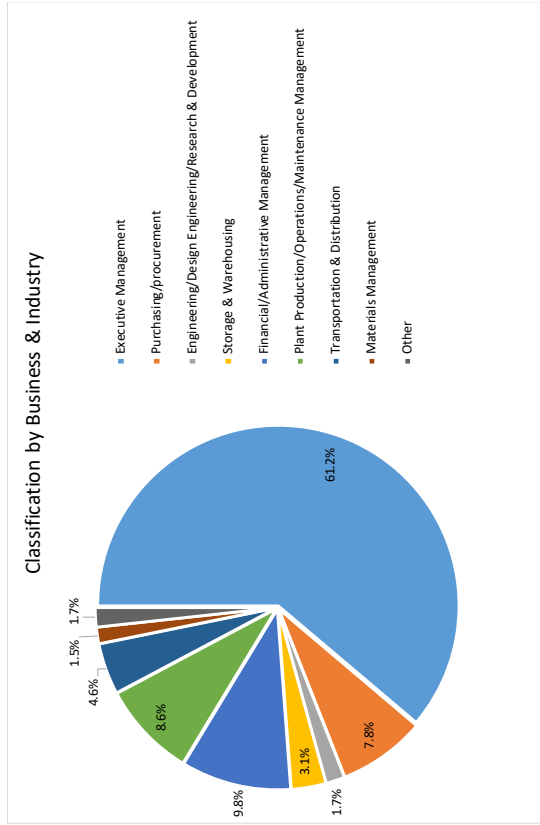


<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>16,038</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		14,074
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,964
<b>Total Qualified Nonpaid Individual</b>		<b>16,038</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>16,038</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Miscellaneous, Including Staff Copies - Print		245
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		93
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>338</b>
<b>Total Average Nonqualified Circulation</b>		<b>338</b>

<b>CIRCULATION BY ISSUES</b>				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	13,971		2,036	16,007
Mar/Apr	14,017		1,978	15,995
May/Jun	14,234		1,878	16,112

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 goods and/or services related to distribution logistics, including warehousing operations (receiving, storage or shipping), or inventory control or materials handling		
1.	Executive Management	9,853	61.2	8,844		1,009	8,600		
2.	Purchasing/procurement	1,264	7.8	1,072		192	1,151		
3.	Engineering/Design Engineering/Research & Development	271	1.7	242		29	222		
4.	Storage & Warehousing	508	3.1	437		71	432		
5.	Financial/Administrative Management	1,585	9.8	1,360		225	1,257		
6.	Plant Production/Operations/Maintenance Management	1,379	8.6	1,202		177	1,215		
7.	Transportation & Distribution	738	4.6	626		112	647		
8.	Materials Management	236	1.5	203		33	211		
9.	Other	278	1.7	248		30	161		
<b>Total Qualified Circulation</b>		<b>16,112</b>	<b>100.0</b>	<b>14,234</b>		<b>1,878</b>	<b>13,896</b>		



**SUPPLEMENTAL ANALYSIS**

Classification by Business Industry	Classification by Job Function													
	Total		Qualified - Print	Qualified - Digital	Qualified - 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	%			Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies
Food & Beverage	934	1,232	7.6	1,104	128	628	112	16	36	106	217	79	17	21
Consumer Durables	255	302	1.9	274	28	213	24	5	3	15	28	8	4	2
Paper & Print	621	750	4.7	666	84	504	39	4	19	65	75	28	5	11
Automotive Parts	338	377	2.3	319	58	241	29	9	9	33	31	9	13	3
Clothing, Apparel & Textile Products	327	387	2.4	348	39	275	12	4	12	21	42	15	1	5
Chemicals, Petroleum & Hazardous Waste	349	431	2.7	371	60	191	61	7	14	39	53	43	18	5
Pharmaceuticals	153	180	1.1	154	26	89	20	2	6	31	15	6	8	3
Computer & Electronics	458	566	3.5	498	68	331	52	27	13	47	62	20	6	8
Transportation & Equipment	274	374	2.3	328	46	161	48	22	6	43	54	21	12	7
Lumber & Building Materials	633	734	4.6	659	75	489	56	7	32	51	57	28	7	7
Manufactured Industrial Inputs	2,510	2,992	18.6	2,676	316	1,918	278	77	47	225	287	104	35	21
Other Miscellaneous Manufacturing	241	272	1.7	253	19	99	61	24	8	9	25	9	18	19
<b>Sub-Total Manufacturing</b>	<b>7,093</b>	<b>8,597</b>	<b>53.4</b>	<b>7,650</b>	<b>947</b>	<b>5,139</b>	<b>792</b>	<b>204</b>	<b>205</b>	<b>685</b>	<b>946</b>	<b>370</b>	<b>144</b>	<b>112</b>
Agriculture, Forestry, Fishing & Mining	159	182	1.1	161	21	87	32	3	6	17	21	9	7	
Transportation Services	1,210	1,531	9.5	1,306	225	784	33	13	72	273	133	184	9	30
Storage & Warehousing	661	778	4.8	694	84	483	18	7	77	83	52	34	9	15
Distributor	2,179	2,490	15.5	2,188	302	1,779	145	11	93	200	119	87	34	22
Construction	600	709	4.4	642	67	502	52	9	9	79	37	7	5	9
Retail Trade	791	918	5.7	811	107	582	43	2	30	172	45	28	5	11
Others Allied To The Field	780	907	5.6	782	125	497	149	22	16	76	26	19	23	79
<b>Sub-Total Nonmanufacturing</b>	<b>6,380</b>	<b>7,515</b>	<b>46.6</b>	<b>6,584</b>	<b>931</b>	<b>4,714</b>	<b>472</b>	<b>67</b>	<b>303</b>	<b>900</b>	<b>433</b>	<b>368</b>	<b>92</b>	<b>166</b>
<b>Total Qualified Circulation</b>	<b>13,473</b>	<b>16,112</b>	<b>100.0</b>	<b>14,234</b>	<b>1,878</b>	<b>9,853</b>	<b>1,264</b>	<b>271</b>	<b>508</b>	<b>1,585</b>	<b>1,379</b>	<b>738</b>	<b>236</b>	<b>278</b>

\*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
<b>Total Direct Request From Recipient</b>	11,899		1,676	8,530	2,859	2,186	13,575	84.3
<b>Total Direct Request From Recipient's Company</b>	2,335		202	2,262	275		2,537	15.8
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	14,234		1,878	10,792	3,134	2,186	16,112	100.0
<b>Percent</b>	88.3		11.7	67.0	19.5	13.6	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	14,233		1,878	16,111	100.0
Individual by Name Only					
Title or Occupation Only	1			1	0.0
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	14,234		1,878	16,112	100.0
<b>Total Qualified Circulation</b>	14,234		1,878	16,112	100.0

GEOGRAPHIC ANALYSIS					
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	1,181		158	1,339	1,194
British Columbia	1,435		164	1,599	1,391
Manitoba	470		42	512	438
New Brunswick	358		63	421	331
Newfoundland/Labrador	155		19	174	144
Northwest Territories	5			5	5
Nova Scotia	344		62	406	331
Nunavut	4		1	5	5
Ontario	6,595		899	7,494	6,173
Prince Edward Island	82		9	91	76
Quebec	3,238		423	3,661	3,056
Saskatchewan	361		35	396	321
Yukon Territory	6		3	9	8
Canadian Unclassified					
<b>TOTAL CANADA</b>	14,234		1,878	16,112	13,473
United States					
Military or Civilian Personnel Overseas					
Other International					
<b>Total International</b>					
E-mail Address Only					
Other Unclassified					
<b>GRAND TOTAL</b>	14,234		1,878	16,112	13,473

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are: professionals having as their function, Supply Chain Management, Materials Management or Logistics. Titles can include Executive Management, MIS, Plant Management, Traffic and Distribution Management, Purchasing or Warehousing Management, E-Commerce and others allied to the field.

**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.

**Miscellaneous:** Effective with the May/June 2018 issue, this publication changed its name from MM&D to INSIDE LOGISTICS.

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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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