

## B2B Media

### Publisher's Statement

6 months ended June 30, 2019

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.



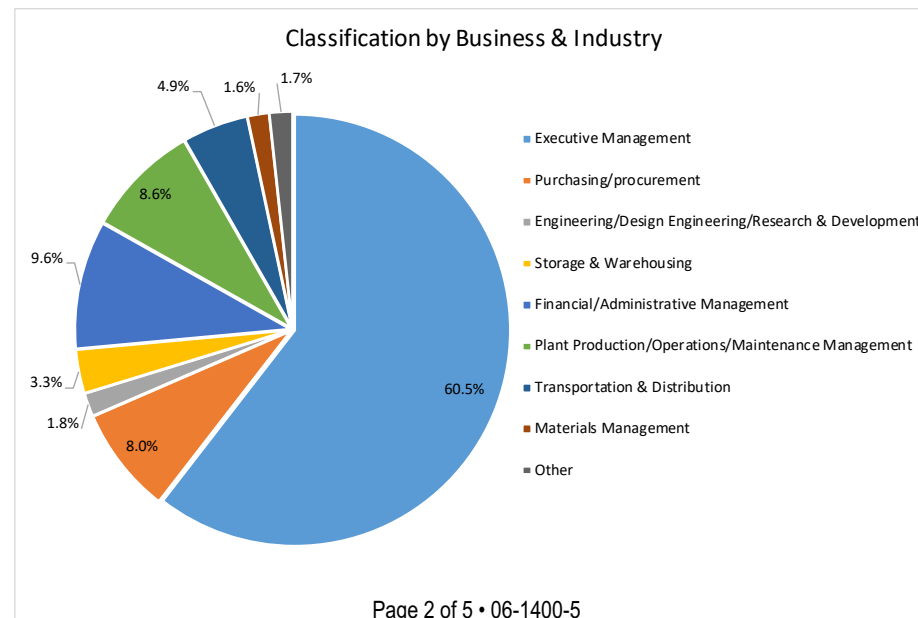
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		16,008
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		14,333
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,675
<b>Total Qualified Nonpaid Individual</b>		<b>16,008</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>16,008</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		184
Nonqualified Miscellaneous, Including Staff Copies - Digital		3
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)		57
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>244</b>
<b>Total Average Nonqualified Circulation</b>		<b>244</b>

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	14,317		1,659	15,976
Mar/Apr	14,333		1,647	15,980
May/June	14,348		1,718	16,066

**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	9,719	60.5	8,797		922	8,457
2.	Purchasing/procurement	1,287	8.0	1,104		183	1,171
3.	Engineering/Design Engineering/Research & Development	282	1.8	249		33	230
4.	Storage & Warehousing	527	3.3	475		52	447
5.	Financial/Administrative Management	1,544	9.6	1,348		196	1,220
6.	Plant Production/Operations/Maintenance Management	1,377	8.6	1,198		179	1,210
7.	Transportation & Distribution	793	4.9	694		99	683
8.	Materials Management	260	1.6	230		30	225
9.	Other	277	1.7	253		24	157
<b>Total Qualified Circulation</b>		<b>16,066</b>	<b>100.0</b>	<b>14,348</b>		<b>1,718</b>	<b>13,800</b>



**SUPPLEMENTAL ANALYSIS**

Classification by Business Industry	Total			Qualified - Print	Qualified - Digital	Qualified - Print & Digital (Unduplicated)	Classification by Job Function								
							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	Copies	Copies	
Food & Beverage	917	1,225	7.6	1,108		117	617	107	16	42	104	216	87	17	19
Consumer Durables	242	293	1.8	268		25	201	22	5	3	15	33	9	4	1
Paper & Print	605	736	4.6	676		60	491	39	4	20	63	76	25	6	12
Automotive Parts	329	370	2.3	327		43	239	30	9	9	28	30	9	13	3
Clothing, Apparel & Textile Products	314	371	2.3	336		35	259	9	3	12	22	43	17	1	5
Chemicals, Petroleum & Hazardous Waste	347	425	2.6	363		62	190	62	6	14	39	51	42	16	5
Pharmaceuticals	154	182	1.1	157		25	85	20	4	8	30	16	8	9	2
Computer & Electronics	440	552	3.4	491		61	320	54	26	14	43	60	22	4	9
Transportation & Equipment	277	385	2.4	341		44	167	47	23	6	47	53	24	11	7
Lumber & Building Materials	616	730	4.5	654		76	488	53	7	34	53	58	25	6	6
Manufactured Industrial Inputs	2,429	2,921	18.2	2,619		302	1,866	276	80	50	216	278	101	36	18
Other Miscellaneous Manufacturing	266	308	1.9	289		19	112	65	23	10	11	25	24	20	18
<b>Sub-Total Manufacturing</b>	<b>6,936</b>	<b>8,498</b>	<b>52.9</b>	<b>7,629</b>		<b>869</b>	<b>5,035</b>	<b>784</b>	<b>206</b>	<b>222</b>	<b>671</b>	<b>939</b>	<b>393</b>	<b>143</b>	<b>105</b>
Agriculture, Forestry, Fishing & Mining	156	183	1.1	160		23	82	32	4	6	20	20	10	8	1
Transportation Services	1,228	1,556	9.7	1,358		198	789	37	14	74	253	139	204	10	36
Storage & Warehousing	667	797	5.0	726		71	491	25	8	77	80	47	41	15	13
Distributor	2,113	2,461	15.3	2,165		296	1,740	147	12	90	202	121	87	38	24
Construction	599	726	4.5	669		57	511	59	9	9	77	36	8	8	9
Retail Trade	766	894	5.6	791		103	556	48	3	31	164	44	28	9	11
Others Allied To The Field	800	951	5.9	850		101	515	155	26	18	77	31	22	29	78
<b>Sub-Total Nonmanufacturing</b>	<b>6,329</b>	<b>7,568</b>	<b>47.1</b>	<b>6,719</b>		<b>849</b>	<b>4,684</b>	<b>503</b>	<b>76</b>	<b>305</b>	<b>873</b>	<b>438</b>	<b>400</b>	<b>117</b>	<b>172</b>
<b>Total Qualified Circulation</b>	<b>13,265</b>	<b>16,066</b>	<b>100.0</b>	<b>14,348</b>		<b>1,718</b>	<b>9,719</b>	<b>1,287</b>	<b>282</b>	<b>527</b>	<b>1,544</b>	<b>1,377</b>	<b>793</b>	<b>260</b>	<b>277</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>	13,385		1,646	9,551	3,440	2,040	15,031	93.6
<b>Total Direct Request From Recipient's Company</b>	963		72	7	842	186	1,035	6.4
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	14,348		1,718	9,558	4,282	2,226	16,066	100.0
<b>Percent</b>	89.3		10.7	59.5	26.7	13.9	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	14,348		1,718	16,066	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	14,348		1,718	16,066	100.0
<b>Total Qualified Circulation</b>	14,348		1,718	16,066	100.0

GEOGRAPHIC ANALYSIS					
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	1,200		126	1,326	1,163
British Columbia	1,420		166	1,586	1,370
Manitoba	468		43	511	430
New Brunswick	375		42	417	325
Newfoundland/Labrador	157		21	178	142
Northwest Territories	4		1	5	5
Nova Scotia	351		59	410	327
Nunavut	4		1	5	5
Ontario	6,702		794	7,496	6,099
Prince Edward Island	78		13	91	74
Quebec	3,234		412	3,646	3,004
Saskatchewan	349		37	386	313
Yukon Territory	6		3	9	8
Canadian Unclassified					
<b>TOTAL CANADA</b>	14,348		1,718	16,066	13,265
United States					
Military or Civilian Personnel Overseas					
Other International					
<b>Total International</b>					
E-mail Address Only					
Other Unclassified					
<b>GRAND TOTAL</b>	14,348		1,718	16,066	13,265

## 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 2019 issue.

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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.

**Frequency:** 6 times/year

**Format:** Standard

**Established:** 1956

**AAM Member Since:** 2008

**Member #:** 06-1400-5

**CARD:** 732

Parent Company: Newcom Media Inc.

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