



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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HOME IMPROVEMENT RETAILING is a B2B brand intended for individuals with broad-based interests in home improvement industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally.

FIELD SERVED

Hardware Retailers, Department & Chain Stores (Hardware Departments) Building Supply Dealers, General Stores, Paint, Glass & Wallpaper Retailers, Lawn and Garden Retailers, Kitchen and Bath Retailers, Home Improvement Contractor, Hardware Wholesalers and their Salesmen, Lumber & Building Supply Wholesalers and their Salesmen, Hardware, Building Materials Manufacturers and their Salesmen, Others Allied to the Field, including Schools, Libraries, Government Associations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include titled and untitled individuals allied to the field served.

CHANNELS

HOME IMPROVEMENT RETAILING MAGAZINE



3 Issues in the period
14,109 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
HOME IMPROVEMENT RETAILING MAGAZINE (3 issues in the period)	14,109	-	14,109

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	62
Allocated for Trade Shows and Conventions	57
All Other	236
TOTAL	355

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,109	100.0	14,109	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,109	100.0	14,109	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
February	14,114
April	14,112
June	14,101

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017
 This issue is 0.1% or 12 copies below the average of the other 2 issues reported in Paragraph 2.

This publication's business/occupational analysis conforms to
 CCAB's Standard Classifications of Circulations
 No. 612

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Canada	Outside Canada
1. Hardware Retailers	2,439	17.3	2,438	1
2. Department and Chain Stores (Hardware Departments)	403	2.8	402	1
4. Building Supply Dealers	5,053	35.8	5,045	8
5. General Stores	366	2.6	366	-
6. Paint, Glass and Wallpaper Retailers	684	4.8	683	1
9. Lawn and Garden Retailers	557	4.0	557	-
10. Kitchen and Bath Retailers	55	0.4	54	1
12. Home Improvement Contractor	374	2.7	367	7
13. Hardware Wholesalers and their Salesmen	1,160	8.2	1,146	14
14. Lumber and Building Supply Wholesalers and their Salesmen	898	6.4	895	3
15. Hardware, Building Materials Manufacturers and their Salesmen	1,292	9.2	1,250	42
16. Others Allied to the Field, including Schools, Libraries, Government Associations	820	5.8	792	28
TOTAL QUALIFIED CIRCULATION	14,101	100.0	13,995	106
PERCENT	100.0		99.2	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	740	771	152	1,663	11.8
a. Written	58	262	6	326	2.3
b. Telecommunication	-	-	-	-	-
c. Electronic	682	509	146	1,337	9.5
II. TOTAL – Request from recipient’s company:	2,167	142	166	2,475	17.5
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	2,167	142	166	2,475	17.5
III. TOTAL – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	8,314	1,359	290	9,963	70.7
*Association rosters and directories	245	413	72	730	5.2
*Business directories	7,468	585	71	8,124	57.6
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	601	361	147	1,109	7.9
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,221	2,272	608	14,101	100.0
PERCENT	79.6	16.1	4.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,894	77.2
Individuals by name only	2,090	14.8
Titles or functions only	1,080	7.7
Company names only	37	0.3
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	14,101	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January – June 2015	July - December 2015	January – June 2016	July - December 2016*	January – June 2017*
Total Audit Average Qualified:	14,606	14,131	14,169	14,130	14,127	14,109
Qualified Non-Paid:	14,606	14,131	14,169	14,130	14,127	14,109
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2016 – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

Provinces	Total Qualified	Percent
Newfoundland and Labrador	317	2.2
Prince Edward Island	70	0.5
Nova Scotia	436	3.1
New Brunswick	393	2.8
Quebec	2,433	17.2
Ontario	6,077	43.1
Manitoba	634	4.5
Saskatchewan	636	4.5
Alberta, N.W.T and Nunavut	1,375	9.8
B.C. and Yukon	1,624	11.5
TOTAL FOR CANADA	13,995	99.2
United States	106	0.8
Other Foreign	-	-
TOTAL OUTSIDE CANADA	106	0.8
TOTAL QUALIFIED CIRCULATION	14,101	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 136 copies or 0.1% to 445 copies or 3.2%. Business directories include 5 sources of circulation for quantities of 13 copies or 0.1% to 6,254 copies or 44.4%, including D&B Hoovers and Toronto Board of Trade. Other sources include 18 sources of circulation for quantities of 1 copy or -% to 191 copies or 1.4%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dante Piccinin, Publisher

Cathy McKerchar, VP Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 28, 2017
City	Toronto
Province	Ontario
Received by CCAB	July 28, 2017
Type	BJ
ID Number	H149B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.