



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

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
13,543 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)	13,543	-	13,543

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	67
Allocated for Trade Shows and Conventions	42
All Other	206
TOTAL	315

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,543	100.0	13,543	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,543	100.0	13,543	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
September	13,582
October	13,541
December	13,505

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017

This issue is 0.4% or 57 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	2,404	17.8	2,402	2
2. Department and Chain Stores (Hardware Departments)	410	3.0	410	-
4. Building Supply Dealers	4,535	33.6	4,528	7
5. General Stores	354	2.6	354	-
6. Paint, Glass and Wallpaper Retailers	621	4.6	621	-
9. Lawn and Garden Retailers	487	3.6	487	-
10. Kitchen and Bath Retailers	52	0.4	51	1
12. Home Improvement Contractor	801	5.9	795	6
13. Hardware Wholesalers and their Salesmen	860	6.4	846	14
14. Lumber and Building Supply Wholesalers and their Salesmen	804	6.0	801	3
15. Hardware, Building Materials Manufacturers and their Salesmen	1,423	10.5	1,379	44
16. Others Allied to the Field	754	5.6	725	29
TOTAL QUALIFIED CIRCULATION	13,505	100.0	13,399	106
PERCENT	100.0		99.2	0.8

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	736	404	324	1,464	10.9
a. Written	26	87	46	159	1.2
b. Telecommunication	-	-	-	-	-
c. Electronic	710	317	278	1,305	9.7
II. TOTAL – Request from recipient’s company:	2,267	288	128	2,683	19.8
a. Written	-	-	5	5	-
b. Telecommunication	-	-	-	-	-
c. Electronic	2,267	288	123	2,678	19.8
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):	8,387	512	459	9,358	69.3
*Association rosters and directories	77	32	350	459	3.4
*Business directories	7,762	81	43	7,886	58.4
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	548	399	66	1,013	7.5
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,390	1,204	911	13,505	100.0
PERCENT	84.3	8.9	6.8	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,544	78.1
Individuals by name only	1,972	14.6
Titles or functions only	987	7.3
Company names only	2	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	13,505	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017

Provinces	Total Qualified	Percent
Newfoundland and Labrador	289	2.1
Prince Edward Island	60	0.5
Nova Scotia	423	3.1
New Brunswick	358	2.7
Quebec	2,164	16.0
Ontario	6,055	44.8
Manitoba	596	4.4
Saskatchewan	552	4.1
Alberta, N.W.T and Nunavut	1,328	9.8
B.C. and Yukon	1,574	11.7
TOTAL FOR CANADA	13,399	99.2
United States	106	0.8
Other Foreign	-	-
TOTAL OUTSIDE CANADA	106	0.8
TOTAL QUALIFIED CIRCULATION	13,505	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 113 copies or 0.8% to 346 copies or 2.6%.

Business directories include 5 sources of circulation for quantities of 9 copies or 0.06% to 5,730 copies or 42.4%, including Toronto Board of Trade and Hoovers (D&B).

Other sources include 18 sources of circulation for quantities of 4 copies or 0.1% to 141 copies or 1.0%.

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 January 16, 2018

City Toronto

Province Ontario

Received by CCAB January 16, 2018

Type BJ

ID Number H149B0D7

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.