



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



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.

Powershift Communications Inc.
245 Fairview Mall Drive Ste. 501
Toronto, Ontario,
M2J 4T1
Tel. No.: (416) 494-1066
Fax No.: (416) 494-2536
info@powershift.ca
www.hirmagazine.com

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
14,127 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)	14,127	-	14,127

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	92
Allocated for Trade Shows and Conventions	67
All Other	182
TOTAL	340

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,127	100.0	14,127	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,127	100.0	14,127	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Total Qualified
September	649	666	14,119
October	95	106	14,130
December	12,482	12,483	14,131
TOTAL	13,226	13,255	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF DECEMBER 2016

This issue is -% or 6 copies above 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	2,391	16.9	2,391	-
2. Department and Chain Stores (Hardware Departments)	502	3.6	501	1
4. Building Supply Dealers	5,125	36.2	5,118	7
5. General Stores	365	2.6	365	-
6. Paint, Glass and Wallpaper Retailers	734	5.2	733	1
9. Lawn and Garden Retailers	588	4.2	588	-
10. Kitchen and Bath Retailers	52	0.4	51	1
12. Home Improvement Contractor	357	2.5	348	9
13. Hardware Wholesalers and their Salesmen	1,074	7.6	1,063	11
14. Lumber and Building Supply Wholesalers and their Salesmen	846	5.9	843	3
15. Hardware, Building Materials Manufacturers and their Salesmen	1,298	9.2	1,255	43
16. Others Allied to the Field, including Schools, Libraries, Government Associations	799	5.7	776	23
TOTAL QUALIFIED CIRCULATION	14,131	100.0	14,032	99
PERCENT	100.0		99.3	0.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	1,017	580	186	1,783	12.6
a. Written	251	70	19	340	2.4
b. Telecommunication	-	-	-	-	-
c. Electronic	766	510	167	1,443	10.2
II. TOTAL – Request from recipient’s company:	788	606	277	1,671	11.8
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	788	606	277	1,671	11.8
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):	9,513	902	262	10,677	75.6
*Association rosters and directories	215	507	88	810	5.7
*Business directories	8,482	227	46	8,755	62.0
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	816	168	128	1,112	7.9
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,318	2,088	725	14,131	100.0
PERCENT	80.1	14.8	5.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	11,401	80.7
Individuals by name only	1,781	12.6
Titles or functions only	949	6.7
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	14,131	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July - December 2014	January – June 2015	July - December 2015	January – June 2016	July - December 2016*
Total Audit Average Qualified:	14,761	14,606	14,131	14,169	14,130	14,127
Qualified Non-Paid:	14,761	14,606	14,131	14,169	14,130	14,127
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 – December 2016 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 AND UNITS FOR ISSUE OF DECEMBER 2016

Provinces	Total Qualified	Percent
Newfoundland and Labrador	299	2.1
Prince Edward Island	60	0.4
Nova Scotia	424	3.0
New Brunswick	393	2.8
Quebec	2,279	16.1
Ontario	6,184	43.7
Manitoba	643	4.6
Saskatchewan	649	4.6
Alberta, N.W.T and Nunavut	1,467	10.4
B.C. and Yukon	1,634	11.6
TOTAL FOR CANADA	14,032	99.3
United States	99	0.7
Other Foreign	-	-
TOTAL OUTSIDE CANADA	99	0.7
TOTAL QUALIFIED CIRCULATION	14,131	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 43 copies or 0.3% to 586 copies or 4.1%. Business directories include 5 sources of circulation for quantities of 14 copies or 0.1% to 6,748 copies or 47.7%, including Hoovers (D&B) and Toronto Board of Trade. Other sources include 19 sources of circulation for quantities of 1 copy or -% to 211 copies or 1.5%.

PUBLISHER'S AFFIDAVIT

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

Cathy Mc Kerchar, VP Circulation
Dante Piccinin, Publisher & Editorial Director

(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 30, 2017
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Province	Ontario
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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.