



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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  
13,527 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>HOME IMPROVEMENT RETAILING MAGAZINE</b> (3 issues in the period)	13,527	-	13,527

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	6
Allocated for Trade Shows and Conventions	17
All Other	310
<b>TOTAL</b>	<b>333</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,527	100.0	13,527	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,527</b>	<b>100.0</b>	<b>13,527</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
February	13,524
April	13,524
June	13,532

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**  
This issue is 0.1% or 8 copies above the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Canada	Outside Canada
1. Hardware Retailers	2,435	18.0	2,433	2
2. Department and Chain Stores	304	2.2	304	-
3. Building Supply Dealers	5,037	37.2	5,030	7
4. General Stores	368	2.7	368	-
5. Paint, Glass and Wallpaper Retailers	511	3.8	511	-
6. Lawn and Garden Retailers	374	2.8	374	-
7. Kitchen and Bath Retailers	50	0.4	49	1
8. Home Improvement Contractor	740	5.5	734	6
9. Hardware Wholesalers and their Salesmen	1,013	7.5	1,004	9
10. Lumber and Building Supply Wholesalers and their Salesmen	750	5.5	747	3
11. Hardware, Building Materials Manufacturers and their Salesmen	1,279	9.4	1,245	34
12. Others Allied to the Field	671	5.0	643	28
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,532</b>	<b>100.0</b>	<b>13,442</b>	<b>90</b>
<b>PERCENT</b>	<b>100.0</b>		<b>99.3</b>	<b>0.7</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	<b>911</b>	<b>303</b>	<b>331</b>	<b>1,545</b>	<b>11.4</b>
a. Written	72	35	78	185	1.4
b. Telecommunication	-	-	-	-	-
c. Electronic	839	268	253	1,360	10.0
II. <b>TOTAL</b> – Request from recipient’s company:	<b>852</b>	<b>1,714</b>	<b>110</b>	<b>2,676</b>	<b>19.8</b>
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	852	1,714	110	2,676	19.8
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>8,759</b>	<b>321</b>	<b>231</b>	<b>9,311</b>	<b>68.8</b>
*Association rosters and directories	-	3	96	99	0.7
*Business directories	8,712	100	22	8,834	65.3
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	47	218	113	378	2.8
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,522</b>	<b>2,338</b>	<b>672</b>	<b>13,532</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.7</b>	<b>17.3</b>	<b>5.0</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	11,597	85.7
Individuals by name only	1,435	10.6
Titles or functions only	497	3.7
Company names only	3	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,532</b>	<b>100.0</b>

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Provinces	Total Qualified	Percent
Newfoundland and Labrador	271	2.0
Prince Edward Island	64	0.5
Nova Scotia	403	3.0
New Brunswick	391	2.9
Quebec	2,187	16.2
Ontario	6,060	44.8
Manitoba	577	4.2
Saskatchewan	568	4.2
Alberta, N.W.T and Nunavut	1,346	9.9
B.C. and Yukon	1,575	11.6
<b>TOTAL FOR CANADA</b>	<b>13,442</b>	<b>99.3</b>
United States	87	0.7
Other Foreign	3	-
<b>TOTAL OUTSIDE CANADA</b>	<b>90</b>	<b>0.7</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,532</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 99 copies or 0.7%.

Business directories include 5 sources of circulation for quantities of 4 copies or -% to 7,299 copies or 53.9%, including Toronto Board of Trade and Hoovers (D&B).

Other sources include 1 source of circulation for a quantity of 378 copies or 2.8%.

### 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 31, 2018

City Toronto

Province Ontario

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Type BJ

ID Number H149B0J8

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.