



**B2B Media**

**Publisher's Statement**

6 months ended December 31, 2021

Subject to Audit

**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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>13,485</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	13,485
<b>Total Average Qualified Nonpaid Circulation</b>	<b>13,485</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Market Coverage Copies - Print	167
Nonqualified Miscellaneous, Including Staff Copies - Print	303
<b>Total Average Nonqualified Circulation</b>	<b>470</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Sep		13,486
Oct/Nov		13,486
Dec		13,482

**BUSINESS/OCCUPATIONAL ANALYSIS**

<b>Classification by Business &amp; Industry</b>		<b>Qualified Nonpaid - Print</b>	<b>%</b>
1.	Hardware Retailers	2,783	20.6
2.	Building Supply Dealers	5,223	38.7
3.	General Merchandise Retailers including Co-ops	84	0.6
4.	Specialty Retailers including Paint, Glass, Wallpaper, Blinds, Furniture and other Home Specialties	3,508	26.0
5.	Lawn & Garden Retailers including Nurseries	31	0.2
6.	Home Improvement Services & Contractors	94	0.7
7.	Manufacturers & Distributors	1,717	12.7
8.	Others Allied to the Field Served	42	0.3
<b>Total Qualified Circulation</b>		<b>13,482</b>	<b>100.0</b>

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>496</b>	<b>152</b>	<b>168</b>	<b>816</b>	<b>6.1</b>
Written	6	4	20	30	0.2
Telecommunication					
Internet and Email	490	148	148	786	5.8
<b>Total Direct Request From Recipient's Company</b>	<b>1,850</b>	<b>391</b>	<b>495</b>	<b>2,736</b>	<b>20.3</b>
Written	1	9	8	18	0.1
Telecommunication					
Internet and Email	1,849	382	487	2,718	20.2
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories	7,669	373	3	8,045	59.7
Lists	236	79	8	323	2.4
Acquired Circulation					
Other Sources	446	1,090	26	1,562	11.6
<b>Total Qualified Subscriptions</b>	<b>10,697</b>	<b>2,085</b>	<b>700</b>	<b>13,482</b>	<b>100.0</b>
<b>Percent</b>	<b>79.3</b>	<b>15.5</b>	<b>5.2</b>	<b>100.0</b>	

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,359
British Columbia	1,917
Manitoba	522
New Brunswick	378
Newfoundland/Labrador	338
Northwest Territories	22
Nova Scotia	435
Nunavut	10
Ontario	5,132
Prince Edward Island	74
Quebec	2,755
Saskatchewan	498
Yukon Territory	22
Canadian Unclassified	
<b>TOTAL CANADA</b>	<b>13,462</b>
United States	19
Military or Civilian Personnel Overseas	
Other International	1
<b>Total International</b>	<b>20</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>13,482</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are: titled and untitled individuals at Hardware Retailers, Building Supply Dealers, General Stores, Home Specialty Retailers and Contractors, Hardware, Lumber & Building Supply Wholesalers and Manufacturers 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; and Geographic Analysis is from an analysis of the Dec issue.

---

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:** Bimonthly

**Format:** Standard

**Established:** 1995

**AAM Member Since:** 2019

**Member #:** 06-1384-5

**CARD:** 612

Parent Company: Powershift Communications Inc.

**Published by:**

Powershift Communications Inc.

245 Fairview Mall Drive, Ste. 501

Toronto, ON M2J 4T1

T: (416) 494-1066 • F: (416) 494-2536

[www.hirmagazine.com](http://www.hirmagazine.com)

CATHY MCKERCHAR  
VP Circulation

DANTE PICCININ  
Publisher