

B2B Media

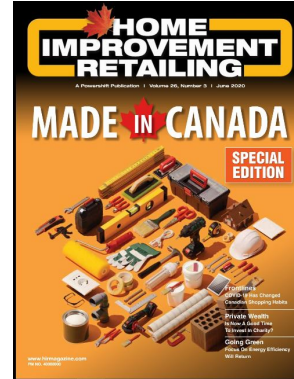
Publisher's Statement

6 months ended June 30, 2020

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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		13,486
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		13,486
Total Average Qualified Nonpaid Circulation		13,486

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	10
Nonqualified Allocated for Shows & Conventions - Print	17
Nonqualified Miscellaneous, Including Staff Copies - Print	304
Total Average Nonqualified Circulation	331

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		13,486
Apr		13,486
Jun		13,486

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Qualified Nonpaid - Print	%
1.	Hardware Retailers	1,523	11.3
2.	Building Supply Dealers	5,581	41.4
3.	General Merchandise Retailers including Co-ops	187	1.4
4.	Specialty Retailers including Paint, Glass, Wallpaper, Blinds, Furniture and other Home Specialties	3,942	29.2
5.	Lawn & Garden Retailers including Nurseries	36	0.3
6.	Home Improvement Services & Contractors	68	0.5
7.	Manufacturers & Distributors	2,074	15.4
8.	Others Allied to the Field Served	75	0.6
Total Qualified Circulation		13,486	100.0

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	280	337	356	973	7.2
Written	23	42	36	101	0.8
Telecommunication					
Internet and Email	257	295	320	872	6.5
Total Direct Request From Recipient's Company	2,445	330	342	3,117	23.1
Written	98	141		239	1.8
Telecommunication	1			1	0.0
Internet and Email	2,346	189	342	2,877	21.3
Total Communication Other Than Request			1	1	0.0
Written					
Telecommunication					
Internet and Email			1	1	0.0
Association					
Business Directories	6,258	406	122	6,786	50.3
Lists	740	93		833	6.2
Acquired Circulation					
Other Sources	1,603	173		1,776	13.2
Total Qualified Subscriptions	11,326	1,339	821	13,486	100.0
Percent	84.0	9.9	6.1	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	11,548	85.6
Individual by Name Only	1,390	10.3
Title or Occupation Only	526	3.9
Company Name Only	22	0.2
Multicopy Same Addressee		
Total Qualified Subscriptions	13,486	100.0
Total Qualified Circulation	13,486	100.0

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,183
British Columbia	1,807
Manitoba	504
New Brunswick	413
Newfoundland/Labrador	321
Northwest Territories	19
Nova Scotia	440
Nunavut	9
Ontario	5,521
Prince Edward Island	80
Quebec	2,674
Saskatchewan	448
Yukon Territory	23
Canadian Unclassified	
TOTAL CANADA	13,442
United States	42
Military or Civilian Personnel Overseas	
Other International	2
Total International	44
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	13,486

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; Mailing Address Analysis; and Geographic Analysis is from an analysis of the June 2020 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.

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