



## B2B Media

### Publisher's Statement

6 months ended June 30, 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>13,484</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		13,484
<b>Total Average Qualified Nonpaid Circulation</b>		<b>13,484</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Market Coverage Copies - Print	12
Nonqualified Miscellaneous, Including Staff Copies - Print	304
<b>Total Average Nonqualified Circulation</b>	<b>316</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Feb		13,485
Apr		13,486
Jun		13,482

**BUSINESS/OCCUPATIONAL ANALYSIS**

<b>Classification by Business &amp; Industry</b>		<b>Qualified Nonpaid - Print</b>	<b>%</b>
1.	Hardware Retailers	2,685	19.9
2.	Building Supply Dealers	4,981	36.9
3.	General Merchandise Retailers including Co-ops	131	1.0
4.	Specialty Retailers including Paint, Glass, Wallpaper, Blinds, Furniture and other Home Specialties	3,412	25.3
5.	Lawn & Garden Retailers including Nurseries	34	0.3
6.	Home Improvement Services & Contractors	90	0.7
7.	Manufacturers & Distributors	2,105	15.6
8.	Others Allied to the Field Served	44	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>518</b>	<b>99</b>	<b>174</b>	<b>791</b>	<b>5.9</b>
Written	6	13	17	36	0.3
Telecommunication					
Internet and Email	512	86	157	755	5.6
<b>Total Direct Request From Recipient's Company</b>	<b>1,775</b>	<b>806</b>	<b>128</b>	<b>2,709</b>	<b>20.1</b>
Written	10	9	4	23	0.2
Telecommunication					
Internet and Email	1,765	797	124	2,686	19.9
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories	7,103	290	410	7,803	57.9
Lists	386	106	47	539	4.0
Acquired Circulation					
Other Sources	333	1,238	69	1,640	12.2
<b>Total Qualified Subscriptions</b>	<b>10,115</b>	<b>2,539</b>	<b>828</b>	<b>13,482</b>	<b>100.0</b>
<b>Percent</b>	<b>75.0</b>	<b>18.8</b>	<b>6.1</b>	<b>100.0</b>	

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,279
British Columbia	1,954
Manitoba	531
New Brunswick	397
Newfoundland/Labrador	319
Northwest Territories	21
Nova Scotia	425
Nunavut	7
Ontario	5,148
Prince Edward Island	70
Quebec	2,780
Saskatchewan	503
Yukon Territory	25
Canadian Unclassified	
<b>TOTAL CANADA</b>	<b>13,459</b>
United States	22
Military or Civilian Personnel Overseas	
Other International	1
<b>Total International</b>	<b>23</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 Jun issue.

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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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