

**BUSINESS PUBLICATION
Publisher's Statement**

6 months ended June 30, 2017
Subject to Audit

Field Served:

MM&D, Canada's Supply Chain Magazine, serves the distribution, warehousing, inventory control and logistics management sectors of supply chain management. We focus on helping practitioners in this field improve productivity in the following areas: Distribution, Logistics, Warehousing, Inventory Management, Materials Handling, Packaging for Distribution, Order Processing, Purchasing, Warehouse Design, Third-Party Logistics, Metrics & Planning, as well as Data Capture, E-business and Information Technology, Information Management, Software Applications such as Warehouse Information Systems, WMS, TMS, EDI, etc. and related areas such as International Trade, Transportation and Customs.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 16,426



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	13,521	
Digital Only, See Par. 11(b)	1,554	
Print & Digital (Unduplicated), See Par. 11(c)	1,351	
Total Individual.	16,426	
Total Average Qualified Nonpaid Circulation		16,426

1C AVERAGE NONQUALIFIED CIRCULATION

Noncontinuous Market Coverage Copies		
Allocated For Shows & Conventions.		50
Miscellaneous, Including Staff Copies, See Par. 11(d)		336
Total Average Nonqualified Circulation.		386

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	16,920		13,478	2,152	1,290	16,920
Mar/Apr	16,209		12,262	2,511	1,436	16,209
May/June	16,149		14,821		1,328	16,149

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY/JUNE 2017 ISSUE IN WHICH:
 • QUALIFIED NONPAID CIRCULATION WAS 1.7% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Number of respondents who purchase, or influence the purchase, of goods and/or services related to distribution logistics, including warehousing operations (receiving, storage or shipping), or inventory control or materials handling
1. Executive Management	9,705	60.1	9,109		596	8,431
2. Purchasing/procurement	1,328	8.2	1,151		177	1,181
3. Engineering/Design Engineering/Research & Development	275	1.7	249		26	219
4. Storage & Warehousing	546	3.4	487		59	452
5. Financial/Administrative Management	1,697	10.5	1,556		141	1,321
6. Plant Production/Operations/Maintenance Management	1,359	8.4	1,263		96	1,174
7. Transportation & Distribution	713	4.4	585		128	621
8. Materials Management	229	1.4	182		47	209
9. Other	297	1.9	239		58	174
Subscriptions.....						
Single Copy Sales						
Total Qualified Circulation	16,149	100.0	14,821		1,328	13,782

SUPPLEMENTAL ANALYSIS

Classification by Business Industry	Qualified Nonpaid			Print Only	Digital Only	Print & Digital (Unduplicated)	Classification by Job Function										
	Units	Copies	%				Executive Management	Purchasing/Procurement	Engineering/Design/Research & Development	Storage & Warehousing	Financial/Administrative Management	Plant Operations/Maintenance Management	Transportation & Distribution	Materials Management	Other		
Food & Beverage	913	1,217	7.5	1,138		79	600	114	17	3	41	111	18	27	74	17	24
Consumer Durables	237	279	1.7	269		10	192	24	3	3	3	18	18	27	5	4	3
Paper & Print.....	575	681	4.2	646		35	462	36	4	4	17	62	62	69	19	7	5
Automotive Parts	333	368	2.3	330		38	240	25	10	7	7	32	32	28	11	13	2
Clothing, Apparel & Textile Products	321	379	2.4	354		25	265	13	4	4	17	21	21	44	11	2	2
Chemicals, Petroleum & Hazardous Waste	347	432	2.7	401		31	181	68	8	8	15	38	38	52	43	17	10
Pharmaceuticals	154	176	1.1	160		16	87	20	4	4	6	30	30	14	5	7	3
Computer & Electronics	458	569	3.5	528		41	322	61	22	15	15	46	46	60	22	6	15
Transportation & Equipment.....	280	388	2.4	351		37	167	50	21	5	5	45	45	58	23	12	7
Lumber & Building Materials.....	579	665	4.1	630		35	444	51	8	29	29	51	51	47	24	6	5
Manufactured Industrial Inputs	2,371	2,819	17.5	2,665		154	1,754	271	80	55	55	243	243	267	89	33	27
Other Miscellaneous Manufacturing.....	249	280	1.7	237		43	97	60	26	8	8	12	12	28	10	17	22
Sub-Total Manufacturing.....	6,817	8,253	51.1	7,709		544	4,811	793	207	218	709	709	709	913	336	141	125
Agriculture, Forestry, Fishing & Mining	170	199	1.2	180		19	91	38	4	5	5	22	22	22	8	6	3
Transportation Services.....	1,287	1,619	10.0	1,408		211	806	40	14	83	83	305	305	140	192	9	30
Storage & Warehousing	709	810	5.0	705		105	509	24	8	68	68	89	89	50	39	7	16
Distributor	2,311	2,609	16.2	2,391		218	1,862	153	8	105	105	218	218	122	86	31	24
Construction	606	708	4.4	681		27	503	51	9	11	11	81	81	36	5	7	5
Retail Trade	841	977	6.1	909		68	608	45	4	38	38	190	190	44	28	3	17
Others Allied To The Field	863	974	6.0	838		136	515	184	21	18	18	83	83	32	19	25	77
Sub-Total Nonmanufacturing	6,787	7,996	48.9	7,112		784	4,894	535	68	328	988	988	988	446	377	88	172
Total Qualified Circulation	13,604	16,149	100.0	14,821		1,328	9,705	1,328	275	546	1,697	1,697	1,697	1,359	713	229	297

Definition of a Unit: A Unit is an establishment primarily engaged in one type of economic activity at a single physical location.

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Direct request from recipient	13,731		1,328	9,360	4,378	1,321	15,059	93.3
Direct request from recipient's company	1,090			794		296	1,090	6.7
Communication other than request								
Association								
Business Directories.....								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	14,821		1,328	10,154	4,378	1,617	16,149	100.0
Percent	91.8		8.2	62.9	27.1	10.0	100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							16,149	

3C

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	16,149	100.0	14,821		1,328
Individual by name only					
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	16,149	100.0	14,821		1,328
Single Copy Sales					
Total Qualified Circulation	16,149				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units*
Alberta	1,305		117	1,422	1,272
British Columbia	1,527		101	1,628	1,434
Manitoba	505		37	542	463
New Brunswick	402		40	442	353
Newfoundland/Labrador	167		16	183	149
Northwest Territories	5			5	5
Nova Scotia	403		23	426	350
Nunavut	3		2	5	5
Ontario	7,005		728	7,733	6,396
Prince Edward Island	88		7	95	80
Quebec	3,014		230	3,244	2,748
Saskatchewan	392		24	416	341
Yukon Territory	5		3	8	8
Canadian Unclassified					
Total Canada	14,821		1,328	16,149	13,604
United States Military or Civilian Personnel Overseas Other International					
Total International					
E-Mail Address Only Other Unclassified					
Grand Total	14,821		1,328	16,149	13,604

*Definition of a Unit: A Unit is an establishment primarily engaged in one type of economic activity at a single physical location.

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2017

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF
PAID CIRCULATION**
Reporting not required

EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 13,521 copies per issue, represent copies served to individuals receiving the print version only of MM&D.

(b) Digital Only Individual subscriptions, averaging 1,554 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of MM&D is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,351 copies per issue, represent copies served to individuals receiving the print and digital versions of MM&D. The digital version is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 124 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: professionals having as their function, Supply Chain Management, Materials Management or Logistics. Titles can include Executive Management, MIS, Plant Management, Traffic and Distribution Management, Purchasing or Warehousing Management, E-Commerce and others allied to the field.

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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