

BUSINESS PUBLICATION

Publisher's Statement

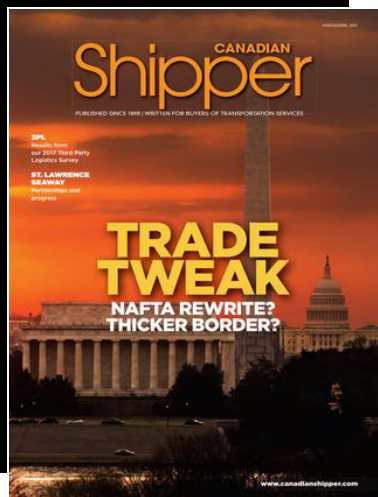
6 months ended June 30, 2017

Subject to Audit

Field Served:

Freight transportation and logistics. This includes manufacturing, resource, retail and wholesale firms who utilize motor carrier, rail, air, marine, logistics technology services, forwarding, customs, private trucking, public warehousing, courier and freight handling services and equipment. Also served are motor carrier, rail, forwarding, customs, air, marine, courier and public warehousing firms.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 15,882



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	12,877	
Digital Only, See Par. 11(b)	1,448	
Print & Digital (Unduplicated), See Par. 11(c)	1,557	
Total Individual.	15,882	
Total Average Qualified Nonpaid Circulation		15,882

1C AVERAGE NONQUALIFIED CIRCULATION

Noncontinuous Market Coverage Copies	207
Miscellaneous, Including Staff Copies, See Par. 11(d)	413
Total Average Nonqualified Circulation	620

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	15,929		12,274	2,108	1,547	15,929
Mar/Apr	15,935		12,091	2,235	1,609	15,935
May/Jun	15,781		14,265		1,516	15,781

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 transportation services
1. Executive Management	7,920	50.2	7,329		591	6,510
2. Purchasing/Procurement	1,244	7.9	1,084		160	1,043
3. Engineering/Design Engineering/ Research & Development	193	1.2	170		23	118
4. Storage & Warehousing	683	4.3	631		52	483
5. Financial/Administrative Management	1,369	8.7	1,237		132	972
6. Plant Production/Operations/ Maintenance Management	1,417	9.0	1,321		96	1,119
7. Transportation & Distribution.....	2,187	13.8	1,842		345	1,854
8. Materials Management.....	246	1.6	215		31	196
9. Other.....	522	3.3	436		86	334
Total Qualified Circulation.....	15,781	100.0	14,265		1,516	12,629

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	916	1,212	7.7	1,128		84	535	80	14	7	68	185	199	14	50	
Consumer Durables	245	288	1.8	273		15	181	20	2	7	19	28	23	3	5	
Paper & Print.....	647	794	5.0	743		51	488	45	1	25	58	81	69	11	16	
Automotive Parts.....	237	266	1.7	239		27	162	27	2	3	18	18	23	10	3	
Clothing, Apparel & Textile Products	356	433	2.7	407		26	273	18	2	17	23	40	46	2	12	
Chemicals, Petroleum & Hazardous Waste.....	652	796	5.1	746		50	442	69	7	14	43	78	102	13	28	
Pharmaceuticals	137	169	1.1	155		14	78	21	3	7	13	15	26	3	3	
Computer & Electronics	533	650	4.1	616		34	380	55	14	14	47	61	51	7	21	
Transportation & Equipment.....	306	401	2.5	371		30	171	48	14	12	27	55	57	9	8	
Lumber & Building Materials.....	691	823	5.2	774		49	490	57	5	26	67	76	80	6	16	
Manufactured Industrial Inputs.....	2,340	2,829	17.9	2,661		168	1,679	242	29	79	220	205	284	53	38	
Other Miscellaneous Manufacturing.....	223	261	1.7	222		39	62	59	5	7	11	18	57	9	33	
Sub-Total Manufacturing.....	7,283	8,922	56.5	8,335		587	4,941	741	98	278	614	860	1,017	140	233	
Agriculture, Forestry, Fishing & Mining.....	246	299	1.9	272		27	108	39	2	12	31	29	52	14	12	
Transportation Services.....	2,270	2,961	18.7	2,477		484	1,507	77	45	113	319	215	570	8	107	
Storage & Warehousing	380	487	3.1	421		66	227	11	7	52	50	48	70	6	16	
Distributor	1,361	1,683	10.7	1,519		164	573	165	5	190	200	173	292	34	51	
Construction	288	315	2.0	285		30	145	48	4	14	25	23	38	7	11	
Retail Trade.....	407	504	3.2	454		50	220	39	6	19	59	41	86	14	20	
Others Allied To The Field.....	548	610	3.9	502		108	199	124	26	5	71	28	62	23	72	
Sub-Total Nonmanufacturing	5,500	6,859	43.5	5,930		929	2,979	503	95	405	755	557	1,170	106	289	
Total Qualified Circulation.....	12,783	15,781	100.0	14,265		1,516	7,920	1,244	193	683	1,369	1,417	2,187	246	522	

*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	12,795		1,516	9,009	3,857	1,445	14,311	90.7
Direct Request from recipient's company	1,470			796		674	1,470	9.3
Communication other than request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	14,265		1,516	9,805	3,857	2,119	15,781	100.0
Percent	90.4		9.6	62.1	24.5	13.4	100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							15,781	

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	15,781	100.0	14,265		1,516
Individual by name only					
Title or occupation only					
Company name only					
Multi-Copy Same Addressee					
Total Qualified Nonpaid Circulation	15,781	100.0	14,265		1,516
Single Copy Sales					
Total Qualified Circulation	15,781				

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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	1,096		142	1,238	1,060
British Columbia	1,336		117	1,453	1,235
Manitoba	522		49	571	469
New Brunswick	363		49	412	326
Newfoundland/Labrador	151		10	161	131
Northwest Territories	6			6	6
Nova Scotia	317		29	346	295
Nunavut	1			1	1
Ontario	6,602		802	7,404	5,900
Prince Edward Island	69		4	73	63
Quebec	3,484		285	3,769	3,016
Saskatchewan	312		28	340	275
Yukon Territory	6		1	7	6
Canadian Unclassified					
Total Canada	14,265		1,516	15,781	12,783
United States					
Military or Civilian Personnel Overseas					
Other International					
Total International					
E-Mail Address Only					
Other Unclassified					
Grand Total	14,265		1,516	15,781	12,783

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 12,877 copies per issue, represent copies served to individuals receiving the print version only of CANADIAN SHIPPER.

(b) Digital Only Individual subscriptions, averaging 1,448 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of CANADIAN SHIPPER 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 1,557 copies per issue, represent copies served to individuals receiving the print and digital versions of CANADIAN SHIPPER. 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 170 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: traffic and distribution executives; traffic management, other traffic personnel and other management and personnel related to transportation in manufacturing, resource, retail and wholesale firms. Also management/operational personnel in motor carrier, rail, air, marine, forwarding, customs, public warehousing, courier and freight handling firms. Also qualified are personnel in government and personnel in government transportation agencies.

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.

Parent Company: Newcom Business Media Inc.

MARY GARUFI

Circulation Manager

NICK KRUKOWSKI

Publisher

Frequency: 6 times per year

Format: Standard

Established: 1898

AAM Member Since: 2002

Member No. 06-1380-8

CARD: 732

Published by:

Newcom Business Media Inc.

80 Valleybrook Dr.

Toronto, ON M3B 2S9

T: (416) 510-5108 • F: (416) 510-5146

www.canadianshipper.com

Publisher: Nick Krukowski

Editor: Julia Kuzeljevich

06-1380-8	Analyzed Issue Date	05-06/01/17
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	