

AUDIT REPORT
B2B Media

FIELD SERVED: CANADIAN MINING JOURNAL is an independent publication serving Canada's mining industry, specializing in the production, processing, smelting and refining of minerals.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2019:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		11,596
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print	8,489	
Qualified Nonpaid Individual - Digital	1,672	
Qualified Nonpaid Individual - Print & Digital (Unduplicated)	1,235	
Total Qualified Nonpaid Individual	11,396	
Qualified Nonpaid Multicopy Same Addressee - Print	200	
Total Qualified Nonpaid Multicopy Same Addressee	200	
Total Average Qualified Nonpaid Circulation		11,596

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Market Coverage Copies - Print	54
Nonqualified Market Coverage Copies - Digital	143
Nonqualified Market Coverage Copies - Print & Digital (Unduplicated)	22
Total Nonqualified Market Coverage Copies	219
Nonqualified Allocated for Shows & Conventions - Print	373
Total Nonqualified Allocated for Shows & Conventions	373
Nonqualified Miscellaneous, Including Staff Copies - Print	139
Total Nonqualified Miscellaneous, Including Staff Copies	139
Total Average Nonqualified Circulation	731

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
2018 Issue				
Jul/Aug	8,563	1,562	1,248	11,373
Sep	8,510	1,571	1,253	11,334
Oct	8,554	1,538	1,241	11,333
Nov	8,952	1,564	1,261	11,777
Dec	8,747	1,628	1,277	11,652
2019 Issue				
Jan	8,803	1,638	1,259	11,700
Feb/Mar	9,085	1,812	1,183	12,080
Apr	8,543	1,791	1,194	11,528
May	8,447	1,789	1,197	11,433
Jun	8,682	1,825	1,232	11,739

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Qualified Nonpaid Multicopy Same Addressee - Print
1. MINING COMPANIES:						
(a) Copies addressed to firm name only	6	0.1	4		2	
(b) Executives and head office personnel, including officers and directors, general managers, purchasing agents	2,046	17.4	1,528	312	206	
(c) Operating management						
(1) Mining - including mine managers; general, mine, underground and production superintendents; mine captains, mine foremen, shift bosses	1,284	10.9	1,069	130	85	
(2) Processing - including mill, smelter, refinery, superintendents and foremen	67	0.6	31	21	15	
(3) Plant - including plant mechanical, electrical maintenance and power superintendents; master mechanics	61	0.5	30	16	15	
2. ENGINEERING AND RESEARCH (including consultants) Mine, ventilation, safety, survey, planning, efficiency, mill, metallurgical, mechanical and electrical engineers; research and development engineers	878	7.5	454	251	173	
3. OTHER MINE AND MILL EMPLOYEES	19	0.2	8	6	5	
4. EXPLORATION						
Geologists, geophysicists, geochemists, assayers, field surveyors, field and exploration engineers, consulting exploration engineers, prospectors	857	7.3	419	275	163	
5. MINING SERVICES						
Contractors - mining, shaft, underground, diamond drilling blast hole drilling	1,692	14.4	1,372	164	156	
6. OIL COMPANIES AND OIL DRILLING CONTRACTORS	418	3.6	352	46	20	
7. MANUFACTURERS AND DISTRIBUTORS OF MACHINERY EQUIPMENT AND SUPPLIES	3,197	27.2	2,642	317	238	
8. GOVERNMENT						
(a) Government Departments (Geological and Mining)	139	1.2	51	53	35	
(b) Other Government Departments	48	0.4	20	18	10	
9. INSTITUTIONAL (including Libraries, Association, Financial Houses, Universities - Mining and Geological Faculties and Students)	154	1.3	88	39	27	
10. Others Allied to the Field	873	7.4	414	177	82	200
Total Qualified Circulation	11,739	100.0	8,482	1,825	1,232	200

AGE OF SOURCE ANALYSIS

Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				Total	Percent
				1 Year	2 Years	3 Years			
Total Direct Request From Recipient	3,020	1,656	1,112	4,841	947		5,788	49.3	
Written	58	9	23	46	44		90	0.8	
Telecommunication	2,261	653	366	2,920	360		3,280	27.9	
Internet and Email	701	994	723	1,875	543		2,418	20.6	
Total Direct Request From Recipient's Company	1,467	165	116	911	837		1,748	14.9	
Written	17			3	14		17	0.1	
Telecommunication	1,415	161	114	882	808		1,690	14.4	
Internet and Email	35	4	2	26	15		41	0.4	
Total Communication Other Than Request	18				18		18	0.2	
Written									
Telecommunication									
Internet and Email	18				18		18	0.2	
Association									
Business Directories	3,309	1		3,295	15		3,310	28.2	
Lists									
Acquired Circulation									
Other Sources	868	3	4	811	64		875	7.5	
Total Qualified Subscriptions	8,682	1,825	1,232	9,858	1,881		11,739	100.0	
Percent	74.0	15.5	10.5	84.0	16.0		100.0		

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	8,218	1,747	1,192	11,157	95.0
Individual by Name Only	229	78	40	347	3.0
Title or Occupation Only	5			5	0.0
Company Name Only	30			30	0.3
Multicopy Same Addressee	200			200	1.7
Total Qualified Subscriptions	8,682	1,825	1,232	11,739	100.0
Total Qualified Circulation	8,682	1,825	1,232	11,739	

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,798	169	113	2,080
British Columbia	1,694	283	235	2,212
Manitoba	245	31	37	313
New Brunswick	177	20	12	209
Newfoundland/Labrador	137	26	22	185
Northwest Territories	28	9	5	42
Nova Scotia	203	43	30	276
Nunavut	4	1	3	8
Ontario	2,788	513	506	3,807
Prince Edward Island	17			17
Quebec	1,054	278	192	1,524
Saskatchewan	402	66	46	514
Yukon Territory	61	5	8	74
Canadian Unclassified				
Total Canada	8,608	1,444	1,209	11,261
United States	54	207	18	279
Military or Civilian Personnel Overseas				
International	20	174	5	199
Total International	74	381	23	478
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	8,682	1,825	1,232	11,739

NOTES

Definition of Recipient Qualification:

Qualified recipients are: administrative, engineering, technical, operating, purchasing and other personnel of companies involved in mine development, mining operations, mineral processing, smelting, exploration and suppliers in Canada, plus Consulting Engineers and the mining departments of universities, federal, and provincial governments. Also included are a limited number of copies addressed to company name only.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Qualified Nonpaid Multicopy Same Addressee: Represent copies distributed in bulk to Other Allied to the Field in quantities of 2 or more.

Business Directories: Represent copies served to subscribers obtained from Info Canada.

Other Sources: Represent copies served to subscribers obtained from Mining Events & Tradeshows.

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 2019 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media