

AUDIT REPORT B2B Media

FIELD SERVED: CANADIAN MINING JOURNAL is an independent publication serving Canada's mining industry,

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2018:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	10,505
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	7,850
Qualified Nonpaid Individual - Digital	1,372
Qualified Nonpaid Individual - Print & Digital (Unduplicated)	1,163
Total Qualified Nonpaid Individual	10,385
Qualified Nonpaid Multicopy Same Addressee - Print	120
Total Qualified Nonpaid Multicopy Same Addressee	120
Total Average Qualified Nonpaid Circulation	10,505

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	328
Total Nonqualified Allocated for Shows & Conventions	328
Nonqualified Miscellaneous, Including Staff Copies - Print	357
Nonqualified Miscellaneous, Including Staff Copies - Digital	517
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	69
Total Nonqualified Miscellaneous, Including Staff Copies	943
Total Average Nonqualified Circulation	1,271

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

Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul/Aug	7,723	1,382	1,139	10,244
Sep	7,767	1,372	1,142	10,281
Oct	7,703	1,376	1,159	10,238
Nov	7,720	1,375	1,159	10,254
Dec	7,971	1,211	1,051	10,233
Jan	8,142	1,231	1,071	10,444
Feb/Mar	7,995	1,279	1,109	10,383
Apr	7,547	1,452	1,260	10,259
May	8,575	1,434	1,253	11,262
Jun	8,552	1,608	1,285	11,445

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
1. MINING COMPANIES:					
(a) Copies addressed to firm name only	5	0.0	4		1
(b) Executives and head office personnel, including officers and directors, general managers, purchasing agents	3,652	31.9	3,121	290	241
(c) Operating management					
(1) Mining - including mine managers; general, mine, underground and production superintendents; mine captains, mine foremen, shift bosses	479	4.2	288	111	80
(2) Processing - including mill, smelter, refinery, superintendents and foremen	72	0.6	32	24	16
(3) Plant - including plant mechanical, electrical maintenance and power superintendents; master mechanics	106	0.9	74	12	20
2. ENGINEERING AND RESEARCH (including consultants) Mine, ventilation, safety, survey, planning, efficiency, mill, metallurgical, mechanical and electrical engineers; research and development engineers	1,263	11.0	816	257	190
3. OTHER MINE AND MILL EMPLOYEES	22	0.2	10	8	4
4. EXPLORATION	887	7.8	444	268	175
Geologists, geophysicists, geochemists, assayers, field surveyors, field and exploration engineers, consulting exploration engineers, prospectors					
5. MINING SERVICES	1,512	13.2	1,217	144	151
Contractors - mining, shaft, underground, diamond drilling blast hole drilling					
6. OIL COMPANIES AND OIL DRILLING CONTRACTORS	555	4.8	476	54	25
7. MANUFACTURERS AND DISTRIBUTORS OF MACHINERY EQUIPMENT AND SUPPLIES	1,838	16.1	1,374	240	224
8. GOVERNMENT					
(a) Government Departments (Geological and Mining)	129	1.1	44	49	36
(b) Other Government Departments	42	0.4	18	11	13
9. INSTITUTIONAL (including Libraries, Association, Financial Houses, Universities - Mining and Geological Faculties and Students)	131	1.2	69	34	28
10. Others Allied to the Field	752	6.6	565	106	81
Total Qualified Circulation	11,445	100.0	8,552	1,608	1,285

AGE OF SOURCE ANALYSIS

Source	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	2,182	1,374	1,072	3,459	1,169		4,628	40.4
Written	62	6	17	70	15		84	0.7
Telecommunication	1,358	455	273	1,124	962		2,086	18.2
Internet and Email	762	913	782	2,265	192		2,457	21.5
Total Direct Request From Recipient's Company	1,892	231	207	2,169	161		2,330	20.4
Written	18			18			18	0.2
Telecommunication	1,848	224	204	2,117	159		2,276	19.9
Internet and Email	26	7	3	34	2		36	0.3
Total Communication Other Than Request	137	2	4	143			143	1.3
Written								
Telecommunication								
Internet and Email	137	2	4	143			143	1.3
Association								
Business Directories	4,244	1	1	3,888	358		4,246	37.1
Lists	71				71		71	0.6
Acquired Circulation								
Other Sources	26		1	25	2		27	0.2
Total Qualified Subscriptions	8,552	1,608	1,285	9,684	1,761		11,445	100.0
Percent	74.7	14.0	11.2	84.6	15.4		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	7,783	1,555	1,246	10,584	92.5
Individual by Name Only	526	53	39	618	5.4
Title or Occupation Only	7			7	0.1
Company Name Only	36			36	0.3
Multicopy Same Addressee	200			200	1.8
Total Qualified Subscriptions	8,552	1,608	1,285	11,445	100.0
Total Qualified Circulation					

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,535	168	131	1,834
British Columbia	1,736	310	251	2,297
Manitoba	241	35	36	312
New Brunswick	151	18	13	182
Newfoundland/Labrador	120	21	27	168
Northwest Territories	23	8	6	37
Nova Scotia	192	33	30	255
Nunavut	3	2	2	7
Ontario	2,291	494	537	3,322
Prince Edward Island	14			14
Quebec	1,816	204	184	2,204
Saskatchewan	367	61	51	479
Yukon Territory	14	4	9	27
Canadian Unclassified				
Total Canada	8,503	1,358	1,277	11,138
United States	33	116	5	154
Military or Civilian Personnel Overseas				
International	16	134	3	153
Total International	49	250	8	307
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	8,552	1,608	1,285	11,445

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%.

Business Directories: Represent copies served to subscribers obtained from Info Canada and Canadian Oilfield Services & Supply Database.

Lists: Represent copies served to subscribers obtained from Info Canada and the Canadian Oilfield Services & Supply Database.

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 2018 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