

B2B Media

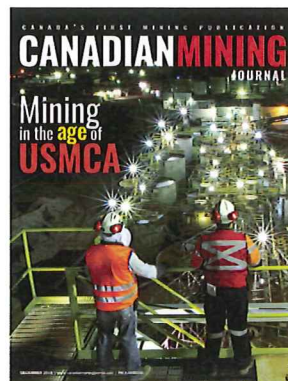
Publisher's Statement

6 months ended December 31, 2018

Subject to Audit

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		11,494
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		8,465
Qualified Nonpaid Individual - Digital		1,573
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		1,256
Total Qualified Nonpaid Individual		11,294
Qualified Nonpaid Multicopy Same Addressee - Print		200
Total Average Qualified Nonpaid Circulation		11,494

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	94
Nonqualified Market Coverage Copies - Digital	285
Nonqualified Market Coverage Copies - Print & Digital (Unduplicated)	26
Total Nonqualified Market Coverage Copies	405
Nonqualified Allocated for Shows & Conventions - Print	265
Total Nonqualified Allocated for Shows & Conventions	265
Nonqualified Miscellaneous, Including Staff Copies - Print	126
Total Nonqualified Miscellaneous, Including Staff Copies	126
Total Average Nonqualified Circulation	796

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
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

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	5	0.0	4		1	
	(b) Executives and head office personnel, including officers and directors, general managers, purchasing agents	3,341	28.7	2,835	285	221	
	(c) Operating management						
	(1) Mining - including mine managers; general, mine, underground and production superintendents; mine captains, mine foremen, shift bosses	552	4.7	346	122	84	
	(2) Processing - including mill, smelter, refinery, superintendents and foremen	67	0.6	26	26	15	
	(3) Plant - including plant mechanical, electrical maintenance and power superintendents; master mechanics	71	0.6	40	12	19	
2.	ENGINEERING AND RESEARCH (including consultants) Mine, ventilation, safety, survey, planning, efficiency, mill, metallurgical, mechanical and electrical engineers; research and development engineers	1,277	11.0	826	263	188	
3.	OTHER MINE AND MILL EMPLOYEES	21	0.2	9	7	5	
4.	EXPLORATION	855	7.3	421	263	171	
	Geologists, geophysicists, geochemists, assayers, field surveyors, field and exploration engineers, consulting exploration engineers, prospectors						
5.	MINING SERVICES	1,487	12.8	1,173	150	164	
	Contractors - mining, shaft, underground, diamond drilling blast hole drilling						
6.	OIL COMPANIES AND OIL DRILLING CONTRACTORS	447	3.8	374	51	22	
7.	MANUFACTURERS AND DISTRIBUTORS OF MACHINERY EQUIPMENT AND SUPPLIES	2,154	18.5	1,686	247	221	
8.	GOVERNMENT						
	(a) Government Departments (Geological and Mining)	134	1.2	46	50	38	
	(b) Other Government Departments	48	0.4	20	15	13	
9.	INSTITUTIONAL (including Libraries, Association, Financial Houses, Universities - Mining and Geological Faculties and Students)	138	1.2	74	34	30	
10.	Others Allied to the Field	1,055	9.1	667	103	85	200
	Total Qualified Circulation	11,652	100.0	8,547	1,628	1,277	200

AGE OF SOURCE ANALYSIS

Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	2,198	1,420	1,091	3,308	1,401		4,709	40.4
Written	60	10	24	82	12		94	0.8
Telecommunication	1,348	409	234	1,091	900		1,991	17.1
Internet and Email	790	1,001	833	2,135	489		2,624	22.5
Total Direct Request From Recipient's Company	1,873	204	182	2,125	134		2,259	19.4
Written	19			19			19	0.2
Telecommunication	1,825	198	180	2,072	131		2,203	18.9
Internet and Email	29	6	2	34	3		37	0.3
Total Communication Other Than Request	133	2	3	128	10		138	1.2
Written								
Telecommunication								
Internet and Email	133	2	3	128	10		138	1.2
Association								
Business Directories	4,511	1		4,350	162		4,512	38.7
Lists	5				5		5	0.0
Acquired Circulation								
Other Sources	27	1	1	22	7		29	0.3
Total Qualified Subscriptions	8,747	1,628	1,277	9,933	1,719		11,652	100.0
Percent	75.1	14.0	11.0	85.2	14.8		100.0	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	8,252	1,586	1,240	11,078	95.1
Individual by Name Only	254	42	37	333	2.9
Title or Occupation Only	7			7	0.1
Company Name Only	34			34	0.3
Multicopy Same Addressee	200			200	1.7
Total Qualified Subscriptions	8,747	1,628	1,277	11,652	100.0
Total Qualified Circulation	8,747	1,628	1,277	11,652	100.0

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	1,345	172	121	1,638
British Columbia	1,590	297	255	2,142
Manitoba	249	37	33	319
New Brunswick	146	19	14	179
Newfoundland/Labrador	115	22	27	164
Northwest Territories	17	8	6	31
Nova Scotia	192	31	29	252
Nunavut	6	2	2	10
Ontario	2,454	474	536	3,464
Prince Edward Island	16			16
Quebec	1,796	201	173	2,170
Saskatchewan	754	61	51	866
Yukon Territory	15	4	8	27
Canadian Unclassified				
TOTAL CANADA	8,695	1,328	1,255	11,278
United States	37	121	16	174
Military or Civilian Personnel Overseas	15	179	6	200
Other International				
Total International	52	300	22	374
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	8,747	1,628	1,277	11,652

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 and Canadian Oilfield Services & Supply Database.

Lists: 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 December 2018 issue.

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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