**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION**

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualified Nonpaid Individual - Print</td>
<td>8,465</td>
</tr>
<tr>
<td>Qualified Nonpaid Individual - Digital</td>
<td>1,573</td>
</tr>
<tr>
<td>Qualified Nonpaid Individual - Print &amp; Digital (Unduplicated)</td>
<td>1,256</td>
</tr>
<tr>
<td>Total Qualified Nonpaid Individual</td>
<td>11,294</td>
</tr>
<tr>
<td>Qualified Nonpaid Multi-copy Same Address - Print</td>
<td>200</td>
</tr>
<tr>
<td>Total Average Qualified Nonpaid Circulation</td>
<td>11,494</td>
</tr>
</tbody>
</table>

**AVERAGE NONQUALIFIED CIRCULATION**

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonqualified Market Coverage Copies - Print</td>
<td>94</td>
</tr>
<tr>
<td>Nonqualified Market Coverage Copies - Digital</td>
<td>265</td>
</tr>
<tr>
<td>Nonqualified Market Coverage Copies - Print &amp; Digital (Unduplicated)</td>
<td>26</td>
</tr>
<tr>
<td>Total Nonqualified Market Coverage Copies</td>
<td>405</td>
</tr>
<tr>
<td>Nonqualified Allocated for Shows &amp; Conventions - Print</td>
<td>265</td>
</tr>
<tr>
<td>Total Nonqualified Allocated for Shows &amp; Conventions</td>
<td>265</td>
</tr>
<tr>
<td>Nonqualified Miscellaneous, Including Staff Copies - Print</td>
<td>128</td>
</tr>
<tr>
<td>Total Nonqualified Miscellaneous, Including Staff Copies</td>
<td>128</td>
</tr>
<tr>
<td>Total Average Nonqualified Circulation</td>
<td>796</td>
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</tbody>
</table>

**CIRCULATION BY ISSUES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Qualified Nonpaid - Print</th>
<th>Qualified Nonpaid - Digital</th>
<th>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</th>
<th>Total Qualified Nonpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul/Aug</td>
<td>8,563</td>
<td>1,562</td>
<td>1,248</td>
<td>11,373</td>
</tr>
<tr>
<td>Sep</td>
<td>8,510</td>
<td>1,571</td>
<td>1,253</td>
<td>11,334</td>
</tr>
<tr>
<td>Oct</td>
<td>8,554</td>
<td>1,538</td>
<td>1,241</td>
<td>11,333</td>
</tr>
<tr>
<td>Nov</td>
<td>8,952</td>
<td>1,564</td>
<td>1,261</td>
<td>11,777</td>
</tr>
<tr>
<td>Dec</td>
<td>8,747</td>
<td>1,628</td>
<td>1,277</td>
<td>11,652</td>
</tr>
<tr>
<td>Classification by Business &amp; Industry</td>
<td>Total</td>
<td>%</td>
<td>Qualified Nonpaid - Print</td>
<td>Qualified Nonpaid - Digital (Unduplicated)</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-------</td>
<td>----</td>
<td>---------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>1. MINING COMPANIES:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Copies addressed to firm name only</td>
<td>5</td>
<td>0.0</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>(b) Executives and head office personnel, including officers and directors, general managers, purchasing agents</td>
<td>3,341</td>
<td>28.7</td>
<td>2,835</td>
<td>285</td>
</tr>
<tr>
<td>(c) Operating management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Mining - including mine managers; general, mine, underground and production superintendents; mine captains, mine foremen, shift bosses</td>
<td>552</td>
<td>4.7</td>
<td>346</td>
<td>122</td>
</tr>
<tr>
<td>(2) Processing - including mill, smelter, refinery, superintendents and foremen</td>
<td>67</td>
<td>0.6</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>(3) Plant - including plant mechanical, electrical maintenance and power superintendents; master mechanics</td>
<td>71</td>
<td>0.6</td>
<td>40</td>
<td>12</td>
</tr>
<tr>
<td>2. ENGINEERING AND RESEARCH (including consultants) Mine, ventilation, safety, survey, planning, efficiency, mill, metallurgical, mechanical and electrical engineers; research and development engineers</td>
<td>1,277</td>
<td>11.0</td>
<td>826</td>
<td>263</td>
</tr>
<tr>
<td>3. OTHER MINE AND MILL EMPLOYEES</td>
<td>21</td>
<td>0.2</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>4. EXPLORATION</td>
<td>855</td>
<td>7.3</td>
<td>421</td>
<td>263</td>
</tr>
<tr>
<td>Geologists, geophysicists, geochemists, assayers, field surveyors, field and exploration engineers, consulting exploration engineers, prospectors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. MINING SERVICES</td>
<td>1,487</td>
<td>12.8</td>
<td>1,173</td>
<td>150</td>
</tr>
<tr>
<td>Contractors - mining, shaft, underground, diamond drilling blast hole drilling</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. OIL COMPANIES AND OIL DRILLING CONTRACTORS</td>
<td>447</td>
<td>3.8</td>
<td>374</td>
<td>51</td>
</tr>
<tr>
<td>7. MANUFACTURERS AND DISTRIBUTORS OF MACHINERY EQUIPMENT AND SUPPLIES</td>
<td>2,154</td>
<td>18.5</td>
<td>1,686</td>
<td>247</td>
</tr>
<tr>
<td>8. GOVERNMENT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Government Departments (Geological and Mining)</td>
<td>134</td>
<td>1.2</td>
<td>46</td>
<td>50</td>
</tr>
<tr>
<td>(b) Other Government Departments</td>
<td>48</td>
<td>0.4</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>9. INSTITUTIONAL (including Libraries, Association, Financial Houses, Universities - Mining and Geological Faculties and Students)</td>
<td>138</td>
<td>1.2</td>
<td>74</td>
<td>34</td>
</tr>
<tr>
<td>10. Others Allied to the Field</td>
<td>1,055</td>
<td>9.1</td>
<td>667</td>
<td>103</td>
</tr>
<tr>
<td>Total Qualified Circulation</td>
<td>11,652</td>
<td>100.0</td>
<td>8,547</td>
<td>1,628</td>
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</table>
## AGE OF SOURCE ANALYSIS

<table>
<thead>
<tr>
<th>Source</th>
<th>Print</th>
<th>Digital</th>
<th>Print &amp; Digital (Unduplicated)</th>
<th>1 Year</th>
<th>2 Years</th>
<th>3 Years</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Direct Request From Recipient</td>
<td>2,198</td>
<td>1,420</td>
<td>1,091</td>
<td>3,308</td>
<td>1,401</td>
<td>4,709</td>
<td></td>
<td>40.4</td>
</tr>
<tr>
<td>Written</td>
<td>60</td>
<td>10</td>
<td>24</td>
<td>82</td>
<td>12</td>
<td>94</td>
<td></td>
<td>0.8</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>1,348</td>
<td>409</td>
<td>234</td>
<td>1,091</td>
<td>900</td>
<td>1,991</td>
<td></td>
<td>17.1</td>
</tr>
<tr>
<td>Internet and Email</td>
<td>790</td>
<td>1,001</td>
<td>833</td>
<td>2,135</td>
<td>489</td>
<td>2,624</td>
<td></td>
<td>22.5</td>
</tr>
<tr>
<td>Total Direct Request From Recipient's Company</td>
<td>1,873</td>
<td>204</td>
<td>182</td>
<td>2,125</td>
<td>134</td>
<td>2,259</td>
<td></td>
<td>19.4</td>
</tr>
<tr>
<td>Written</td>
<td>19</td>
<td></td>
<td>19</td>
<td></td>
<td></td>
<td>19</td>
<td></td>
<td>0.2</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>1,825</td>
<td>198</td>
<td>180</td>
<td>2,072</td>
<td>131</td>
<td>2,203</td>
<td></td>
<td>18.9</td>
</tr>
<tr>
<td>Internet and Email</td>
<td>29</td>
<td>6</td>
<td>2</td>
<td>34</td>
<td>3</td>
<td>37</td>
<td></td>
<td>0.3</td>
</tr>
<tr>
<td>Total Communication Other Than Request</td>
<td>133</td>
<td>2</td>
<td>3</td>
<td>128</td>
<td>10</td>
<td>138</td>
<td></td>
<td>1.2</td>
</tr>
<tr>
<td>Written</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecommunication</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet and Email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Qualified Subscriptions</td>
<td>8,747</td>
<td>1,628</td>
<td>1,277</td>
<td>9,933</td>
<td>1,719</td>
<td>11,652</td>
<td></td>
<td>100.0</td>
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</table>

## MAILING ADDRESS ANALYSIS

<table>
<thead>
<tr>
<th>Qualified Nonpaid - Print</th>
<th>Qualified Nonpaid - Digital</th>
<th>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</th>
<th>Total Qualified Nonpaid</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual by Name and Title and/or Occupation</td>
<td>8,252</td>
<td>1,586</td>
<td>1,240</td>
<td>11,078</td>
</tr>
<tr>
<td>Individual by Name Only</td>
<td>254</td>
<td>42</td>
<td>37</td>
<td>333</td>
</tr>
<tr>
<td>Title or Occupation Only</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Company Name Only</td>
<td>34</td>
<td></td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Multicopy Same Addressee</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Total Qualified Subscriptions</td>
<td>8,747</td>
<td>1,628</td>
<td>1,277</td>
<td>11,652</td>
</tr>
<tr>
<td>Total Qualified Circulation</td>
<td>8,747</td>
<td>1,628</td>
<td>1,277</td>
<td>11,652</td>
</tr>
</tbody>
</table>
## GEOGRAPHIC ANALYSIS

<table>
<thead>
<tr>
<th>Province</th>
<th>Qualified Nonpaid - Print</th>
<th>Qualified Nonpaid - Digital</th>
<th>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</th>
<th>Total Qualified Nonpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta</td>
<td>1,345</td>
<td>172</td>
<td>121</td>
<td>1,638</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1,590</td>
<td>287</td>
<td>255</td>
<td>2,142</td>
</tr>
<tr>
<td>Manitoba</td>
<td>249</td>
<td>37</td>
<td>33</td>
<td>319</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>146</td>
<td>19</td>
<td>14</td>
<td>179</td>
</tr>
<tr>
<td>Newfoundland/Labrador</td>
<td>115</td>
<td>22</td>
<td>27</td>
<td>164</td>
</tr>
<tr>
<td>Northwest Territories</td>
<td>17</td>
<td>6</td>
<td>6</td>
<td>31</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>192</td>
<td>31</td>
<td>29</td>
<td>252</td>
</tr>
<tr>
<td>Nunavut</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Ontario</td>
<td>2,454</td>
<td>474</td>
<td>536</td>
<td>3,464</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>16</td>
<td>4</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Quebec</td>
<td>1,796</td>
<td>201</td>
<td>173</td>
<td>2,170</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>754</td>
<td>61</td>
<td>51</td>
<td>865</td>
</tr>
<tr>
<td>Yukon Territory</td>
<td>15</td>
<td>4</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td><strong>Canadian Unclassified</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL CANADA</strong></td>
<td>8,695</td>
<td>1,328</td>
<td>1,255</td>
<td>11,278</td>
</tr>
<tr>
<td>United States</td>
<td>37</td>
<td>121</td>
<td>16</td>
<td>174</td>
</tr>
<tr>
<td>Military or Civilian Personnel Overseas</td>
<td>15</td>
<td>179</td>
<td>6</td>
<td>200</td>
</tr>
<tr>
<td><strong>Other International</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total International</strong></td>
<td>52</td>
<td>300</td>
<td>22</td>
<td>374</td>
</tr>
<tr>
<td>E-mail Address Only</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Other Unclassified</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>8,747</td>
<td>1,628</td>
<td>1,277</td>
<td>11,652</td>
</tr>
</tbody>
</table>

## 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 Address:** Represent copies distributed in bulk to Other Allied to the Field in quantities of 2 or more.

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**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.

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