

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2017

Subject to Audit

Field Served:

ELECTRICAL BUSINESS serves electrical contractors; utilities; basic industries and primary manufacturing; secondary manufacturing; manufacturers of electrical equipment, appliances; consulting engineers; architects; electrical distributors and wholesalers; government; institutions, commercial buildings and service industries; and other individuals and companies allied to the field as reported in Par. 3A.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION

20,352

1A AVERAGE QUALIFIED PAID CIRCULATION

None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	17,478	
Digital Only, See Par. 11(b)	196	
Print & Digital (Unduplicated), See Par. 11(c)	2,678	
Total Individual	20,352	
Total Average Qualified Nonpaid Circulation		20,352

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	165
Miscellaneous, Including Staff Copies, See Par. 11(d).	694
Total Average Nonqualified Circulation	859

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	20,385		17,505	183	2,697	20,385
Feb	20,357		17,481	182	2,694	20,357
Mar	20,343		17,465	186	2,692	20,343
Apr	20,318		17,448	187	2,683	20,318
May	20,315		17,443	189	2,683	20,315
Jun	20,391		17,525	246	2,620	20,391

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 2017 ISSUE IN WHICH:
 • QUALIFIED NONPAID CIRCULATION WAS 0.2% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Canada	Outside Canada
1. ELECTRICAL CONTRACTORS	12,907	63.3	11,646	53	1,208	12,900	7
2. UTILITIES (PUBLIC AND PRIVATELY OWNED)							
i) Electric Power Generation and Distribution	498	2.4	371	21	106	495	3
ii) Communications - Telephone, Telegraph, Radio and TV Stations	428	2.1	375	8	45	428	
iii) Transportation Operations - Railway, Urban Transit, Air Ways, Pipe Lines, Bus, Truck and Water Transport	56	0.3	41	1	14	56	
3. BASIC INDUSTRIES AND PRIMARY MANUFACTURING: Mining and Quarrying; Pulp and Paper; Iron and Steel; Oil and Gas Production; Metal Smelting and Refining	677	3.3	571	15	91	677	
4. SECONDARY MANUFACTURING (includes all others except Electrical)	1,651	8.1	1,359	41	251	1,651	
5. MANUFACTURERS OF ELECTRICAL EQUIPMENT, APPLIANCES	1,100	5.4	797	47	256	1,100	
6. CONSULTING ENGINEERS	1,228	6.0	940	30	258	1,227	1
7. ARCHITECTS	22	0.1	18	1	3	22	
8. ELECTRICAL DISTRIBUTORS AND WHOLESALERS	1,266	6.2	1,038	19	209	1,266	
9. GOVERNMENT (Other than Utilities)	113	0.6	44	2	67	113	
10. INSTITUTIONS COMMERCIAL BUILDING AND SERVICE INDUSTRIES: Universities, Schools, Banks, Hospitals, Stores, Office Buildings, Hotels, Apartments, Recreational Entertainment Services	299	1.5	209	6	84	298	1
11. OTHERS ALLIED TO THE FIELD	146	0.7	116	2	28	143	3
TOTAL QUALIFIED CIRCULATION	20,391	100.0	17,525	246	2,620	20,376	15

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	15,310	244	2,602	12,301	4,096	1,759	18,156	89.0
Direct request from recipient's company	225	2	18	221	24		245	1.2
Communication other than request								
Association								
Business Directories, See Par. 11(e)	1,977			1,977			1,977	9.7
Lists								
Acquired Circulation								
Other Sources, See Par. 11(f)	13			13			13	0.1
Total Qualified Nonpaid Circulation	17,525	246	2,620	14,512	4,120	1,759	20,391	100.0
Percent	86.0	1.2	12.8	71.2	20.2	8.6	100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							20,391	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Undupli- cated)
Individual by name and title and/or occupation	20,328	99.7	17,477	241	2,610
Individual by name only	45	0.2	30	5	10
Title or occupation only	4	0.0	4		
Company name only	14	0.1	14		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	20,391	100.0	17,525	246	2,620
Single Copy Sales					
Total Qualified Circulation	20,391				

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	3,157	42	339	3,538
British Columbia	2,336	31	345	2,712
Manitoba	479	5	76	560
New Brunswick	383	6	51	440
Newfoundland/Labrador	248	6	31	285
Northwest Territories	24		3	27
Nova Scotia	450	6	68	524
Nunavut	7		2	9
Ontario	7,336	109	1,199	8,644
Prince Edward Island	65		10	75
Quebec	2,429	33	398	2,860
Saskatchewan	579	5	88	672
Yukon Territory	25		5	30
Canadian Unclassified				
Total Canada	17,518	243	2,615	20,376
United States	7	2	5	14
Military or Civilian Personnel Overseas				
Other International		1		1
Total International	7	3	5	15
E-Mail Address Only				
Other Unclassified				
Grand Total	17,525	246	2,620	20,391

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

11 **EXPLANATORY**

(a) Print Only Individual subscriptions, averaging 17,478 copies per issue, represent copies served to individuals receiving the print version only of ELECTRICAL BUSINESS.

(b) Digital Only Individual subscriptions, averaging 196 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ELECTRICAL BUSINESS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print & Digital (Unduplicated) Individual subscriptions, averaging 2,678 copies per issue, represent copies served to individuals receiving both a print and digital version of ELECTRICAL BUSINESS. The digital version of ELECTRICAL BUSINESS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 530 copies per issue, served to advertisers and agencies.

(e) Business Directories represents copies served to subscribers obtained from recognized directories.

(f) Other Sources represent copies served to business names obtained from trade show attendees lists and to individuals in the field as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: titled and nontitled individuals within the Field Served.

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: Annex Publishing & Printing Inc.

URSZULA GRZYB

Circulation Manager

JOHN MacPHERSON

Publisher

Frequency: 10 times per year

Format: Standard

Established: 1964

AAM Member Since: 2016

Member No. 06-1383-6

CARD: 562

Published by:

Annex Business Media

80 Valleybrook Drive

North York, ON M3B 2S9

T: (416) 510-5248 • F: (416) 510-6875

www.ebmag.com

Publisher: John MacPherson

Editor: Anthony Capkun

06-1383-6

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

06/01/17