



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**



Field Served:

WOOD INDUSTRY serves Canada's secondary wood processing sector, including manufacturers and marketers, trainers and educators, and architects and designers of kitchen cabinets, home and office furniture, architectural millwork and all forms of value-added production involving solid wood and engineered wood products.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 14,191

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	_____

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	14,191	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation	_____	14,191

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(a)	567
Total Average Non-Qualified Circulation	567

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	16,044		16,044	332	14	May/June	13,236		13,236	70	12
Mar./Apr.	13,294		13,294	2,778	28				Total	3,180	54

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JANUARY/FEBRUARY 2011 ISSUE IN WHICH:
• QUALIFIED NON-PAID CIRCULATION WAS 13.1% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Canada	Outside Canada
WOOD PRODUCT MANUFACTURING				
11331-Logging.....	76	0.5	76	
321111-Sawmills.....	1,270	7.9	1,270	
321114-Wood Preservation.....	82	0.5	82	
321211-Hardwood, Veneer & Plywood Manufacturing.....	220	1.4	220	
321212-Softwood Veneer & Plywood Manufacturing.....	82	0.5	82	
321215-Structural Wood Product Manufacturing.....	485	3.0	485	
321911-Wood Window & Door Manufacturing.....	923	5.8	923	
321919-Other Millwork.....	1,097	6.8	1,097	
321920-Wood Container & Pallet Manufacturing.....	386	2.4	386	
321991-Manufactured Home (Mobile Home) Manufacturing.....	110	0.7	110	
321992-Prefabricated Wood Building Manufacturing.....	376	2.3	376	
321999-All Other Miscellaneous Wood product Manufacturing.....	1,059	6.6	1,059	
SUB-TOTAL.....	6,166	38.4	6,166	
FURNITURE MANUFACTURING				
337110-Wood Kitchen Cabinet & Countertop Manufacturing.....	2,994	18.7	2,994	
337121-Upholstered Household Furniture Manufacturing.....	457	2.9	457	
337123-Other Wood Household Furniture Manufacturing.....	1,064	6.6	1,064	
337126-Household Furniture (except Wood and Upholstered) Manufacturing.....	210	1.3	210	
337127-Institutional Furniture Manufacturing.....	299	1.9	299	
337213-Wood Office Furniture, Including Custom Architectural Woodwork.....	577	3.6	577	
337214-Office Furniture (except wood) Manufacturing.....	145	0.9	145	
337215-Showcase, Partition, Shelving, and Locker Manufacturing.....	717	4.5	717	
337910-Mattress Manufacturing.....	126	0.8	126	
337920-Blind and Shade Manufacturing.....	133	0.8	133	
SUB-TOTAL.....	6,722	42.0	6,722	
31-33-Other Manufacturing not included above.....	159	1.0	159	
ARCHITECTS, WHOLESALE & OTHER RELATED SECTORS				
416320-Lumber, Plywood and Millwork Wholesaler Distribution....	809	5.0	809	
541310-Architectural Services.....	1,196	7.5	1,196	
541330-Engineering Services.....	69	0.4	69	
610000-Education.....	143	0.9	143	
813910-Business Associations.....	23	0.1	23	
999999-Other.....	757	4.7	757	
SUB-TOTAL.....	2,997	18.7	2,997	
TOTAL QUALIFIED CIRCULATION.....	16,044	100.0	16,044	

Note: Canadian NAICS Code 2002 version used

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient:	4,996	958	798	6,752	42.1
Direct request from recipient's company:	3,861	379	426	4,666	29.1
Communication other than request:	2			2	0.0
Association					
Business Directories, See Par. 11(b)	3,273	792	559	4,624	28.8
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Non-Paid Circulation	12,132	2,129	1,783	16,044	100.0
Percent	75.6	13.3	11.1	100.0	
Paid Subscription Circulation					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				16,044	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	15,462	96.4		15,462
Individual by name only	582	3.6		582
Title or occupation only				
Company name only				
Multi-Copy Same Addressee				
Total Qualified Paid Subscription & Non-Paid Circulation	16,044	100.0		16,044
Single Copy Sales				
Total Qualified Circulation	16,044			

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GEOGRAPHIC ANALYSIS

Province	Total	%	Paid	Qualified Non-Paid
Newfoundland/Labrador	154	1.0		154
Nova Scotia	429	2.7		429
Prince Edward Island	71	0.4		71
New Brunswick	512	3.2		512
Quebec	4,293	26.8		4,293
Ontario	6,618	41.2		6,618
Manitoba	474	2.9		474
Saskatchewan	301	1.9		301
Alberta	1,105	6.9		1,105
British Columbia	2,065	12.9		2,065
Northwest Territories	4	0.0		4
Nunavut	1	0.0		1
Yukon Territory	16	0.1		16
Canadian Unclassified				
Total Canada	16,043	100.0		16,043
British Commonwealth				
United States	1	0.0		1
Military or Civilian Personnel Overseas				
Other International				
Total International	1	0.0		1
E-Mail Address only				
Other Unclassified				
Grand Total	16,044	100.0		16,044

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2011**

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**

Audit Cycle: December Ending.

- (a) Miscellaneous includes checking and promotion copies, averaging 25 copies per issue, served to advertisers and agencies.
- (b) Business Directories represent copies served to subscribers obtained from Scotts Directory and recognized directories.

Definition of Recipient Qualification:

Qualified recipients are: 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 Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: W.I. Media Inc.

ADRIAN HOLLAND

Circulation Director

KERRY KNUDSEN

Publisher

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