

BUSINESS PUBLICATION
Publisher's Statement
6 months ended June 30, 2016
Subject to Audit

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.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 14,608



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	11,545	
Digital Only, See Par. 11(b)	1,076	
Print & Digital (Unduplicated), See Par. 11(c)	1,987	
Total Individual	<u>14,608</u>	
Total Average Qualified Nonpaid Circulation		14,608

1C AVERAGE NONQUALIFIED CIRCULATION

Noncontinuous Market Coverage Copies	207
Miscellaneous, Including Staff Copies, See Par. 11(d)	<u>145</u>
Total Average Nonqualified Circulation	352

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	14,599		11,499	1,101	1,999	14,599
Mar/Apr	14,585		11,520	1,076	1,989	14,585
May/Jun	14,641		11,616	1,051	1,974	14,641

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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
WOOD PRODUCT MANUFACTURING							
113310-Logging.....	145	1.0	118	9	18	145	
321111-Sawmills.....	1,081	7.4	892	93	96	1,081	
321114-Wood Preservation.....	77	0.5	52	16	9	77	
321211-Hardwood, Veneer & Plywood Manufacturing.....	258	1.8	192	34	32	258	
321212-Softwood Veneer & Plywood Manufacturing.....	86	0.6	65	17	4	86	
321215-Structural Wood Product Manufacturing..	503	3.4	390	75	38	503	
321911-Wood Window & Door Manufacturing.....	866	5.9	709	86	71	866	
321919-Other Millwork.....	530	3.6	456	36	38	530	
321920-Wood Container & Pallet Manufacturing .	367	2.5	289	48	30	367	
321991-Manufactured Home (Mobile Home) Manufacturing.....	103	0.7	80	14	9	103	
321992-Prefabricated Wood Building Manufacturing.....	429	2.9	345	45	39	429	
321999-All Other Miscellaneous Wood product Manufacturing.....	466	3.2	364	49	53	466	
SUB-TOTAL.....	4,911	33.5	3,952	522	437	4,911	
FURNITURE MANUFACTURING							
337110-Wood Kitchen Cabinet & Countertop Manufacturing.....	3,549	24.2	2,915		634	3,549	
337121-Upholstered Household Furniture Manufacturing.....	296	2.0	248		48	296	
337123-Other Wood Household Furniture Manufacturing.....	767	5.2	662		105	767	
337126-Household Furniture (except Wood and Upholstered) Manufacturing.....	330	2.3	255		75	330	
337127-Institutional Furniture Manufacturing.....	364	2.5	274		90	364	
337213-Wood Office Furniture, Including Custom Architectural Woodwork.....	848	5.8	688	77	83	848	
337214-Office Furniture (except wood) Manufacturing.....	232	1.6	181	4	47	232	
337215-Showcase, Partition, Shelving, and Locker Manufacturing.....	568	3.9	445	68	55	568	
337910-Mattress Manufacturing.....	165	1.1	138	3	24	165	
337920-Blind and Shade Manufacturing.....	116	0.8	89	2	25	116	
SUB-TOTAL.....	7,235	49.4	5,895	154	1,186	7,235	
31-33-Other Manufacturing not included above ...	5	0.0	5			5	
ARCHITECTS, WHOLESALE & OTHER RELATED SECTORS							
416320-Lumber, Plywood and Millwork Wholesaler Distribution.....	1,179	8.1	835	170	174	1,179	
541310-Architectural Services.....	838	5.7	577	140	121	838	
541330-Engineering Services.....	158	1.1	113	29	16	158	
610000-Education.....	49	0.3	32	7	10	49	
813910-Business Associations.....	36	0.3	22	8	6	36	
Other.....	230	1.6	185	21	24	230	
SUB-TOTAL.....	2,490	17.1	1,764	375	351	2,490	
TOTAL QUALIFIED CIRCULATION.....	14,641	100.0	11,616	1,051	1,974	14,641	

Note: Canadian NAICS Code 2002 version used

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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	9,860	1,142	2,078	9,842	1,884	1,354	13,080	89.3	
Direct request from recipient's company									
Communication other than request									
Association									
Business Directories.....									
Lists, See Par. 11(e).....	1,561			1,561			1,561	10.7	
Acquired Circulation									
Other Sources									
Total Qualified Nonpaid Circulation	11,421	1,142	2,078	11,403	1,884	1,354	14,641	100.0	
Percent	78.0	7.8	14.2	77.9	12.9	9.2	100.0		
Paid Subscription Circulation.....									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							14,641		

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the November/December 2015 issue and projected against the totals for the May/June 2016 issue.

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MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	14,592	99.7	11,571	1,049	1,972
Individual by name only	49	0.3	45	2	2
Title or occupation only.....					
Company name only.....					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	14,641	100.0	11,616	1,051	1,974
Single Copy Sales					
Total Qualified Circulation	14,641				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Circulation
Alberta	879	59	131	1,069
British Columbia	1,566	135	241	1,942
Manitoba	366	30	48	444
New Brunswick	342	38	61	441
Newfoundland/Labrador	124	8	24	156
Northwest Territories	1	1		2
Nova Scotia	291	43	46	380
Nunavut				
Ontario	5,069	365	699	6,133
Prince Edward Island	47	8	6	61
Quebec	2,640	344	686	3,670
Saskatchewan	284	20	32	336
Yukon Territory	7			7
Canadian Unclassified				
Total Canada	11,616	1,051	1,974	14,641
United States				
Military or Civilian				
Personnel Overseas				
Other International				
Total International				
E-Mail Address Only				
Other Unclassified				
Grand Total	11,616	1,051	1,974	14,641

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

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) Print Only Individual subscriptions, averaging 11,545 copies per issue, represents copies served to individuals receiving the print version only of WOOD INDUSTRY.

(b) Digital Only Individual subscriptions, averaging 1,076 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of WOOD INDUSTRY is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) subscriptions, averaging 1,987 copies per issue, represents copies served to individuals who received both the print and digital version of WOOD INDUSTRY. The digital version of WOOD INDUSTRY is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 25 copies per issue, served to advertisers and agencies.

(e) Lists represent copies served to subscribers obtained from verified online sources and 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 Alliance for Audited Media's Bylaws and Rules.

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