

**BUSINESS PUBLICATION**  
**Publisher's Statement**  
6 months ended December 31, 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 14,328**



**1A AVERAGE QUALIFIED PAID CIRCULATION**

**1B AVERAGE QUALIFIED NONPAID CIRCULATION**

Print Only, See Par. 11(a) . . . . .	12,746
Digital Only, See Par. 11(b) . . . . .	709
Print & Digital (Unduplicated), See Par. 11(c) . . . . .	873
Total Individual . . . . .	14,328
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>	<b>14,328</b>

**1C AVERAGE NONQUALIFIED CIRCULATION**

Noncontinuous Market Coverage Copies . . . . .	184
Miscellaneous, Including Staff Copies, See Par. 11(d) . . . . .	58
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>242</b>

**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
Jul/Aug	14,406		12,555	768	1,083	14,406
Sep/Oct	14,297		12,804	691	802	14,297
Nov/Dec	14,281		12,878	669	734	14,281

**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
<b>WOOD PRODUCT MANUFACTURING</b>							
113310-Logging.....	117	0.8	109	3	5	117	
321111-Sawmills.....	832	5.8	758	26	48	832	
321114-Wood Preservation.....	63	0.4	58	4	1	63	
321211-Hardwood, Veneer & Plywood Manufacturing.....	244	1.7	213	18	13	244	
321212-Softwood Veneer & Plywood Manufacturing.....	79	0.6	75	4		79	
321215-Structural Wood Product Manufacturing..	601	4.2	540	37	24	601	
321911-Wood Window & Door Manufacturing.....	963	6.7	879	45	39	963	
321919-Other Millwork.....	529	3.7	492	26	11	529	
321920-Wood Container & Pallet Manufacturing..	400	2.8	364	19	17	400	
321991-Manufactured Home (Mobile Home) Manufacturing.....	113	0.8	107	4	2	113	
321992-Prefabricated Wood Building Manufacturing.....	550	3.9	506	25	19	550	
321999-All Other Miscellaneous Wood product Manufacturing.....	230	1.6	207	15	8	230	
<b>SUB-TOTAL.....</b>	<b>4,721</b>	<b>33.0</b>	<b>4,308</b>	<b>226</b>	<b>187</b>	<b>4,721</b>	
<b>FURNITURE MANUFACTURING</b>							
337110-Wood Kitchen Cabinet & Countertop Manufacturing.....	3,232	22.6	2,949	109	174	3,232	
337121-Upholstered Household Furniture Manufacturing.....	382	2.7	357	9	16	382	
337123-Other Wood Household Furniture Manufacturing.....	469	3.3	420	30	19	469	
337126-Household Furniture (except Wood and Upholstered) Manufacturing.....	484	3.4	433	21	30	484	
337127-Institutional Furniture Manufacturing.....	557	3.9	490	46	21	557	
337213-Wood Office Furniture, Including Custom Architectural Woodwork.....	946	6.6	853	58	35	946	
337214-Office Furniture (except wood) Manufacturing.....	287	2.0	253	12	22	287	
337215-Showcase, Partition, Shelving, and Locker Manufacturing.....	627	4.4	565	31	31	627	
337910-Mattress Manufacturing.....	164	1.1	152	7	5	164	
337920-Blind and Shade Manufacturing.....	90	0.6	81	3	6	90	
<b>SUB-TOTAL.....</b>	<b>7,238</b>	<b>50.7</b>	<b>6,553</b>	<b>326</b>	<b>359</b>	<b>7,238</b>	
31-33-Other Manufacturing not included above ...	57	0.4	52	1	4	57	
<b>ARCHITECTS, WHOLESALE &amp; OTHER RELATED SECTORS</b>							
416320-Lumber, Plywood and Millwork Wholesaler Distribution.....	1,201	8.4	1,047	57	97	1,201	
541310-Architectural Services.....	711	5.0	603	40	68	711	
541330-Engineering Services.....	138	1.0	117	10	11	138	
610000-Education.....	51	0.3	47	2	2	51	
813910-Business Associations.....	53	0.4	48	3	2	53	
Other.....	111	0.8	103	4	4	111	
<b>SUB-TOTAL.....</b>	<b>2,265</b>	<b>15.9</b>	<b>1,965</b>	<b>116</b>	<b>184</b>	<b>2,265</b>	
<b>TOTAL QUALIFIED CIRCULATION.....</b>	<b>14,281</b>	<b>100.0</b>	<b>12,878</b>	<b>669</b>	<b>734</b>	<b>14,281</b>	

Note: Canadian NAICS Code 2002 version used

**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 .....	10,678	487	734	10,695	590	614	11,899	83.3	
Direct request from recipient's company .....									
Communication other than request .....									
Association .....									
Business Directories.....									
Lists, See Par. 11(e).....	2,200	182		2,382			2,382	16.7	
Acquired Circulation .....									
Other Sources .....									
<b>Total Qualified Nonpaid Circulation .....</b>	<b>12,878</b>	<b>669</b>	<b>734</b>	<b>13,077</b>	<b>590</b>	<b>614</b>	<b>14,281</b>	<b>100.0</b>	
<b>Percent .....</b>	<b>90.2</b>	<b>4.7</b>	<b>5.1</b>	<b>91.6</b>	<b>4.1</b>	<b>4.3</b>	<b>100.0</b>		
Paid Subscription Circulation.....									
Paid Acquired Circulation .....									
Single Copy Sales .....									
<b>Total Qualified Circulation .....</b>							<b>14,281</b>		

**3C**

**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 .....	14,218	99.6	12,819	665	734
Individual by name only .....	62	0.4	58	4	
Title or occupation only.....					
Company name only.....	1	0.0	1		
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>14,281</b>	<b>100.0</b>	<b>12,878</b>	<b>669</b>	<b>734</b>
<b>Single Copy Sales .....</b>					
<b>Total Qualified Circulation .....</b>	<b>14,281</b>				

**4**

**GEOGRAPHIC ANALYSIS**

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Circulation
Alberta	1,162	51	44	1,257
British Columbia	1,698	78	85	1,861
Manitoba	378	20	20	418
New Brunswick	440	26	19	485
Newfoundland/Labrador	153	7	8	168
Northwest Territories	1	1		2
Nova Scotia	417	27	9	453
Nunavut				
Ontario	5,236	214	275	5,725
Prince Edward Island	78	3	1	82
Quebec	3,025	234	257	3,516
Saskatchewan	281	8	16	305
Yukon Territory	6			6
Canadian Unclassified	3			3
<b>Total Canada</b>	<b>12,878</b>	<b>669</b>	<b>734</b>	<b>14,281</b>
United States				
Military or Civilian				
Personnel Overseas				
Other International				
<b>Total International</b>				
E-Mail Address Only				
Other Unclassified				
<b>Grand Total</b>	<b>12,878</b>	<b>669</b>	<b>734</b>	<b>14,281</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended December 31, 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 12,746 copies per issue, represents copies served to individuals receiving the print version only of WOOD INDUSTRY.

(b) Digital Only Individual subscriptions, averaging 709 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 availability of each issue.

(c) Print and Digital (Unduplicated) subscriptions, averaging 873 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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**ADRIAN HOLLAND**  
Circulation Manager

**KERRY KNUDSEN**  
Publisher and Editor

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Box 84 Cheltenham

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T: (647) 274-0507 • F: (905) 998-0095

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