

BUSINESS PUBLICATION
Publisher's Statement
6 months ended June 30, 2017
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 14,167



1A	AVERAGE QUALIFIED PAID CIRCULATION		
1B	AVERAGE QUALIFIED NONPAID CIRCULATION		
	Print Only, See Par. 11(a)	12,953	
	Digital Only, See Par. 11(b)	518	
	Print & Digital (Unduplicated), See Par. 11(c)	696	
	Total Individual	<u>14,167</u>	
	Total Average Qualified Nonpaid Circulation		14,167

1C	AVERAGE NONQUALIFIED CIRCULATION		
	Noncontinuous Market Coverage Copies	195	
	Miscellaneous, Including Staff Copies, See Par. 11(d)	20	
	Total Average Nonqualified Circulation	<u>215</u>	

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/Feb	14,215		12,922	589	704	14,215
Mar/Apr	14,171		12,937	535	699	14,171
May/June	14,113		12,999	430	684	14,113

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Un-duplicated)	Canada	Outside Canada
WOOD PRODUCT MANUFACTURING							
113310-Logging.....	128	0.9	121	3	4	128	
321111-Sawmills.....	933	6.6	874	21	38	933	
321114-Wood Preservation.....	63	0.4	60	2	1	63	
321211-Hardwood, Veneer & Plywood Manufacturing.....	269	1.9	236	17	16	269	
321212-Softwood Veneer & Plywood Manufacturing.....	81	0.6	77	3	1	81	
321215-Structural Wood Product Manufacturing..	591	4.2	552	18	21	591	
321911-Wood Window & Door Manufacturing.....	915	6.5	861	21	33	915	
321919-Other Millwork.....	361	2.5	345	5	11	361	
321920-Wood Container & Pallet Manufacturing .	395	2.8	371	10	14	395	
321991-Manufactured Home (Mobile Home) Manufacturing.....	111	0.8	107	2	2	111	
321992-Prefabricated Wood Building Manufacturing.....	547	3.9	514	14	19	547	
321999-All Other Miscellaneous Wood product Manufacturing.....	291	2.1	276	6	9	291	
SUB-TOTAL.....	4,685	33.2	4,394	122	169	4,685	
FURNITURE MANUFACTURING							
337110-Wood Kitchen Cabinet & Countertop Manufacturing.....	3,071	21.8	2,836	78	157	3,071	
337121-Upholstered Household Furniture Manufacturing.....	323	2.3	302	6	15	323	
337123-Other Wood Household Furniture Manufacturing.....	368	2.6	340	8	20	368	
337126-Household Furniture (except Wood and Upholstered) Manufacturing.....	442	3.1	399	17	26	442	
337127-Institutional Furniture Manufacturing.....	475	3.4	433	24	18	475	
337213-Wood Office Furniture, Including Custom Architectural Woodwork.....	899	6.4	837	33	29	899	
337214-Office Furniture (except wood) Manufacturing.....	266	1.9	238	9	19	266	
337215-Showcase, Partition, Shelving, and Locker Manufacturing.....	621	4.4	578	19	24	621	
337910-Mattress Manufacturing.....	146	1.0	137	6	3	146	
337920-Blind and Shade Manufacturing.....	89	0.6	86	2	1	89	
SUB-TOTAL.....	6,700	47.5	6,186	202	312	6,700	
31-33-Other Manufacturing not included above ...	56	0.4	52		4	56	
ARCHITECTS, WHOLESALE & OTHER RELATED SECTORS							
416320-Lumber, Plywood and Millwork Wholesaler Distribution.....	1,244	8.8	1,097	49	98	1,244	
541310-Architectural Services.....	746	5.3	646	34	66	746	
541330-Engineering Services.....	157	1.1	137	10	10	157	
610000-Education.....	59	0.4	55	2	2	59	
813910-Business Associations.....	56	0.4	50	3	3	56	
Other.....	410	2.9	382	8	20	410	
SUB-TOTAL.....	2,672	18.9	2,367	106	199	2,672	
TOTAL QUALIFIED CIRCULATION.....	14,113	100.0	12,999	430	684	14,113	

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	10,778	313	684	10,569	583	607	11,759	83.3	
Direct request from recipient's company									
Communication other than request									
Association									
Business Directories, See Par. 11(e).....	2,221	117		2,354			2,354	16.7	
Lists									
Acquired Circulation									
Other Sources									
Total Qualified Nonpaid Circulation	12,999	430	684	12,923	583	607	14,113	100.0	
Percent	92.1	3.1	4.8	91.6	4.1	4.3	100.0		
Paid Subscription Circulation.....									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							14,113		

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the November/December 2016 issue and projected against the totals for the May/June 2017 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	14,000	99.2	12,891	425	684
Individual by name only	111	0.8	106	5	
Title or occupation only					
Company name only	2	0.0	2		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	14,113	100.0	12,999	430	684
Single Copy Sales					
Total Qualified Circulation	14,113				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Circulation
Alberta	1,151	37	37	1,225
British Columbia	1,802	51	77	1,930
Manitoba	413	10	18	441
New Brunswick	485	12	20	517
Newfoundland/Labrador	164	4	5	173
Northwest Territories	1	1		2
Nova Scotia	451	13	8	472
Nunavut				
Ontario	5,279	152	267	5,698
Prince Edward Island	85	1	1	87
Quebec	2,880	141	236	3,257
Saskatchewan	282	5	15	302
Yukon Territory	6			6
Canadian Unclassified		3		3
Total Canada	12,999	430	684	14,113
United States				
Military or Civilian Personnel Overseas				
Other International				
Total International				
E-Mail Address Only				
Other Unclassified				
Grand Total	12,999	430	684	14,113

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**

Audit Cycle: December Ending.

(a) Print Only Individual subscriptions, averaging 12,953 copies per issue, represents copies served to individuals receiving the print version only of WOOD INDUSTRY.

(b) Digital Only Individual subscriptions, averaging 518 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 696 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 20 copies per issue, served to advertisers and agencies.

(e) 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 Alliance for Audited Media's Bylaws and Rules.

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Box 84 Cheltenham

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T: (647) 274-0507 • F: (905) 998-0095

www.woodindustry.ca

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