

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

Field Served:
Occupational health, safety and environmental audience.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 11,167



1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Print Only, See Par. 11(a)	975	
	Digital Only, See Par. 11(b)	23	
	Print & Digital (Unduplicated), See Par. 11(c)	354	
	Total Individual	<u>1,352</u>	
	Sponsored Individually Addressed - Print Only, See Par. 11(d)	40	
	Sponsored Individually Addressed - Digital Only, See Par. 11(e)	21	
	Sponsored Individually Addressed - Print & Digital (Unduplicated), See Par. 11(f)	10	
	Total Sponsored Individually Addressed	<u>71</u>	
	Multi-Copy Same Addressee, Print Only, See Par. 11(g)	96	
	Multi-Copy Same Addressee - Print & Digital (Unduplicated), See Par. 11(h)	16	
	Total Multi-Copy Same Addressee	<u>112</u>	
	Total Average Qualified Paid Circulation		1,535

1B	AVERAGE QUALIFIED NONPAID CIRCULATION		
	Print Only, See Par. 11(a)	7,417	
	Digital Only, See Par. 11(b)	1,215	
	Print & Digital (Unduplicated), See Par. 11(c)	1,000	
	Total Individual	<u>9,632</u>	
	Total Average Qualified Nonpaid Circulation		9,632

1C	AVERAGE NONQUALIFIED CIRCULATION		
	Miscellaneous, Including Staff Copies, See Par. 11(i)	667	
	Total Average Nonqualified Circulation	<u>667</u>	

1D	AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS		
	None		

QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	11,479	1,173	42	416	1,631	7,600	1,252	996	9,848
Mar/Apr	11,446	1,130	42	389	1,561	7,663	1,225	997	9,885
May/Jun	10,580	1,034	47	335	1,416	6,988	1,168	1,008	9,164

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY/JUNE 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 7.8% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 4.9% LESS THAN THE PERIOD AVERAGE

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid & Qualified Nonpaid Print Only	Paid & Qualified Nonpaid Digital Only	Paid & Qualified Nonpaid Print & Digital (Unduplicated)
1. Agriculture and Related Service Industries.....	75	0.7	43	9	23
2. Mining, Quarrying, Forestry and Oil Well Industries	352	3.3	195	53	104
3. Manufacturing:					
a) Food and Beverage	351	3.3	286	29	36
b) Tobacco	1	0.0		1	
c) Rubber Products	38	0.4	24	11	3
d) Plastic Products	128	1.2	99	17	12
e) Leather and Allied Products	11	0.1	10	1	
f) Primary Textile.....	17	0.2	13	3	1
g) Textile Products	56	0.5	48	4	4
h) Clothing	26	0.2	18	3	5
i) Wood	107	1.0	84	9	14
j) Furniture and Fixtures.....	94	0.9	76	14	4
k) Paper and Allied Products	114	1.1	91	9	14
l) Printing, Publishing and Allied Products	96	0.9	76	14	6
m) Primary Metal	117	1.1	84	14	19
n) Fabricated Metal Products.....	399	3.8	322	52	25
o) Machinery	187	1.8	147	23	17
p) Transportation Equipment	147	1.4	115	15	17
q) Electrical and Electronic Products	184	1.7	131	25	28
r) Nonmetallic Mineral Products.....	62	0.6	54	6	2
s) Refined Petroleum	116	1.1	88	10	18
t) Chemical and Chemical Products	233	2.2	167	33	33
u) Other Manufacturing Industries	1,397	13.2	1,232	115	50
Total Manufacturing.....	3,881	36.7	3,165	408	308
4. Construction.....	980	9.3	697	102	181
5. Transportation and Storage	467	4.4	323	65	79
6. Communications and Other Utilities	286	2.7	224	33	29
7. Wholesale Trade.....	331	3.1	268	38	25
8. Finance and Insurance	63	0.6	43	10	10
9. Retail Trade	109	1.0	72	14	23
10. Business Service	513	4.9	365	74	74
11. Real Estate Operators and Insurance Agents	40	0.4	24	10	6
12. Government	1,629	15.4	1,204	198	227
13. Educational	340	3.2	226	39	75
14. Health and Social Services.....	357	3.4	234	50	73
15. Accommodation, Food and Beverage Service	66	0.6	44	14	8
16. Others Allied to the Field	1,091	10.3	895	98	98
Other Paid Circulation					
Subscriptions					
Single Copy Sales					
Total Qualified Circulation	10,580	100.0	8,022	1,215	1,343

SUPPLEMENTAL ANALYSIS

Classification by Job Title	Total	%	Paid & Qualified Nonpaid Print Only	Paid & Qualified Nonpaid Digital Only	Paid & Qualified Nonpaid Print & Digital (Unduplicated)
1. SAFETY includes: Health + Safety Managers, Health + Safety Directors, Safety Officers, Safety Specialists, Safety Representatives (includes Occupational + Environmental), Safety Engineers, Safety Advisors, Fire + Security Officers, Nurses, Human Resources Managers, Loss Prevention Personnel, Other related Safety and HR Titles.....	4,531	42.8	3,294	547	690
2. EXECUTIVE/ADMINISTRATIVE includes: Presidents, Vice Presidents, Owners, Directors, General Managers, Personnel Managers, Office Managers, Administrative Assistants, Administrative Managers, and other related Administrative Titles	3,814	36.1	2,998	438	378
3. PLANT/PRODUCTION/FACILITIES includes: Plant Managers, Operations Managers, Production Managers, Facilities Managers and Foremen/Supervisor/Facility Personnel.....	696	6.6	498	97	101
4. ENGINEERING/MAINTENANCE includes: Engineers, Technical Managers, Quality Control Managers, Quality Control Supervisors, Maintenance Managers, Maintenance Supervisors, Technicians, Designers and Chemists.....	211	2.0	138	39	34
5. PURCHASING/MATERIALS/TRANSPORTATION includes: Purchasing Managers, Buyers, Materials Managers, Traffic Managers, Logistics Managers, Distribution Managers, Purchasing Supervisors, Materials Supervisors and Transportation Supervisors.....	117	1.1	86	15	16
6. OTHER Titles or No Job Title	1,211	11.4	1,008	79	124
Total Qualified Circulation	10,580	100.0	8,022	1,215	1,343

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Paid Subscription Circulation	1,034	47	335	570	551	295	1,416	13.4
Percent	73.0	3.3	23.7	40.3	38.9	20.8	100.0	
Qualified Nonpaid Circulation:								
Direct request from recipient	5,865	1,137	996	3,113	4,156	729	7,998	75.6
Direct request from recipient's company	497	31	12	8	465	67	540	5.1
Communication other than request								
Association								
Business Directories, See Par. 11(j)	626				626		626	5.9
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	6,988	1,168	1,008	3,121	5,247	796	9,164	100.0
Percent	76.3	12.7	11.0	34.0	57.3	8.7	100.0	
Single Copy Sales								
Total Qualified Circulation							10,580	

MAILING ADDRESS ANALYSIS

	Total	%	Paid & Qualified Nonpaid Print Only	Paid & Qualified Nonpaid Digital Only	Paid & Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	9,708	91.8	7,212	1,192	1,304
Individual by name only	719	6.8	663	23	33
Title or occupation only	55	0.5	53		2
Company name only	83	0.8	83		
Multi-Copy Same Addressee	15	0.1	11		4
Total Qualified Paid Subscription & Nonpaid Circulation.	10,580	100.0	8,022	1,215	1,343
Single Copy Sales					
Total Qualified Circulation	10,580				

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GEOGRAPHIC ANALYSIS

Province	Paid & Qualified Nonpaid Print Only	Paid & Qualified Nonpaid Digital Only	Paid & Qualified Nonpaid Print & Digital (Unduplicated)	Total Paid & Qualified Nonpaid
Alberta	972	168	300	1,440
British Columbia	712	98	93	903
Manitoba	371	45	43	459
New Brunswick	141	25	25	191
Newfoundland/Labrador	183	59	47	289
Northwest Territories	17	2	3	22
Nova Scotia	174	33	39	246
Nunavut	16	2		18
Ontario	4,321	657	678	5,656
Prince Edward Island	15	4	3	22
Quebec	805	92	54	951
Saskatchewan	276	25	53	354
Yukon Territory	11	2	2	15
Canadian Unclassified				
Total Canada	8,014	1,212	1,340	10,566
United States				
Military or Civilian				
Personnel Overseas	4	2	3	9
Other International	4	1		5
Total International	8	3	3	14
E-Mail Address Only				
Other Unclassified				
Grand Total	8,022	1,215	1,343	10,580

**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

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

11 EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 975 qualified paid copies per issue and 7,417 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of OHS CANADA.

(b) Digital Only Individual subscriptions, averaging 23 qualified paid copies per issue and 1,215 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of OHS CANADA 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 and Digital (Unduplicated) Individual subscriptions, averaging 354 qualified paid copies per issue and 1,000 qualified nonpaid copies per issue, represent copies served to individuals receiving the print and digital version of OHS CANADA. The digital version of OHS CANADA 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) Sponsored Individually Addressed - Print Only subscriptions, averaging 40 copies per issue, represent copies sold in quantities of 2 to 75 to business concerns receiving the print version only of OHS CANADA. Copies were mailed to names and addresses furnished by the purchaser.

(e) Sponsored Individually Addressed - Digital Only subscriptions, averaging 21 copies per issue, represent copies sold in quantities of 2 to 75 to business concerns receiving the digital version of OHS CANADA. The digital version of OHS CANADA 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.

(f) Sponsored Individually Addressed - Print and Digital (Unduplicated) subscriptions, averaging 10 copies per issue, represent copies sold in quantities of 2 to 75 to business concerns receiving the print and digital version of OHS CANADA. Copies were mailed to names and addresses furnished by the purchaser. The digital version of OHS CANADA 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.

(g) Multi-Copy Same Addressee - Print Only subscriptions, averaging 96 copies per issue, represent copies sold in quantities of 2 to 75 to individuals and business concerns receiving the print version only of OHS CANADA. Copies were mailed by publisher in bulk to purchaser for distribution.

(h) Multi-Copy Same Addressee - Print and Digital (Unduplicated) subscriptions, averaging 16 copies per issue, represent copies sold in quantities of 2 to 75 to individuals and business concerns receiving the print and digital version of OHS CANADA. Copies were mailed by publisher in bulk to purchaser for distribution. The digital version of OHS CANADA 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.

(i) Miscellaneous includes checking and promotion copies, averaging 159 copies per issue, served to advertisers and agencies.

(j) Business Directories represent copies served to subscribers obtained from recognized agencies.

Definition of Recipient Qualification:

Qualified recipients are: health, safety and environmental managers, industrial hygienists, occupational physicians, nurses, professional engineers, plant managers, purchasing agents, personnel and human resources vice presidents, directors and managers, union leaders, loss control managers, senior management and other professionals concerned with health, safety and environment in Canadian Business and Industry.

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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