

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011  
(Including Unit Data)**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None  
Established: 1995  
Issues Per Year: 6



**FIELD SERVED**

Retailers, Wholesalers, and Manufacturers of Hardware, Building Supplies, Kitchen and Bath, Paint and Decorating, Lawn and Garden, home improvement contractors, home builders and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include titled and untitled individuals allied to the field served.

**DEFINITION OF A UNIT**

A Unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	82
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	281
<b>TOTAL</b>	<b>396</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,712	100.0	14,712	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,712</b>	<b>100.0</b>	<b>14,712</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
September _____	237	234	14,703
October _____	101	112	14,714
December _____	8,643	8,649	14,720
<b>TOTAL</b>	<b>8,981</b>	<b>8,995</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF DECEMBER 2011****This issue is 0.1% or 11 copies above the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED			CANADA		OUTSIDE CANADA	
	Copies	Percent of Total	Units	Units	Copies	Units	Copies
1. Hardware Retailers _____	3,656	24.8	3,159	3,140	3,636	19	20
2. Department and Chain Stores (Hardware Departments) _____	198	1.4	179	179	198	-	-
4. Building Supply Dealers _____	5,063	34.4	4,324	4,306	5,045	18	18
5. General Stores _____	453	3.1	409	407	451	2	2
6. Paint and Wallpaper Retailers _____	875	6.0	820	805	859	15	16
9. Lawn and Garden Retailers _____	379	2.6	343	343	379	-	-
10. Kitchen and Bath Retailers _____	35	0.2	27	26	34	1	1
12. Home Improvement Contractors _____	640	4.3	457	456	639	1	1
13. Hardware Wholesalers and their Salesmen _____	565	3.8	425	422	562	3	3
14. Lumber and Building Supply Wholesalers and their Salesmen _____	825	5.6	665	657	817	8	8
15. Hardware, Building Materials Manufacturers and their Salesmen _____	1,233	8.4	769	724	1,188	45	45
16. Others Allied to the Field, including Schools, Libraries, Government Associations _____	623	4.2	467	445	599	22	24
<b>SUBTOTAL</b>	<b>14,545</b>	<b>98.8</b>	<b>12,044</b>	<b>11,910</b>	<b>14,407</b>	<b>134</b>	<b>138</b>
<b>Additional classification reported beyond the standard of classification</b>							
Home Builders _____	175	1.2	174	174	175	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,720</b>	<b>100.0</b>	<b>12,218</b>	<b>12,084</b>	<b>14,582</b>	<b>134</b>	<b>138</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
<b>I. TOTAL - Direct Request:</b> _____	<b>1,071</b>	<b>305</b>	<b>230</b>	<b>1,606</b>	<b>10.9</b>
a. Written _____	283	145	145	573	3.9
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	788	160	85	1,033	7.0
<b>II. TOTAL - Request from recipient's company:</b> _____	<b>2,715</b>	<b>187</b>	<b>86</b>	<b>2,988</b>	<b>20.3</b>
a. Written _____	-	10	14	24	0.2
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	2,715	177	72	2,964	20.1
<b>III. TOTAL - Membership Benefit:</b> _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b> _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>7,912</b>	<b>1,919</b>	<b>295</b>	<b>10,126</b>	<b>68.8</b>
*Association rosters and directories _____	1,263	955	184	2,402	16.3
*Business directories _____	5,891	-	-	5,891	40.0
*Manufacturer's, distributor's and wholesaler's lists _____	676	959	98	1,733	11.8
*Other sources _____	82	5	13	100	0.7
<b>VI. TOTAL - Single Copy Sales:</b> _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,698</b>	<b>2,411</b>	<b>611</b>	<b>14,720</b>	<b>100.0</b>
<b>PERCENT</b>	<b>79.5</b>	<b>16.4</b>	<b>4.1</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF DECEMBER 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	11,154	75.8
Individuals by name only _____	2,275	15.5
Titles or functions only _____	1,284	8.7
Company names only _____	7	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,720</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2011**

Province	Units Covered	Qualified Copies Covered	Total Qualified	Percent
Newfoundland and Labrador _____	314	337	337	2.3
Prince Edward Island _____	64	69	69	0.5
Nova Scotia _____	420	460	460	3.1
New Brunswick _____	396	437	437	3.0
Quebec _____	2113	2366	2,366	16.1
Ontario _____	4779	6527	6,527	44.3
Manitoba _____	559	614	614	4.2
Saskatchewan _____	662	720	720	4.9
Alberta, N.W.T. and Nunavut _____	1273	1390	1,390	9.4
B.C. and Yukon _____	1504	1662	1,662	11.3
<b>TOTAL FOR CANADA</b>	<b>12084</b>	<b>14582</b>	<b>14,582</b>	<b>99.1</b>
United States _____	133	137	137	0.9
Other Foreign _____	1	1	1	-
<b>TOTAL UNITED STATES</b>	<b>134</b>	<b>138</b>	<b>138</b>	<b>0.9</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12218</b>	<b>14720</b>	<b>14,720</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*
Total Audit Average Qualified: _	14,718	14,652	14,679	14,774	14,742	14,712
Qualified Non-Paid: _____	14,718	14,652	14,679	14,774	14,742	14,712
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	**NC	**NC	**NC	**NC	**NC	**NC

\* **NOTE: July 2011 – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\* NC = None Claimed.

#### ADDITIONAL DATA

##### PARAGRAPH 3B:

Association rosters and directories include 6 sources of circulation for quantities of 152 copies or 1.0% to 1026 copies or 6.9%.

Business directories include 3 sources of circulation for quantities of 59 copies or 0.4% to 4329 copies or 29.4%, including Dun & Bradstreet and Toronto Board of Trade complete file replacement.

Manufacturer's, distributor's and wholesaler's lists include 15 sources of circulation for quantities of 32 copies or 0.2% to 177 copies or 1.2%.

Other sources include 2 sources of circulation for quantities of 43 copies or 0.3% to 57 copies or 0.4%.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Cathy McKerchar, VP Circulation

Dante Piccinin, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 30, 2012

City Toronto

Province Ontario

Received by BPA Worldwide January 30, 2012

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