

B2B Media

Publisher's Statement

6 months ended December 31, 2022

Subject to Audit

Field Served:

Hardware Retailers, Department & Chain Stores (Hardware Departments)
Building Supply Dealers, General Stores, Paint, Glass & Wallpaper
Retailers, Lawn and Garden Retailers, Kitchen and Bath Retailers, Home
Improvement Contractor, Hardware Wholesalers and their Salesmen,
Lumber & Building Supply Wholesalers and their Salesmen, Hardware,
Building Materials Manufacturers and their Salesmen, Others Allied to the
Field.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		13,459
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		13,459
Total Average Qualified Nonpaid Circulation		13,459

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	28
Nonqualified Miscellaneous, Including Staff Copies - Print	413
Total Average Nonqualified Circulation	441

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Sep		13,459
Oct/Nov		13,459
Dec		13,460

BUSINESS/OCCUPATIONAL ANALYSIS			
Classification by Business & Industry		Qualified Nonpaid - Print	%
1.	Hardware Retailers	2,876	21.4
2.	Building Supply Dealers	5,879	43.7
3.	General Merchandise Retailers including Co-ops	83	0.6
4.	Specialty Retailers including Paint, Glass, Wallpaper, Blinds, Furniture and other Home Specialties	3,137	23.3
5.	Lawn & Garden Retailers including Nurseries	20	0.1
6.	Home Improvement Services & Contractors	115	0.9
7.	Manufacturers & Distributors	1,321	9.8
8.	Others Allied to the Field Served	29	0.2
Total Qualified Circulation		13,460	100.0

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	360	264	121	745	5.5
Written	4	2	2	8	0.1
Telecommunication					
Internet and Email	356	262	119	737	5.5
Total Direct Request From Recipient's Company	1,968	647	185	2,800	20.8
Written	100		5	105	0.8
Telecommunication					
Internet and Email	1,868	647	180	2,695	20.0
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories	7,499	315	114	7,928	58.9
Lists	401	551	85	1,037	7.7
Acquired Circulation					
Other Sources	625	137	188	950	7.1
Total Qualified Subscriptions	10,853	1,914	693	13,460	100.0
Percent	80.6	14.2	5.1	100.0	

GEOGRAPHIC ANALYSIS	
Province	Qualified Nonpaid - Print
Alberta	1,466
British Columbia	2,040
Manitoba	546
New Brunswick	419
Newfoundland/Labrador	346
Northwest Territories	25
Nova Scotia	463
Nunavut	12
Ontario	4,867
Prince Edward Island	75
Quebec	2,626
Saskatchewan	536
Yukon Territory	26
Canadian Unclassified	
TOTAL CANADA	13,447
United States	12
Military or Civilian Personnel Overseas	1
Other International	
Total International	13
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	13,460

NOTES

Definition of Recipient Qualification:

Qualified recipients are: titled and untitled individuals at Hardware Retailers, Building Supply Dealers, General Stores, Home Specialty Retailers and Contractors, Hardware, Lumber & Building Supply Wholesalers and Manufacturers and Others Allied to the Field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the Dec issue.

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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