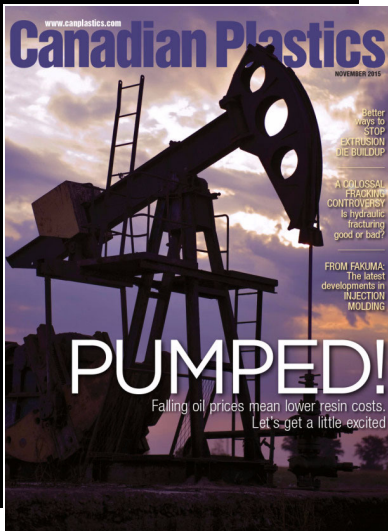


Canadian Plastics

Field Served:

Companies, Government Agencies, Consulting Engineers and Architects and Design Engineers engaged in Supply, Manufacture, Conversion and Specification of Plastics, plus users and potential users of plastic products in other manufacturing industries.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION **10,222**



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	7,816
Digital Only, See Par. 11(b)	1,466
Print & Digital (Unduplicated), See Par. 11(c)	940
Total Individual.	10,222
Total Average Qualified Nonpaid Circulation	10,222

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated for shows & conventions	17
Miscellaneous, Including Staff Copies - Print Only	386
Miscellaneous, Including Staff Copies - Digital Only	153
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	24
Total Miscellaneous, Including Staff Copies, See Par. 11(d)	563
Total Average Nonqualified Circulation	580

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2015 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Sept.	10,210		7,793	1,471	946	10,210
Oct.	10,227		7,835	1,451	941	10,227
Nov.	10,229		7,821	1,475	933	10,229
Directory*	10,215		7,794	1,492	929	10,215

*Special Issue - circulation not included in averages shown in Par. 1.

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
1. PLASTICS INDUSTRY (Plastics Processors including Custom, Captive and Proprietary Shops)					
*Manufacturers and Distributors of Raw Material, Molding and Extruding Compounds, Chemicals, Colorants, Stabilizers and Reinforcements	256	2.5	166	46	44
*Manufacturers and Distributors of Machinery and Equipment. Molders	255	2.5	159	54	42
a) Injection Molders	1,990	19.4	1,502	278	210
b) Rotational Molders	98	1.0	65	22	11
c) Blow Molders	354	3.5	272	46	36
d) Other Molders.....	225	2.2	203	12	10
Sub-Total Molders	2,667	26.1	2,042	358	267
Extruders					
a) Film Extruders	428	4.2	339	61	28
b) Pipe/Profile Extruders.....	557	5.4	432	73	52
c) Other Extruders	279	2.7	205	41	33
Sub-Total Extruders	1,264	12.3	976	175	113
Reinforced Processors.....	38	0.4	34	2	2
Vacuum and Sheet Formers	151	1.5	110	21	20
Fabricators	484	4.7	372	80	32
Converters.....	263	2.6	202	33	28
Laminators.....	41	0.4	29	8	4
Calenderers and Embossers	5	0.0	5		
Mold, Tool and Die Makers.....	497	4.9	390	67	40
Miscellaneous Processors	612	6.0	492	75	45
Total Plastics Industry	6,533	63.9	4,977	919	637
2. MANUFACTURING INDUSTRIES - MARKETS FOR PLASTICS					
Major Group 1 - FOOD AND BEVERAGE INDUSTRIES including meat processors, dairy factories, process cheese, breakfast cereal manufacturers, bakeries, and miscellaneous food industry	182	1.8	151	20	11
Major Group 2 - TOBACCO PRODUCTS INDUSTRIES	9	0.1	8		01
Major Group 3 - RUBBER INDUSTRIES including rubber footwear manufacturers, and other rubber industries	329	3.2	258	42	29
Major Group 4 - LEATHER INDUSTRIES including shoe factories, luggage, handbag and small leather goods manufacturers	38	0.4	33	5	
Major Groups 5, 6, 7 - TEXTILE, KNITTING AND CLOTHING INDUSTRIES.....	72	0.7	59	9	4
Major Group 8 - WOOD INDUSTRIES including wooden box factories, coffin and casket industries and miscellaneous wood industries	74	0.7	61	8	5
Major Group 9 - FURNITURE AND FIXTURE INDUSTRIES including household furniture, office furniture, other furniture industries, and electric lamp and shade industries.....	62	0.6	50	8	4
Major Groups 10, 11 - PAPER, PRINTING AND ALLIED INDUSTRIES including paper box and bag manufacturers, and other paper converters.....	108	1.1	87	16	5
Major Group 12 - PRIMARY METAL INDUSTRIES including steel pipe and tube mills, metal rolling, casting and extruding.	61	0.6	42	12	7

BUSINESS/OCCUPATIONAL ANALYSIS (Continued)

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Major Group 13 - METAL FABRICATING INDUSTRIES (EXCEPT MACHINERY AND TRANSPORTATION EQUIPMENT INDUSTRIES), including metal stamping, pressing and coating industries, wire and wire products, hardware, tool and cutlery manufacturers, and miscellaneous.....	234	2.3	187	35	12
Major Group 14 - MACHINERY INDUSTRIES (EXCEPT ELECTRICAL MACHINERY) including agricultural implement industries, miscellaneous machinery and equipment, commercial refrigeration and air conditioning equipment, office and store machinery manufacturer.....	189	1.8	146	31	12
Major Group 15 - TRANSPORTATION EQUIPMENT INDUSTRIES including aircraft parts, motor vehicles, truck body and trailer, motor vehicle parts and accessories, boat building and repair, and miscellaneous vehicle manufacturers.....	208	2.0	154	34	20
Major Group 16 - ELECTRICAL PRODUCTS INDUSTRIES including manufacturers of small electrical appliances, major appliances, household radio and television receivers, communications equipment, electrical industrial equipment, battery, electric wire and cable, and miscellaneous electrical products manufacturers.....	151	1.5	105	33	13
Major Group 17 - NONMETALLIC MINERAL PRODUCTS INDUSTRIES including clay products, glass and glass products and other nonmetallic mineral products industries.....	57	0.5	51	5	1
Major Group 18 - PETROLEUM AND COAL PRODUCTS INDUSTRIES.....	49	0.5	46	3	
Major Group 19 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES including explosives and ammunition, mixed fertilizers, pharmaceuticals, soap and cleaning compounds and toilet preparations manufacturers.....	317	3.1	245	54	18
Major Group 20 - MISCELLANEOUS MANUFACTURING AND OTHER MANUFACTURING INDUSTRIES including jewelry and silverware, broom, brush and mop, sporting goods and toys, signs and displays, and miscellaneous manufacturing industries.....	660	6.4	538	80	42
Total Markets For Plastics	2,800	27.3	2,221	395	184
3. ARCHITECTS, PROFESSIONAL DESIGNERS, CONSULTANTS, GOVERNMENT OFFICIALS.....	254	2.5	159	56	39
4. MERCHANDISERS, WHOLESALERS AND JOBBERS.....	294	2.9	203	50	41
5. OTHERS ALLIED TO THE FIELD.....	348	3.4	261	55	32
Other Paid Circulation					
Subscriptions.....					
Single Copy Sales					
Total Qualified Circulation	10,229	100.0	7,821	1,475	933

*These classifications are comprised entirely of manufacturers.

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Classification by Title			
	Management	Production and Plant Operation	Engineering	Research, Development and Technology
1. PLASTICS INDUSTRY (Plastics Processors including Custom, Captive and Proprietary Shops)				
*Manufacturers and Distributors of Raw Material, Molding and Extruding Compounds, Chemicals, Colorants, Stabilizers, and Reinforcements	97	42	15	33
*Manufacturers and Distributors of Machinery and Equipment.....	112	31	44	11
Molders				
a) Injection Molders	764	538	253	166
b) Rotational Molders.....	58	21	5	3
c) Blow Molders.....	131	109	38	23
d) Other Molders.....	126	33	12	12
Sub-Total Molders.....	1,079	701	308	204
Extruders				
a) Film Extruders	187	105	39	34
b) Pipe/Profile Extruders.....	262	154	43	43
c) Other Extruders	124	75	30	20
Sub-Total Extruders	573	334	112	97
Reinforced Processors.....	18	7	6	1
Vacuum and Sheet Formers.....	89	34	7	7
Fabricators	258	97	41	30
Converters.....	136	63	13	16
Laminators	21	08	3	4
Calenderers and Embossers	4	1		
Mold, Tool and Die Makers.....	294	70	63	9
Miscellaneous Processors	399	92	25	24
Total Plastics Industry.....	3,080	1,480	637	436
2. MANUFACTURING INDUSTRIES - MARKETS FOR PLASTICS				
Food and Beverage Industries	86	28	11	7
Tobacco Products Industries.....	9			
Rubber Industries.....	198	58	21	16
Leather Industries	27	7		
Textile, Knitting and Clothing Industries	38	20	4	3
Wood Industries.....	55	15		3
Furniture and Fixture Industries	40	14	1	1
Paper, Printing and Allied Industries	71	25		5
Primary Metal Industries.....	28	12	7	2
Metal Fabricating Industries.....	133	45	22	6
Machinery Industries (except Electrical).....	125	17	25	5
Transportation Equipment Industries	94	29	39	10
Electrical Products Industries	58	32	33	13
Nonmetallic Mineral Products Industries	36	10	5	
Petroleum and Coal Products Industries.....	26	9	2	3
Chemical and Chemical Products Industries.....	193	49	16	15
Miscellaneous Manufacturing Industries.....	371	128	56	34
Total Markets For Plastics	1,588	498	242	123
3. ARCHITECTS, PROFESSIONAL DESIGNERS, CONSULTANTS, AND GOVERNMENT OFFICIALS.....	150	15	41	19
4. MERCHANDISERS, WHOLESALERS AND JOBBERS	191	25	1	5
5. OTHERS ALLIED TO THE FIELD.....	150	55	26	35
Other Paid Circulation				
Subscriptions.....				
Single Copy Sales				
Total Qualified Circulation	5,159	2,073	947	618

*These classifications are comprised entirely of manufacturers.

Classification by Title			
Purchasing	Sales and Marketing	Other Personnel	Total
11	48	10	256
9	36	12	255
100	115	54	1,990
5	4	2	98
16	25	12	354
9	25	8	225
130	169	76	2,667
24	28	11	428
15	35	5	557
10	13	7	279
49	76	23	1,264
1	5		38
8	4	2	151
21	26	11	484
16	16	3	263
	5		41
			5
22	23	16	497
21	32	19	612
288	440	172	6,533
45	1	4	182
			9
17	14	5	329
3		1	38
5	2		72
1			74
5		1	62
4	1	2	108
5	4	3	61
15	11	2	234
6	7	4	189
25	9	2	208
7	6	2	151
3	2	1	57
2	3	4	49
24	19	1	317
40	21	10	660
207	100	42	2,800
2	6	21	254
19	49	4	294
6	31	45	348
522	626	284	10,229

SUPPLEMENTAL DATA

JOB TITLES	TOTAL QUALIFIED	%
1. MANAGEMENT including President, Owners, Proprietors, Managing Directors, Vice President n.e.c., General Managers, Secretary - Treasurers, Controllers, Managers n.e.c.	5,159	50.4
2. PRODUCTION AND PLANT OPERATION including: Vice Presidents or Directors of Manufacturing, Production or Operations; Production Manager, Plant Manager, General Superintendent, Superintendents and Managers of Molding, Extruding; Maintenance Superintendents/Managers, Quality Control Managers, Other Production Personnel	2,073	20.3
3. ENGINEERING including: Vice President Engineering, Chief Engineer, Manager of Engineering Production, Design Engineer, Plant Engineer Other Engineering Personnel	947	9.3
4. RESEARCH, DEVELOPMENT AND TECHNOLOGY including: Vice President Research, Development and Technology; Technical Director, Manager of Research and Development, Chief Chemist, Chiefs of Laboratories, Other Research and Technical Personnel....	618	6.0
5. PURCHASING including: Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel	522	5.1
6. SALES AND MARKETING including: Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel	626	6.1
7. OTHER QUALIFIED PERSONNEL, N.E.C.	284	2.8
Total Qualified Circulation	10,229	100.0

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:									
Total Direct request from recipient:	7,085	1,337	845	7,463	1,423	381	9,267	90.6	
Written	112	21	14	104	28	16	148	1.5	
Telecommunication	5,288	998	630	5,540	1,081	295	6,916	67.6	
Internet and E-mail	1,685	318	201	1,819	314	70	2,203	21.5	
Total Direct request from recipient's company:	347	65	41	363	67	23	453	4.5	
Written	4	1		3	1	1	5	0.1	
Telecommunication	336	63	40	353	64	22	439	4.3	
Internet and E-mail	7	1	1	7	2		9	0.1	
Total Communication other than request:	11	2	1	1	3	10	14	0.1	
Written									
Telecommunication	9	2	1	1	3	8	12	0.1	
Internet and E-mail	2					2	2	0.0	
Association									
Business Directories, See Par. 11(e)	180	34	22	204	5	27	236	2.3	
Lists, See Par. 11(f)	198	37	24	6	253		259	2.5	
Acquired Circulation									
Other Sources									
Total Qualified Nonpaid Circulation	7,821	1,475	933	8,037	1,751	441	10,229	100.0	
Percent	76.5	14.4	9.1	78.6	17.1	4.3	100.0		
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							10,229		

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the June 2015 issue and projected against the totals for the November 2015 issue.

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2015**

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	10,163	99.3	7,760	1,471	932
Individual by name only	53	0.5	48	4	1
Title or occupation only	7	0.1	7		
Company name only	6	0.1	6		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	10,229	100.0	7,821	1,475	933
Single Copy Sales					
Total Qualified Circulation	10,229				

4 GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Circulation
Alberta	284	47	34	365
British Columbia	366	76	37	479
Manitoba	143	25	14	182
New Brunswick	78	18	14	110
Newfoundland/Labrador	16	3	2	21
Northwest Territories				
Nova Scotia	78	14	4	96
Nunavut				
Ontario	4,365	852	565	5,782
Prince Edward Island	3	1		4
Quebec	2,419	397	260	3,076
Saskatchewan	51	16	3	70
Yukon Territory	1			1
Canadian Unclassified				
Total Canada	7,804	1,449	933	10,186
United States	15	17		32
Military or Civilian Personnel Overseas	2	9		11
Other International				
Total International	17	26		43
E-Mail Address Only				
Other Unclassified				
Grand Total	7,821	1,475	933	10,229

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: June Ending.

(a) Print Only Individual subscriptions, averaging 7,816 copies per issue, represent copies served to individuals receiving the print version only of CANADIAN PLASTICS.

(b) Digital Only Individual subscriptions, averaging 1,466 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of CANADIAN PLASTICS is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 940 copies per issue, represent copies served to individuals receiving both a print and digital version of CANADIAN PLASTICS. The digital version of CANADIAN PLASTICS is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 202 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from recognized directories.

(f) Lists represent copies served to subscribers obtained from recognized lists.

Definition of Recipient Qualification:

Qualified recipients are: Management, Production and Design people in custom, in-plant and proprietary plastics processing operations, Materials specifiers in Consulting Engineering and Architectural firms, Design Engineers and Purchasing Agents in manufacturing industries that use or could use plastics products in their manufacturing operation. Includes copies addressed to Company Name only, and Educational Institutions and Associations allied to the field.

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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