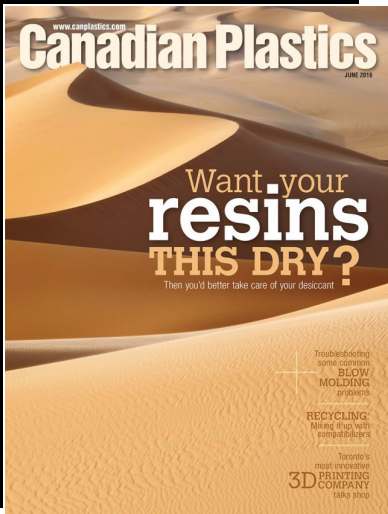


Canadian Plastics

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 10,202



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	7,706	
Digital Only, See Par. 11(b)	1,544	
Print & Digital (Unduplicated), See Par. 11(c)	952	
Total Individual.	10,202	
Total Average Qualified Nonpaid Circulation		10,202

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated for shows & conventions		
Miscellaneous, Including Staff Copies - Print Only	442	
Miscellaneous, Including Staff Copies - Digital Only	227	
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	37	
Total Miscellaneous, Including Staff Copies, See Par. 11(d)	706	
Total Average Nonqualified Circulation		706

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb	10,211		7,757	1,514	940	10,211
Mar	10,182		7,618	1,602	962	10,182
Jun	10,214		7,742	1,516	956	10,214

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	255	2.5	162	46	47
*Manufacturers and Distributors of Machinery and Equipment. Molders	260	2.5	166	53	41
a) Injection Molders	1,790	17.5	1,323	263	204
b) Rotational Molders	93	0.9	60	22	11
c) Blow Molders	310	3.1	238	40	32
d) Other Molders.....	162	1.6	137	17	8
Sub-Total Molders	2,355	23.1	1,758	342	255
Extruders					
a) Film Extruders	368	3.6	272	60	36
b) Pipe/Profile Extruders.....	513	5.0	394	68	51
c) Other Extruders	239	2.4	169	42	28
Sub-Total Extruders	1,120	11.0	835	170	115
Reinforced Processors.....	43	0.4	38	4	1
Vacuum and Sheet Formers	136	1.3	98	21	17
Fabricators	520	5.2	400	88	32
Converters.....	265	2.6	200	43	22
Laminators.....	59	0.6	46	8	5
Calenderers and Embossers	3	0.0	2		1
Mold, Tool and Die Makers.....	555	5.4	455	59	41
Miscellaneous Processors	1,085	10.6	948	72	65
Total Plastics Industry	6,656	65.2	5,108	906	642
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	177	1.7	149	17	11
Major Group 2 - TOBACCO PRODUCTS INDUSTRIES	8	0.1	6		2
Major Group 3 - RUBBER INDUSTRIES including rubber footwear manufacturers, and other rubber industries	329	3.2	248	53	28
Major Group 4 - LEATHER INDUSTRIES including shoe factories, luggage, handbag and small leather goods manufacturers	32	0.3	31	1	
Major Groups 5, 6, 7 - TEXTILE, KNITTING AND CLOTHING INDUSTRIES.....	69	0.7	54	11	4
Major Group 8 - WOOD INDUSTRIES including wooden box factories, coffin and casket industries and miscellaneous wood industries	69	0.7	52	11	6
Major Group 9 - FURNITURE AND FIXTURE INDUSTRIES including household furniture, office furniture, other furniture industries, and electric lamp and shade industries.....	58	0.6	48	7	3
Major Groups 10, 11 - PAPER, PRINTING AND ALLIED INDUSTRIES including paper box and bag manufacturers, and other paper converters.....	107	1.0	83	19	5
Major Group 12 - PRIMARY METAL INDUSTRIES including steel pipe and tube mills, metal rolling, casting and extruding.	61	0.6	42	13	6

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.....	231	2.3	182	36	13
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	183	1.8	137	33	13
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.....	200	2.0	141	40	19
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	142	1.4	91	38	13
Major Group 17 - NONMETALLIC MINERAL PRODUCTS INDUSTRIES including clay products, glass and glass products and other nonmetallic mineral products industries.....	62	0.6	53	7	2
Major Group 18 - PETROLEUM AND COAL PRODUCTS INDUSTRIES.....	40	0.4	34	5	1
Major Group 19 - CHEMICAL AND CHEMICAL PRODUCTS INDUSTRIES including explosives and ammunition, mixed fertilizers, pharmaceuticals, soap and cleaning compounds and toilet preparations manufacturers	321	3.1	236	61	24
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	638	6.2	493	94	51
Total Markets For Plastics	2,727	26.7	2,080	446	201
3. ARCHITECTS, PROFESSIONAL DESIGNERS, CONSULTANTS, GOVERNMENT OFFICIALS.....	259	2.5	155	62	42
4. MERCHANDISERS, WHOLESALERS AND JOBBERS.....	294	2.9	198	54	42
5. OTHERS ALLIED TO THE FIELD.....	278	2.7	201	48	29
Other Paid Circulation					
Subscriptions.....					
Single Copy Sales					
Total Qualified Circulation	10,214	100.0	7,742	1,516	956

*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	101	43	16	33
*Manufacturers and Distributors of Machinery and Equipment.....	122	32	41	14
Molders				
a) Injection Molders	739	479	222	139
b) Rotational Molders	54	22	4	3
c) Blow Molders	127	91	29	21
d) Other Molders.....	93	30	10	10
Sub-Total Molders.....	1,013	622	265	173
Extruders				
a) Film Extruders	171	91	29	31
b) Pipe/Profile Extruders.....	248	143	40	36
c) Other Extruders	110	66	26	13
Sub-Total Extruders	529	300	95	80
Reinforced Processors.....	29	6	5	1
Vacuum and Sheet Formers	81	26	9	8
Fabricators	298	106	37	29
Converters.....	138	64	15	15
Laminators	41	6	3	5
Calenderers and Embossers	2			1
Mold, Tool and Die Makers.....	376	66	56	10
Miscellaneous Processors	903	91	22	22
Total Plastics Industry.....	3,633	1,362	564	391
2. MANUFACTURING INDUSTRIES - MARKETS FOR PLASTICS				
Food and Beverage Industries	87	27	12	7
Tobacco Products Industries.....	8			
Rubber Industries.....	196	56	22	20
Leather Industries	24	6		
Textile, Knitting and Clothing Industries	34	21	5	2
Wood Industries.....	47	17		4
Furniture and Fixture Industries	36	13	2	1
Paper, Printing and Allied Industries	71	27		5
Primary Metal Industries.....	32	9	8	2
Metal Fabricating Industries.....	130	47	24	6
Machinery Industries (except Electrical).....	122	17	25	6
Transportation Equipment Industries.....	91	31	33	9
Electrical Products Industries	60	29	28	12
Nonmetallic Mineral Products Industries	38	11	5	2
Petroleum and Coal Products Industries.....	24	6	2	3
Chemical and Chemical Products Industries.....	189	51	17	18
Miscellaneous Manufacturing Industries.....	351	122	58	37
Total Markets For Plastics	1,540	490	241	134
3. ARCHITECTS, PROFESSIONAL DESIGNERS, CONSULTANTS, AND GOVERNMENT OFFICIALS.....	156	14	41	18
4. MERCHANDISERS, WHOLESALERS AND JOBBERS	190	27	2	3
5. OTHERS ALLIED TO THE FIELD.....	129	40	15	28
Other Paid Circulation				
Subscriptions.....				
Single Copy Sales				
Total Qualified Circulation	5,648	1,933	863	574

*These classifications are comprised entirely of manufacturers.

Classification by Title			
Purchasing	Sales and Marketing	Other Personnel	Total
12	45	5	255
8	40	3	260
92	97	22	1,790
4	6		93
13	25	4	310
6	12	1	162
115	140	27	2,355
20	24	2	368
15	30	1	513
10	12	2	239
45	66	5	1,120
	2		43
8	4		136
19	27	4	520
16	14	3	265
	3	1	59
			3
20	19	8	555
15	27	5	1,085
258	387	61	6,656
42	1	1	177
			8
15	18	2	329
2			32
5	2		69
1			69
5	1		58
1	2	1	107
5	4	1	61
14	8	2	231
6	7		183
25	10	1	200
7	6		142
4	2		62
1	3	1	40
25	20	1	321
37	26	7	638
195	110	17	2,727
4	9	17	259
21	48	3	294
2	28	36	278
480	582	134	10,214

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.	5,648	55.3
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	1,933	18.9
3. ENGINEERING including: Vice President Engineering, Chief Engineer, Manager of Engineering Production, Design Engineer, Plant Engineer Other Engineering Personnel	863	8.5
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....	574	5.6
5. PURCHASING including: Vice President Purchasing, Purchasing Agent, Purchasing Manager, Buyer, Procurement Manager, Other Purchasing Personnel	480	4.7
6. SALES AND MARKETING including: Vice President Sales and Marketing, Sales Manager, Marketing Manager, Other Sales and Marketing Personnel	582	5.7
7. OTHER QUALIFIED PERSONNEL, N.E.C.	134	1.3
Total Qualified Circulation	10,214	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:	6,411	1,475	921	6,379	1,694	734	8,807	86.2
Written	55	1	2	21	17	20	58	0.6
Telecommunication	5,293	1,016	474	4,947	1,345	491	6,783	66.4
Internet and E-mail	1,063	458	445	1,411	332	223	1,966	19.2
Total Direct request from recipient's company:	641	40	21	331	275	96	702	6.9
Written	4			1	2	1	4	
Telecommunication	608	39	19	303	271	92	666	6.5
Internet and E-mail	29	1	2	27	2	3	32	0.4
Total Communication other than request:	1				1		1	0.0
Written								
Telecommunication	1				1		1	0.0
Internet and E-mail								
Association								
Business Directories, See Par. 11(e)	688	1	14	703			703	6.9
Lists								
Acquired Circulation								
Other Sources, See Par. 11(f)	1					1	1	0.0
Total Qualified Nonpaid Circulation	7,742	1,516	956	7,413	1,970	831	10,214	100.0
Percent	75.8	14.8	9.4	72.6	19.3	8.1	100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							10,214	

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

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	10,171	99.6	7,705	1,512	954
Individual by name only	30	0.3	24	4	2
Title or occupation only	12	0.1	12		
Company name only	1	0.0	1		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	10,214	100.0	7,742	1,516	956
Single Copy Sales					
Total Qualified Circulation	10,214				

4

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Circulation
Alberta	337	41	35	413
British Columbia	410	69	36	515
Manitoba	152	25	15	192
New Brunswick	80	17	13	110
Newfoundland/Labrador	17	3	2	22
Northwest Territories				
Nova Scotia	79	18	6	103
Nunavut				
Ontario	4,278	819	561	5,658
Prince Edward Island	6	1		7
Quebec	2,313	483	283	3,079
Saskatchewan	53	16	3	72
Yukon Territory	1			1
Canadian Unclassified				
Total Canada	7,726	1,492	954	10,172
United States	14	15	2	31
Military or Civilian Personnel Overseas				
Other International	2	9		11
Total International	16	24	2	42
E-Mail Address Only				
Other Unclassified				
Grand Total	7,742	1,516	956	10,214

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 7,706 copies per issue, represent copies served to individuals receiving the print version only of CANADIAN PLASTICS.

(b) Digital Only Individual subscriptions, averaging 1,544 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 952 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 198 copies per issue, served to advertisers and agencies.

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

(f) Other Sources represent copies served to business names obtained from trade show attendees lists and to individuals in the field as selected by the publisher.

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.

Parent Company: Annex Publishing & Printing Inc.

ANITA MADDEN

Circulation Manager

GREG PALIOURAS

Publisher

Frequency: 7 times per year

Format: Standard

Established: 1943

AAM Member Since: 2002

Member No. 06-1380-7

CARD: 680

Published by:

Annex Publishing & Printing Inc.

80 Valleybrook Drive

Toronto, ON M3B 2S9

T: (416) 510-5124 • F: (416) 510-5134

www.canplastics.com

Publisher: Greg Paliouras

Editor: Mark Stephen

06-1380-7

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

06/01/16