

PLANT

Field Served:

PLANT serves manufacturing and processing industries in Canada.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 28,151



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	19,606	
Digital Only, See Par. 11(b)	5,119	
Print & Digital (Unduplicated), See Par. 11(c)	3,426	
Total Individual	<u>28,151</u>	
Total Average Qualified Nonpaid Circulation		28,151

1C AVERAGE NONQUALIFIED CIRCULATION

Miscellaneous, Including Staff Copies - Print Only	541	
Miscellaneous, Including Staff Copies - Digital Only	2,670	
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	<u>21</u>	
Total Miscellaneous, Including Staff Copies, See Par. 11(d)	3,232	
Total Average Nonqualified Circulation		3,232

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	27,844		18,974	5,656	3,214	27,844
Mar	28,172		19,042	5,528	3,602	28,172
Apr	28,091		19,190	5,462	3,439	28,091
May/June	28,495		21,218	3,827	3,450	28,495

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Canada	Outside Canada	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
1. Executive Management	12,919	45.3	12,918	1	10,125	1,179	1,615
2. Administrative Management:							
(a) Administrative	1,231	4.3	1,230	1	842	217	172
(b) Financial	259	0.9	259		178	33	48
(c) Sales and Marketing	737	2.6	735	2	460	123	154
(d) Human Resources	87	0.3	87		46	26	15
(e) Information Services	54	0.2	54		33	09	12
Sub-Total Administrative Management	2,368	8.3	2,365	3	1,559	408	401
3. Maintenance Management/Engineering	1,281	4.5	1,281		866	243	172
4. Purchasing	1,503	5.3	1,503		1,139	279	85
5. Plant/Production Operations:							
(a) Plant Operations	4,653	16.3	4,653		3,552	564	537
(b) Production Operations	2,036	7.2	2,036		1,514	289	233
Sub-Total Plant/Production Operations	6,689	23.5	6,689		5,066	853	770
6. Engineering:							
(a) Plant Engineering	993	3.5	993		716	197	80
(b) Technicians, Technologists	621	2.2	621		417	145	59
(c) Engineering Titles n.e.c.	766	2.7	766		493	190	83
Sub-Total Engineering	2,380	8.4	2,380		1,626	532	222
7. Materials Management	70	0.2	70		49	17	4
8. Logistics	58	0.2	58		38	14	6
9. Design Engineering/Research Development:							
(a) Design Engineering	359	1.3	359		227	100	32
(b) Research and Development	176	0.6	176		106	39	31
(c) Quality Control/Testing	176	0.6	176		113	47	16
Sub-Total Design/Engineering/Research Development	711	2.5	711		446	186	79
10. Transportation and Distribution	25	0.1	25		11	8	6
11. Storage and Warehousing	63	0.2	63		45	14	4
12. Other Qualified Personnel n.e.c.	428	1.5	421	7	248	94	86
Other Paid Circulation							
Subscriptions							
Single Copy Sales							
Total Qualified Circulation	28,495	100.0	28,484	11	21,218	3,827	3,450

SUPPLEMENTAL ANALYSIS

Classification by Business Industry	Qualified Nonpaid			Canada			Outside Canada			Qualified Nonpaid Print Only		Qualified Nonpaid Digital Only		Qualified Nonpaid Print & Digital (Unclassified)		Classification by Employee Size													
	Units	Copies	%	Units	Copies		Units	Copies		Units	Copies	Units	Copies	Units	Copies	1-19	20-49	50-99	100-199	200-499	500-999	1,000 Plus	Size Unknown						
Agriculture, Forestry, Fishing, Milling and Construction.....	603	749	2.6	603	749					583	125	41	262	289	109	135	64	84	52	70	44	62	19	44	13	17	40	48	
Manufacturing:																													
Food & Kindred Products Mfg.....	1,507	1,868	6.6	1,507	1,868					1,427	175	266	345	390	249	298	220	292	194	254	124	202	23	43	20	31	332	358	
Tobacco Products Mfg.....	6	10	0.0	6	10					6	4	8	2	3	3	4	2	1	1	1	3	5	2	3	5	7	63	73	
Textile Industries Mfg.....	247	313	1.1	247	313					256	42	15	77	83	42	62	29	42	23	35	11	15	2	3	5	7	48	51	
Apparel & Other Finished Prods Mfg.....	205	230	0.8	205	230					179	31	20	54	59	36	40	29	33	20	25	11	12	2	2	3	5	4	194	
Lumber & Wood Prods (except Furniture) Mfg.....	833	1,043	3.7	833	1,043					798	131	114	201	223	171	201	119	160	87	139	65	104	10	19	2	3	178	194	
Furniture & Fixtures Mfg.....	1,055	1,311	4.6	1,054	1,310			1		1,059	122	130	412	454	169	223	98	136	74	122	47	94	8	12	4	9	243	261	
Paper & Allied Products Mfg.....	397	620	2.2	397	620					459	94	67	65	74	62	83	59	95	78	130	60	133	14	32	5	10	54	63	
Printing & Publishing Industries Mfg.....	1,056	1,196	4.2	1,056	1,194					955	119	122	378	414	127	161	92	115	45	58	40	53	9	12	9	12	365	383	
Chemical & Allied Products Mfg.....	798	1,030	3.6	798	1,030					745	124	161	249	294	160	209	111	153	53	80	38	74	10	21	9	16	168	183	
Petroleum Refining & Related Industries Mfg.....	210	254	0.9	210	254					184	45	25	78	86	34	44	23	34	25	34	14	19	8	8	9	10	19	19	
Rubber & Plastic Industries Mfg.....	1,012	1,430	5.0	1,012	1,430					1,036	222	172	253	307	271	357	158	245	122	194	58	111	11	22	11	22	128	172	
Leather & Leather Products Mfg.....	46	57	0.2	46	57					46	8	3	11	12	15	18	4	5	4	9	1	1	3	7	1	1	140	156	
Stone, Clay, Glass & Concrete Prods Mfg.....	657	798	2.8	657	798					636	95	67	234	255	120	148	73	101	62	88	24	42	3	3	9	26	98	116	
Primary Metal Industries Mfg.....	723	998	3.5	722	997			1		776	141	81	255	296	127	168	98	153	77	130	46	83	13	26	9	26	98	116	
Fabricated Metal Products Mfg.....	3,711	4,957	17.4	3,711	4,957					3,680	605	672	1,499	1,717	801	1,094	418	659	273	496	155	314	37	73	19	38	509	566	
Industrial/Commercial Machinery/Computer Equip Mfg.....	2,092	2,806	9.8	2,092	2,806					2,082	365	359	816	955	456	669	234	385	132	247	65	91	14	26	6	9	369	424	
Electronic & Electrical Equip & Components Mfg.....	1,445	1,928	6.8	1,445	1,928					1,378	267	283	504	593	265	365	178	262	115	202	63	131	17	29	13	24	290	322	
Transportation Equipment Ind Mfg.....	818	1,193	4.2	818	1,193					827	183	183	236	271	138	181	87	137	74	123	87	180	29	68	35	70	132	163	
Measuring, Analyzing Equip etc Mfg.....	342	442	1.6	341	441			1		343	69	30	152	180	76	102	35	50	25	36	17	24	24	18	5	8	21	24	
Miscellaneous Manufacturing.....	449	509	1.8	449	509					293	67	149	197	210	99	121	56	66	31	36	13	17	5	5	7	8	41	46	
Sub-Total Manufacturing.....	17,609	22,993	80.7	17,606	22,988			3		17,165	2,909	2,919	6,018	6,876	3,418	4,544	2,121	3,123	1,515	2,439	942	1,705	226	427	160	292	3,209	3,587	
Transportation, Communications, Electric, Gas and Sanitary Services.....	1,099	1,161	4.1	1,099	1,161					997	94	70	227	237	100	117	53	63	33	35	20	27	8	10	20	30	638	642	
Motor Freight Transportation and Warehousing.....	145	150	0.5	145	150					131	11	8	33	33	18	18	6	8	4	6	2	2	2	2	2	2	2	78	78
Retail Trade.....	1,246	1,474	5.2	1,246	1,474					1,056	264	154	729	826	218	272	119	155	67	91	38	49	5	6	3	3	68	72	
Finance/Insurance/Real Estate Industries	145	158	0.6	145	158					109	34	15	90	95	22	25	13	13	4	6	6	6	2	2	2	2	8	9	
Other Service Industries.....	950	1,063	3.7	949	1,059					58	15	13	42	44	9	9	6	6	7	9	6	6	1	1	1	4	4	6	
Engineering and Architectural Services.....	288	318	1.1	288	318			1		755	175	133	527	554	173	202	65	79	58	76	37	48	10	12	16	19	64	73	
Government (Fed/Prov/Municipal).....	187	206	0.7	187	206					182	94	42	151	157	53	56	23	28	14	20	13	17	7	9	5	6	22	25	
Others Allied to the Field.....	125	138	0.5	125	136					53	64	21	28	29	15	17	4	4	4	5	1	1	1	1	1	3	3	7	7
Total Qualified Circulation.....	22,478	28,495	100.0	22,474	28,484			4		21,218	3,827	3,450	8,148	9,182	4,169	5,430	2,493	3,583	1,778	2,779	1,137	1,955	292	527	251	410	4,210	4,629	

3B

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:								
Direct request from recipient	17,370	3,750	2,973	20,467	3,626		24,093	84.6
Direct request from recipient's company	321	48	14	275	108		383	1.3
Communication other than request	1			1			1	
Association								
Business Directories, See Par. 11(e).....	3,172	29	462	3,663			3,663	12.9
Lists, See Par. 11(f)	354		1	355			355	1.2
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	21,218	3,827	3,450	24,761	3,734		28,495	100.0
Percent	74.5	13.4	12.1	86.9	13.1		100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							28,495	

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	28,454	99.9	21,188	3,820	3,446
Individual by name only	26	0.1	20	2	4
Title or occupation only	13	0.0	8	5	
Company name only	2	0.0	2		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	28,495	100.0	21,218	3,827	3,450
Single Copy Sales					
Total Qualified Circulation	28,495				

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GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	1,906	280	261	2,447	2,071
British Columbia	2,087	293	301	2,681	2,274
Manitoba	649	99	116	864	701
New Brunswick	511	95	75	681	513
Newfoundland/Labrador	188	25	22	235	198
Northwest Territories	15	1	1	17	17
Nova Scotia	497	116	72	685	537
Nunavut	2			2	2
Ontario	9,656	1,717	1,571	12,944	10,039
Prince Edward Island	73	16	13	102	90
Quebec	5,201	1,093	949	7,243	5,551
Saskatchewan	414	88	67	569	467
Yukon Territory	11	2	1	14	14
Canadian Unclassified					
Total Canada	21,210	3,825	3,449	28,484	22,474
United States	7	2	1	10	4
Military or Civilian Personnel Overseas					
Other International	1			1	
Total International	8	2	1	11	4
E-Mail Address only					
Other Unclassified					
Grand Total	21,218	3,827	3,450	28,495	22,478

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2017

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 19,606 copies per issue, represent copies served to individuals receiving the print version only of PLANT.

(b) Digital Only Individual subscriptions, averaging 5,119 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of PLANT 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 3,426 copies per issue, represent copies served to individuals receiving both a print and digital version of PLANT. The digital version of PLANT 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 206 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: personnel in plant operations, production, plant engineering, maintenance, executive management and others including consulting engineers, and other titles allied to the industry.

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