

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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Every issue and digital media offering of **CANADIAN ELECTRONICS** helps keep readers informed about products, news, technologies and service developments in the industry. For the electronics engineer, technologist and technician in Canada, the Canadian Electronics brand is a recognized name that industry professionals have trusted since 1986.

FIELD SERVED

Private companies or other private and public sector organizations which either manufacture electronic equipment, systems or components (OEMs), use electronic equipment in their operations (end users) or incorporate electronics into end products and others allied to the field including independent researchers, government agencies, distributors, hospitals, education and libraries.

DEFINITION OF RECIPIENT QUALIFICATION

Designers, engineers, technologists, technicians, managers, researchers, purchasers as well as senior management and other individuals within the field served. Please see paragraph 3a for further details.

CHANNELS

CANADIAN ELECTRONICS MAGAZINE



2 Issues in the period
 17,066 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CANADIAN ELECTRONICS MAGAZINE (2 issues in the period)	17,066	-	17,066
a. Print	17,066	-	17,066
b. Digital	7,586	-	7,586
1. Requested	7,586	-	7,586
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	211
Allocated for Trade Shows and Conventions	-
All Other	242
TOTAL	453

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,066	100.0	17,066	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,066	100.0	17,066	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,066	100.0	17,066	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,066	100.0	17,066	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,586	100.0	7,586	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,586	100.0	7,586	100.0	-	-

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,586	100.0	7,586	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,586	100.0	7,586	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Unique Total Qualified*
September	16,958	9,163	16,958
November	17,173	6,008	17,173

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
This issue is 1.3% or 215 copies above the other issue reported in Paragraph 2.

This publication's business/occupational analysis conforms to CCAB's Standard

Classification of Circulation No. 564

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CANADA	OUTSIDE CANADA
ELECTRONIC ORIGINAL EQUIPMENT MARKET						
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines	1,039	6.1	1,039	480	1,039	-
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment	778	4.5	778	251	778	-
3. Communications Equipment and Systems	487	2.8	487	205	487	-
4. Electronic Industrial Controls Equipment and Systems	1,557	9.1	1,557	583	1,557	-
5. Electronics, Components and Sub-assemblies	847	4.9	847	326	847	-
6. Consumer Electronic Appliances; Home Entertainment and Others	226	1.3	226	99	226	-
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment	575	3.4	575	192	575	-
8. System Houses integrating Electronic Hardware with Software	143	0.8	143	57	143	-
9. Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified	2,800	16.3	2,800	776	2,800	-
USERS OF ELECTRONIC EQUIPMENT						
10. Industrial Companies using Electronic Equipment in their Manufacturing Research Development or Processing Activities	6,439	37.5	6,439	1,988	6,439	-
11. Commercial Users of Electronic Equipment:						
a) Telephone, Satellite and Related Communications	88	0.5	88	48	88	-
b) Radio, TV, CATV and Related Broadcasting	126	0.7	126	67	126	-
c) Power Generation Systems and Public Utilities	124	0.7	124	56	124	-
d) Transportation Services	172	1.0	172	69	172	-
OTHER						
12. Independent Research, Test and Design Laboratories; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	627	3.7	627	266	627	-
13. Government Agencies and Military:						
a) Federal	70	0.4	70	49	70	-
b) Provincial and Municipal	70	0.4	70	45	70	-
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:	713	4.2	713	289	713	-
15. Education, Hospitals, Libraries	202	1.2	202	117	202	-
16. Others Allied to the field	90	0.5	90	45	90	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,173	100.0	17,173	6,008	17,173	-
PERCENT	100.0		100.0	35.0	100.0	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

This publication's business/occupational analysis conforms to CCAB's Standard
Classification of Circulation No. 564 - Cont.

JOB TITLES	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CANADA	OUTSIDE CANADA
1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice- Presidents (n.e.c.)	9,098	53.0	9,098	2,792	9,098	-
2. Branch Managers, District Managers, Regional Managers, Supervisors	340	2.0	340	92	340	-
3. Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators	947	5.5	947	421	947	-
4. Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists, Quality Assurance Specialists/Supervisors, and related technical personnel	1,965	11.4	1,965	859	1,965	-
5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers	220	1.3	220	110	220	-
6. Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors	1,720	10.0	1,720	565	1,720	-
7. Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives	716	4.2	716	349	716	-
8. Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers	758	4.4	758	260	758	-
9. Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers	872	5.1	872	359	872	-
10. Other Qualified Personnel, (n.e.c.)	537	3.1	537	201	537	-
11. Copies addressed by Company Name only, including Libraries	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,173	100.0	17,173	6,008	17,173	-

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014 (Continued)

				TITLES												
This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564 - Cont.				Unique Total Qualified*	Percent	1	2	3	4	5	6	7	8	9	10	11
BUSINESS AND INDUSTRY																
ELECTRONIC ORIGINAL EQUIPMENT MARKET																
1.	Computers, Data Processing and Peripheral Equipment, Office and Business Machines	1,039	6.1	527	17	57	151	10	84	51	40	59	43	-		
2.	Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment	778	4.5	494	11	28	76	19	55	25	25	27	18	-		
3.	Communications Equipment and Systems	487	2.8	230	3	30	82	10	52	18	19	28	15	-		
4.	Electronic Industrial Controls Equipment and Systems	1,557	9.1	687	31	148	251	27	160	66	70	82	35	-		
5.	Electronics, Components and Sub-assemblies	847	4.9	395	13	39	128	11	79	26	47	84	25	-		
6.	Consumer Electronic Appliances; Home Entertainment and Others	226	1.3	95	3	11	34	4	30	16	14	15	4	-		
7.	Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment	575	3.4	209	10	55	125	14	70	29	19	23	21	-		
8.	System Houses integrating Electronic Hardware with Software	143	0.8	63	3	15	22	1	12	4	6	8	9	-		
9.	Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified	2,800	16.3	1,560	41	138	277	26	353	81	129	126	69	-		
USERS OF ELECTRONIC EQUIPMENT																
10.	Industrial Companies using Electronic Equipment in their Manufacturing Research Development or Processing Activities	6,439	37.5	3,906	120	297	421	43	706	204	325	259	158	-		
11.	Commercial Users of Electronic Equipment:															
a)	Telephone, Satellite and Related Communications	88	0.5	44	1	6	17	-	8	6	3	2	1	-		
b)	Radio, TV, CATV and Related Broadcasting	126	0.7	41	4	5	34	1	5	18	2	5	11	-		
c)	Power Generation Systems and Public Utilities	124	0.7	28	6	7	38	4	8	17	2	7	7	-		
d)	Transportation Services	172	1.0	72	6	9	32	3	14	21	6	2	7	-		
OTHER																
12.	Independent Research, Test and Design Laboratories; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	627	3.7	306	-	73	130	20	23	26	6	16	27	-		
13.	Government Agencies and Military:															
a)	Federal	70	0.4	8	3	7	19	11	1	11	2	-	8	-		
b)	Provincial and Municipal	70	0.4	14	3	3	18	4	5	19	-	1	3	-		
14.	Distribution - including Manufacturers' Representatives, Jobbers, Distributors,	713	4.2	355	57	9	34	3	40	27	32	124	32	-		
15.	Education, Hospitals, Libraries	202	1.2	20	6	5	62	8	11	44	5	1	40	-		
16.	Others Allied to the field	90	0.5	44	2	5	14	1	4	7	6	3	4	-		
UNIQUE TOTAL QUALIFIED CIRCULATION*		17,173	100.0	9,098	340	947	1,965	220	1,720	716	758	872	537	-		

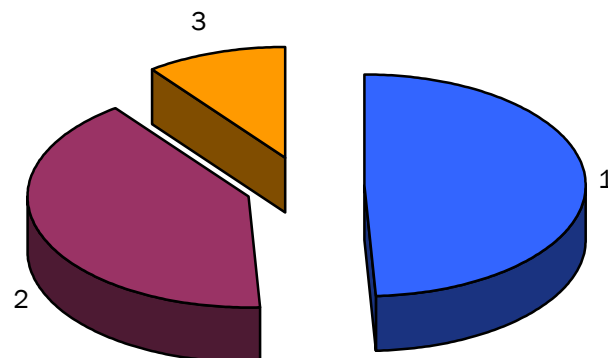
JOB TITLES

- General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.)
- Branch Managers, District Managers, Regional Managers, Supervisors
- Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators
- Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists, Quality Assurance Specialists/Supervisors, and related technical personnel
- Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers
- Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors
- Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives
- Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers
- Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers
- Other Qualified Personnel, (n.e.c.)
- Copies addressed by Company Name only, including Libraries

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. Breakout of Qualified Circulation of Business and Industry

INDUSTRY	Total Qualified	Percent
1. Electronic Original Equipment Market	8,452	49.1
2. Users of Electronic Equipment	6,949	40.4
3. Other, including independent research, govt. agencies, military, distributors, Education, Hospitals, Libraries, Others Allied	1,772	10.4
TOTAL QUALIFIED CIRCULATION	17,173	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,488	1,685	-	17,173	6,008	17,173	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,488	1,685	-	17,173	6,008	17,173	100.0
PERCENT	90.2	9.8	-	100.0	35.0	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

MAILING ADDRESS	Print	Digital	Unique Total Qualified	Percent
Individuals by name and title and/or function	17,173	6,008	17,173	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,173	6,008	17,173	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014*	July – December 2014*
Unique Total Audit Average Qualified:***	16,966	17,194	17,136	17,157	17,068	17,066
Qualified Non-Paid***:	16,966	17,194	17,136	17,157	17,068	17,066
Print:	16,966	17,194	17,136	17,157	17,068	17,066
Digital:	-	7,005	10,820	11,456	11,034	7,586
Unique Qualified Paid:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

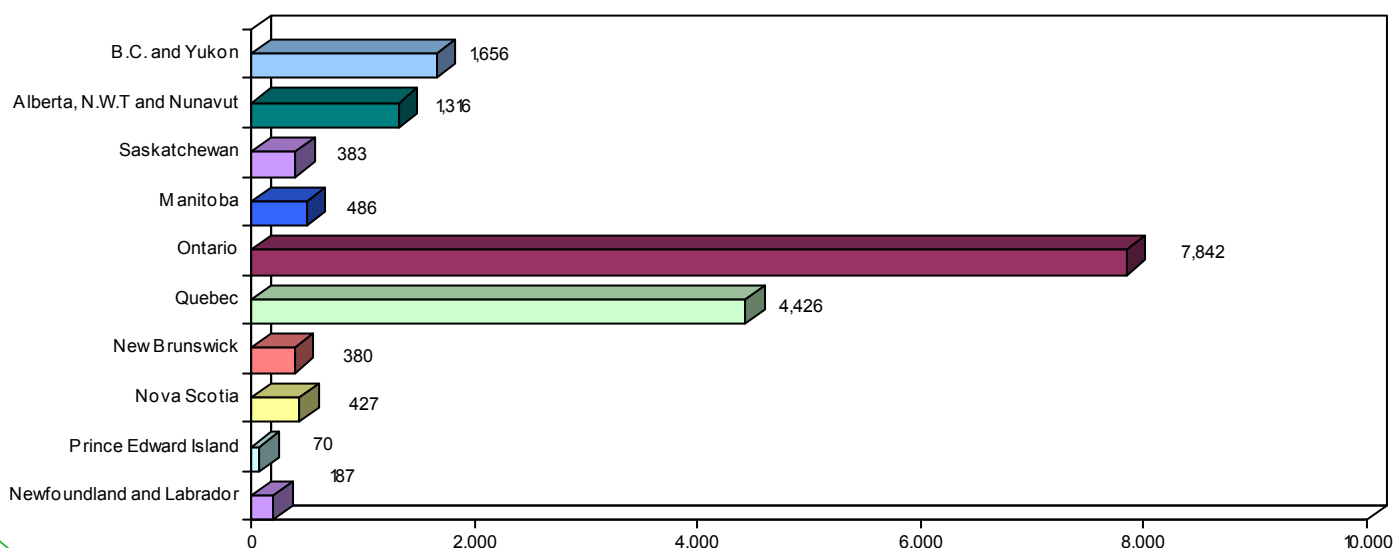
***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

Provinces	Print	Digital	Total Qualified	Percent
Newfoundland and Labrador	187	71	187	1.1
Prince Edward Island	70	26	70	0.4
Nova Scotia	427	135	427	2.5
New Brunswick	380	139	380	2.2
Quebec	4,426	1,746	4,426	25.8
Ontario	7,842	2,679	7,842	45.7
Manitoba	486	150	486	2.8
Saskatchewan	383	112	383	2.2
Alberta, N.W.T and Nunavut	1,316	404	1,316	7.7
B.C. and Yukon	1,656	546	1,656	9.6
TOTAL FOR CANADA	17,173	6,008	17,173	100.0
United States	-	-	-	-
Other Foreign	-	-	-	-
TOTAL OUTSIDE CANADA	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,173	6,008	17,173	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PUBLISHER'S AFFIDAVIT

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

Klaus Pirker, Group Publisher

Urszula Grzyb, Circulation Analyst

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 13, 2015
City	Aurora
Province	Ontario
Received by BPA Worldwide	January 13, 2015
Type	BD
ID Number	C478B0D4

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.