

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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**BENEFITS AND PENSIONS MONITOR** is a B2B brand intended for individuals with broad-based interests in corporate, benefits, pensions, investment and human resources. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally.

**FIELD SERVED**  
**BENEFITS AND PENSIONS MONITOR** serves selected industries and commercial companies in Canada.

#### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include general and corporate management, financial management, administration, personnel and others allied to the field as listed in paragraph 3a.

## CHANNELS

### BENEFITS AND PENSIONS MONITOR MAGAZINE



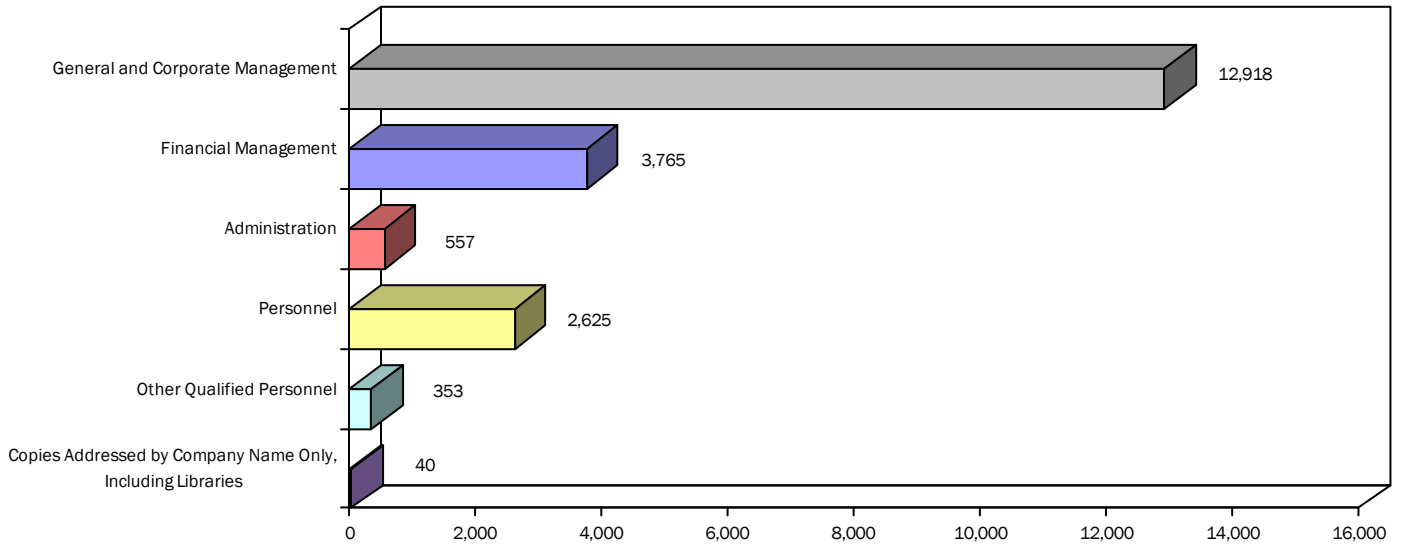
4 issues in the period  
20,382 average circulation

## EXECUTIVE SUMMARY

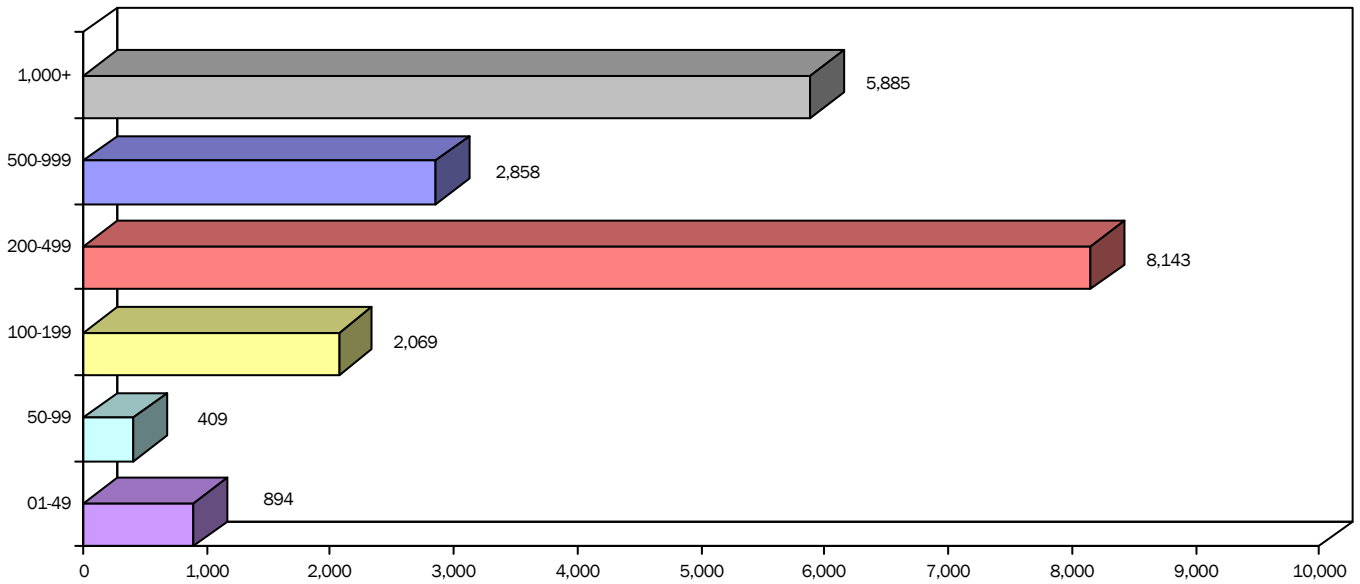
Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>BENEFITS AND PENSIONS MONITOR MAGAZINE</b> (4 issues in the period)	20,382	-	20,382

### 3a. Breakout of Qualified Circulation by Job Title



### 3a. Breakout of Qualified Circulation by Employee Size



### 3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION BY EMPLOYEE SIZE FOR ISSUE OF MAY 2018

Job Titles	Employee Size*						Awaiting Classification by Company Size	Total Qualified	Percent of Total
	1,000+	500-999	200-499	100-199	50-99	1-49			
1. General and Corporate Management, including Chairman, President, Vice President n.e.c., Owner, Partner, Director n.e.c., General Manager	3,616	2,108	5,090	1,356	136	612	-	12,918	63.8
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	918	463	1,750	497	36	101	-	3,765	18.6
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	89	46	339	26	10	47	-	557	2.7
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	1,105	211	918	147	209	35	-	2,625	13.0
5. Other Qualified Personnel, n.e.c.	142	23	39	36	18	95	-	353	1.7
6. Copies addressed by Company Name Only, including Libraries	15	7	7	7	-	4	-	40	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,885</b>	<b>2,858</b>	<b>8,143</b>	<b>2,069</b>	<b>409</b>	<b>894</b>	<b>-</b>	<b>20,258</b>	<b>100.0</b>

\*Number of employees is the sum of employees at all locations within each company.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	<b>1,522</b>	<b>590</b>	<b>367</b>	<b>2,479</b>	<b>12.2</b>
a. Written	137	49	21	207	1.0
b. Telecommunication	-	-	-	-	-
c. Electronic	1,385	541	346	2,272	11.2
II. <b>TOTAL</b> – Request from recipient's company:	<b>37</b>	<b>26</b>	<b>30</b>	<b>93</b>	<b>0.5</b>
a. Written	2	-	-	2	-
b. Telecommunication	-	-	-	-	-
c. Electronic	35	26	30	91	0.5
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>17,218</b>	<b>286</b>	<b>182</b>	<b>17,686</b>	<b>87.3</b>
*Association rosters and directories	769	234	170	1,173	5.8
*Business directories	16,435	43	4	16,482	81.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	14	9	8	31	0.2
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,777</b>	<b>902</b>	<b>579</b>	<b>20,258</b>	<b>100.0</b>
<b>PERCENT</b>	<b>92.7</b>	<b>4.4</b>	<b>2.9</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,198	99.7
Individuals by name only	18	0.1
Titles or functions only	2	-
Company names only	40	0.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,258</b>	<b>100.0</b>

## ADDITIONAL DATA

**PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 41 copies or 0.2% to 1,063 copies or 5.2%.

Business directories include 4 sources of circulation for quantities of 2 copies or -% to 9,139 copies or 45.1%, including Hoovers (D&B) and Toronto Board of Trade.

Other sources includes 1 source of circulation for a quantity of 31 copies or 0.2%.

**PUBLISHER'S AFFIDAVIT**

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

Joe Hornyak, Associate Publisher

Cathy McKerchar, VP Circulation

(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	August 15, 2018
City	Toronto
Province	Ontario
Received by BPA Worldwide	August 15, 2018
Type	BJ
ID Number	B192B0J8

**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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	38
Allocated for Trade Shows and Conventions	88
All Other	310
<b>TOTAL</b>	<b>436</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,382	100.0	20,382	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,382</b>	<b>100.0</b>	<b>20,382</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
February	20,525
April	20,488
May	20,258
June	20,256

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
This issue is 0.8% or 165 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta, N.W.T. and Nunavut	B.C. and Yukon	Total for Canada	United States	Other Foreign	Total Outside Canada
Agriculture, Forestry Fishing, Mining, and Construction	1,086	5.4	5	-	8	2	147	500	13	21	282	102	1,080	6	-	6
Manufacturing	3,620	17.9	9	4	56	37	755	2,314	78	14	108	131	3,506	114	-	114
Transportation, Communications, Electric, Gas, Sanitary Services	1,703	8.4	24	4	33	19	262	934	23	59	189	133	1,680	23	-	23
Wholesale Trade	1,319	6.5	2	-	7	9	255	876	27	10	59	68	1,313	6	-	6
Retail Trade	931	4.6	9	1	11	10	206	536	19	17	50	43	902	29	-	29
<b>FINANCE, INSURANCE, AND REAL ESTATE:</b>																
<b>FINANCE:</b>																
Depository Institutions; Nondepository Credit Institutions; Security and Commodity Brokers, Dealers, Exchanges and Services	1,020	5.0	3	-	9	2	160	639	23	28	44	66	974	46	-	46
<b>INSURANCE:</b>																
Insurance Carriers; Insurance Agents, Brokers, and Services	1,754	8.6	16	3	63	19	337	710	107	76	149	235	1,715	39	-	39
<b>REAL ESTATE:</b>																
Real Estate; Holding and Other Investment Offices	1,025	5.1	2	2	19	4	220	623	24	7	39	61	1,001	22	2	24
Services	6,458	31.9	26	21	103	58	1,149	3,701	194	146	386	398	6,182	274	2	276
Membership Organizations	755	3.7	15	5	18	12	162	344	30	28	53	85	752	3	-	3
Public Administration	587	2.9	7	3	10	23	131	190	9	102	44	35	554	33	-	33
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,258</b>	<b>100.0</b>	<b>118</b>	<b>43</b>	<b>337</b>	<b>195</b>	<b>3,784</b>	<b>11,367</b>	<b>547</b>	<b>508</b>	<b>1,403</b>	<b>1,357</b>	<b>19,659</b>	<b>595</b>	<b>4</b>	<b>599</b>

**3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Job Titles	Total Qualified	Percent of Total	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta, N.W.T. and Nunavut	B.C. and Yukon	Total for Canada	United States	Other Foreign	Total Outside Canada
1. General and Corporate Management, including Chairman, President, Vice President n.e.c., Owner, Partner, Director n.e.c., General Manager	12,918	63.8	71	26	204	126	3,132	6,947	321	247	860	904	12,838	78	2	80
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund, Investment Manager, Vice President Finance	3,765	18.6	25	10	67	47	500	2,274	117	118	312	295	3,765	-	-	-
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	557	2.7	7	2	9	3	9	455	17	19	11	22	554	3	-	3
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	2,625	13.0	12	4	37	13	83	1,541	68	101	168	93	2,120	505	-	505
5. Other Qualified Personnel, n.e.c.	353	1.7	3	1	19	6	54	129	24	21	50	39	346	5	2	7
6. Copies addressed by Company Name Only, including Libraries	40	0.2	-	-	1	-	6	21	-	2	2	4	36	4	-	4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,258</b>	<b>100.0</b>	<b>118</b>	<b>43</b>	<b>337</b>	<b>195</b>	<b>3,784</b>	<b>11,367</b>	<b>547</b>	<b>508</b>	<b>1,403</b>	<b>1,357</b>	<b>19,659</b>	<b>595</b>	<b>4</b>	<b>599</b>