

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.

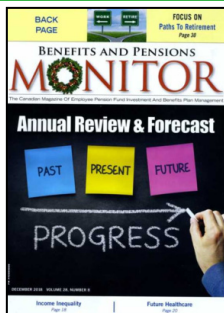
FIELD SERVED
BENEFITS AND PENSIONS MONITOR serves selected industries and commercial companies in Canada.

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



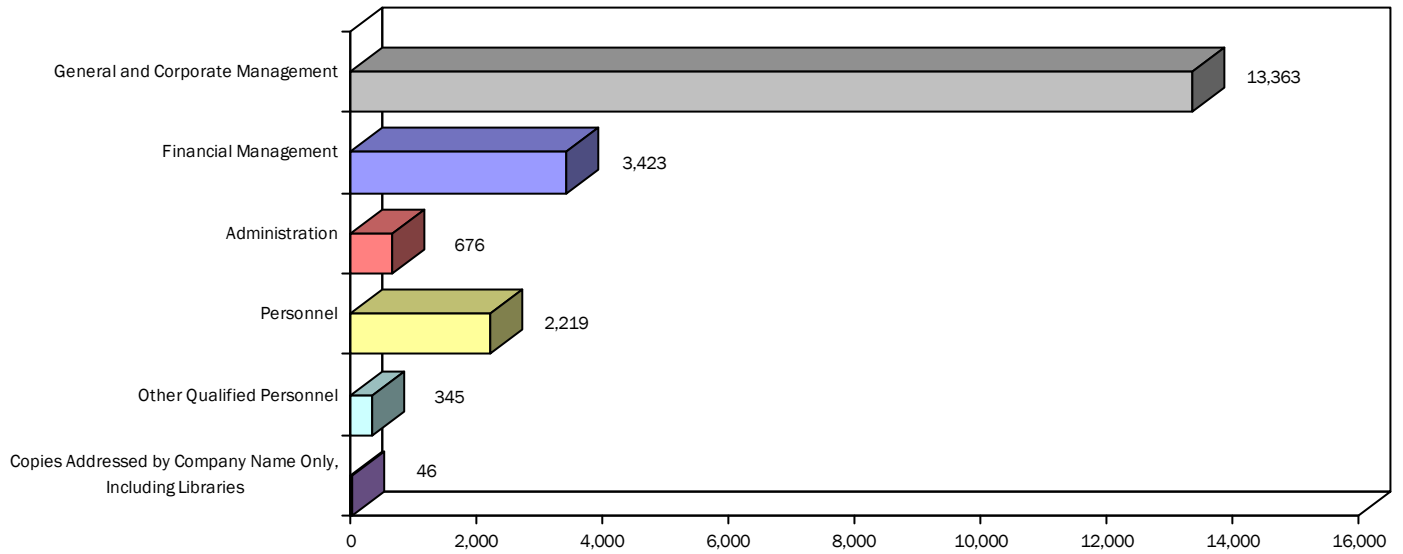
4 issues in the period
20,209 average circulation

EXECUTIVE SUMMARY

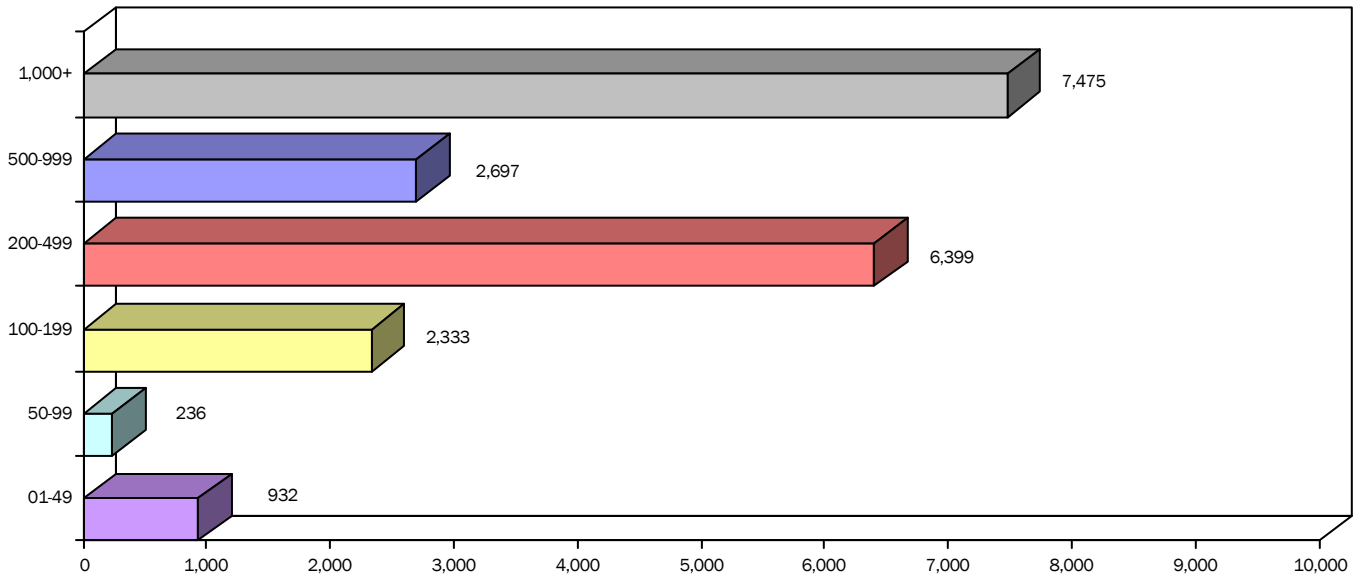
Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BENEFITS AND PENSIONS MONITOR MAGAZINE (4 issues in the period)	20,209	-	20,209

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 DECEMBER 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	4,645	1,932	4,714	1,362	126	584	-	13,363	66.6
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	1,180	451	960	691	35	106	-	3,423	17.0
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	186	76	329	30	9	46	-	676	3.4
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	1,301	210	358	208	51	91	-	2,219	11.1
5. Other Qualified Personnel, n.e.c.	141	23	30	36	14	101	-	345	1.7
6. Copies addressed by Company Name Only, including Libraries	22	5	8	6	1	4	-	46	0.2
TOTAL QUALIFIED CIRCULATION	7,475	2,697	6,399	2,333	236	932	-	20,072	100.0

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

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	1,282	679	448	2,409	12.0
a. Written	115	56	27	198	1.0
b. Telecommunication	-	-	-	-	-
c. Electronic	1,167	623	421	2,211	11.0
II. TOTAL – Request from recipient's company:	78	34	2	114	0.6
a. Written	5	-	-	5	-
b. Telecommunication	1	-	-	1	-
c. Electronic	72	34	2	108	0.6
III. TOTAL – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	3	-	-	3	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	3	-	-	3	-
V. TOTAL – Sources other than above (listed alphabetically):	17,067	280	199	17,546	87.4
*Association rosters and directories	871	175	159	1,205	6.0
*Business directories	16,196	91	27	16,314	81.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	-	14	13	27	0.1
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,430	993	649	20,072	100.0
PERCENT	91.8	5.0	3.2	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,013	99.7
Individuals by name only	11	0.1
Titles or functions only	2	-
Company names only	46	0.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,072	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 39 copies or 0.2% to 955 copies or 4.8%. Business directories include 4 sources of circulation for quantities of 2 copies or -% to 9,930 copies or 49.5%, including Hoovers (D&B) and SalesGenie. Other sources include 1 source of circulation for a quantity of 27 copies or 0.1%.

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	February 18, 2019
City	Toronto
Province	Ontario
Received by BPA Worldwide	February 18, 2019
Type	BJ
ID Number	B192B0D8

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	23
Allocated for Trade Shows and Conventions	75
All Other	318
TOTAL	416

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,209	100.0	20,209	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,209	100.0	20,209	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
September	20,250
October	20,254
November	20,260
December	20,072

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2018
This issue is 0.9% or 183 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	1,247	6.2	6	1	9	3	155	598	13	22	311	123	1,241	6	-	6
Manufacturing	3,673	18.3	10	7	45	25	909	2,169	70	23	117	184	3,559	114	-	114
Transportation, Communications, Electric, Gas, Sanitary Services	1,550	7.7	53	7	40	20	247	740	24	53	210	133	1,527	23	-	23
Wholesale Trade	1,330	6.6	3	-	9	11	286	838	28	16	62	71	1,324	6	-	6
Retail Trade	1,139	5.7	14	1	21	10	266	642	23	24	63	46	1,110	29	-	29
FINANCE, INSURANCE, AND REAL ESTATE:																
FINANCE:																
Depository Institutions; Nondepository Credit Institutions; Security and Commodity Brokers, Dealers, Exchanges and Services	1,194	6.0	3	-	10	5	176	746	24	50	53	79	1,146	48	-	48
INSURANCE:																
Insurance Carriers; Insurance Agents, Brokers, and Services	1,778	8.9	20	2	61	15	312	741	114	96	150	228	1,739	39	-	39
REAL ESTATE:																
Real Estate; Holding and Other Investment Offices	961	4.8	3	2	24	4	217	573	20	11	39	45	938	22	1	23
Services	5,948	29.6	35	24	134	63	1,197	3,028	201	142	417	435	5,676	271	1	272
Membership Organizations	710	3.5	16	5	23	12	126	334	30	37	54	70	707	3	-	3
Public Administration	542	2.7	9	4	8	25	132	152	7	100	37	35	509	33	-	33
TOTAL QUALIFIED CIRCULATION	20,072	100.0	172	53	384	193	4,023	10,561	554	574	1,513	1,449	19,476	594	2	596

3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 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	13,363	66.6	102	34	215	117	2,879	7,608	299	276	842	914	13,286	77	-	77
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	3,423	17.0	32	11	75	41	629	1,745	113	134	338	305	3,423	-	-	-
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	676	3.4	17	2	14	3	214	331	19	21	23	29	673	3	-	3
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	2,219	11.1	19	6	58	27	241	729	99	118	258	160	1,715	504	-	504
5. Other Qualified Personnel, n.e.c.	345	1.7	2	-	21	5	53	123	24	23	49	37	337	6	2	8
6. Copies addressed by Company Name Only, including Libraries	46	0.2	-	-	1	-	7	25	-	2	3	4	42	4	-	4
TOTAL QUALIFIED CIRCULATION	20,072	100.0	172	53	384	193	4,023	10,561	554	574	1,513	1,449	19,476	594	2	596