

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



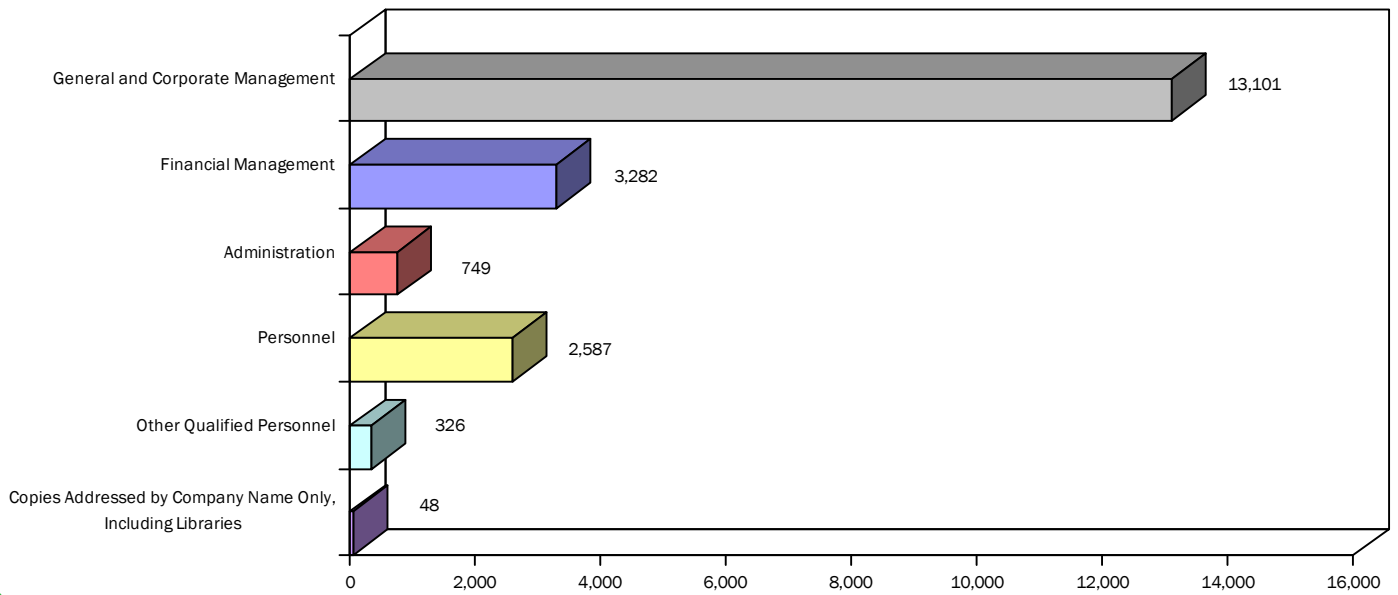
4 issues in the period
20,086 average circulation

EXECUTIVE SUMMARY

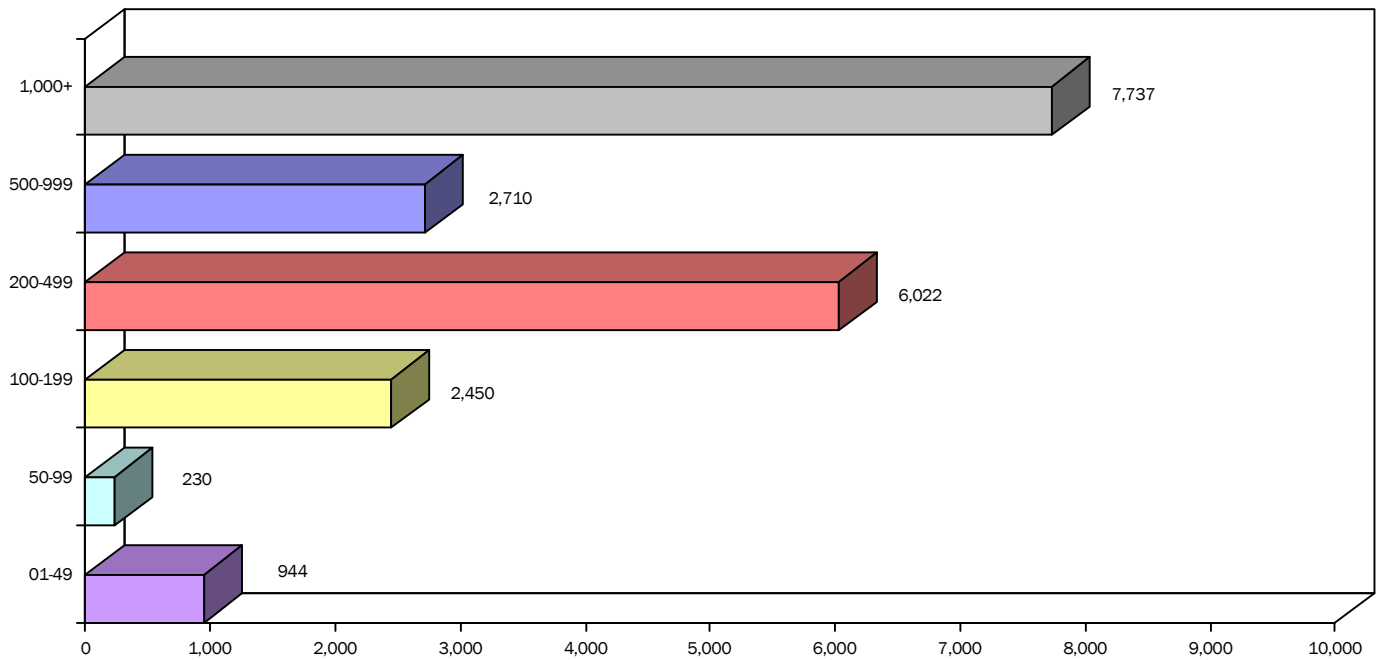
Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BENEFITS AND PENSIONS MONITOR MAGAZINE (4 issues in the period)	20,086	-	20,086

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 JUNE 2019

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	4,724	1,869	4,334	1,493	127	554	-	13,101	65.2
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	1,130	409	867	703	41	132	-	3,282	16.4
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	189	113	315	57	9	66	-	749	3.7
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	1,556	295	471	161	27	77	-	2,587	12.9
5. Other Qualified Personnel, n.e.c.	121	17	25	29	24	110	-	326	1.6
6. Copies addressed by Company Name Only, including Libraries	17	7	10	7	2	5	-	48	0.2
TOTAL QUALIFIED CIRCULATION	7,737	2,710	6,022	2,450	230	944	-	20,093	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 JUNE 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	1,233	627	395	2,255	11.2
a. Written	115	49	40	204	1.0
b. Telecommunication	4	-	-	4	-
c. Electronic	1,114	578	355	2,047	10.2
II. TOTAL – Request from recipient's company:	67	46	25	138	0.7
a. Written	4	-	-	4	-
b. Telecommunication	3	-	-	3	-
c. Electronic	60	46	25	131	0.7
III. TOTAL – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	2	1	-	3	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	2	1	-	3	-
V. TOTAL – Sources other than above (listed alphabetically):	17,080	434	183	17,697	88.1
*Association rosters and directories	1,167	419	170	1,756	8.8
*Business directories	15,652	12	8	15,672	78.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	261	3	5	269	1.3
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,382	1,108	603	20,093	100.0
PERCENT	91.5	5.5	3.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,048	99.8
Individuals by name only	13	0.1
Titles or functions only	1	-
Company names only	31	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,093	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 189 copies or 0.9% to 1,044 copies or 5.2%. Business directories include 4 sources of circulation for quantities of 5 copies or -% to 9,075 copies or 45.2%, including Hoovers (D&B) and SalesGenie. Other sources include 7 sources of circulation for quantities of 7 copies or -% to 61 copies or 0.3%.

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 23, 2019
City	Toronto
Province	Ontario
Received by BPA Worldwide	August 23, 2019
Type	BJ
ID Number	B192B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

MAGAZINE CHANNEL

Official Publication of: None/Established: 1991/Issues Per Year: 8

AVERAGE NON-QUALIFIED CIRCULATION

Not Included Elsewhere	Non-Qualified Circulation	Copies
Other Paid Circulation	-	-
Advertiser and Agency	25	-
Allocated for Trade Shows and Conventions	76	-
All Other	323	-
TOTAL	424	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified	Percent of Total	Non-Paid	Qualified	Percent of Total
Individual	20,086	100.0	20,086	100.0	-
Sponsored Individually	-	-	-	-	-
Addressed	-	-	-	-	-
Membership Benefit	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,086	100.0	20,086	100.0	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	20,085
April	20,084
May	20,083
June	20,093

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

This issue is 2% of 3 copies above the average of the other 21 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Alberta, N.W.T. and Nunavut	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland	Total for Canada	United States	Other Foreign	Total Outside Canada
Agriculture, Forestry Fishing, Mining, and Construction	1,278	312	26	15	566	170	3	8	-	3	1,270	8	-	8
Manufacturing	3,654	117	14	58	2,174	883	28	47	6	47	3,526	128	-	128
Transportation, Communications, Electric, Gas, Sanitary Services	1,532	214	49	21	705	279	19	39	4	48	1,512	20	-	20
Wholesale Trade	1,293	58	15	25	789	307	12	9	1	3	1,286	7	-	7
Retail Trade	1,182	71	21	24	598	318	14	22	3	12	1,141	41	-	41
FINANCE, INSURANCE, AND REAL ESTATE:														
Depository Institutions, Nondepository Credit Institutions, Security and Commodity Brokers, Dealers, Exchanges and Services	1,176	49	35	12	772	182	6	5	-	3	1,138	38	-	38
Insurance Carriers; Insurance Agents, Brokers, and Services	1,754	152	120	109	743	297	16	50	1	19	1,714	40	-	40
REAL ESTATE:														
Real Estate; Holding and Other Investment Offices	960	30	11	23	630	187	5	20	2	3	948	11	1	12
Services	6,013	420	139	222	3,112	1,188	62	137	23	33	5,749	263	1	264
Membership Organizations	696	73	47	47	302	109	8	23	4	13	693	3	-	3
Public Administration	555	37	124	9	168	120	26	5	3	9	531	24	-	24
TOTAL QUALIFIED CIRCULATION	20,093	1,533	601	565	40,559	4,040	197	365	47	154	49,508	583	2	585

3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Job Titles	Total Qualified	Alberta, N.W.T. and Nunavut	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland	Total for Canada	United States	Other Foreign	Total Outside Canada
1. General and Corporate Management, i.e., Owner, Partner, Director n.e.c., General Manager	13,101	903	264	301	7,333	2,845	120	206	32	91	13,051	49	1	50
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	3,282	320	145	118	1,608	655	39	71	8	32	3,282	-	-	-
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c.	749	35	32	31	272	288	6	21	2	12	749	-	-	-
4. Personnel, including Personnel Managers, Vice President Personnel and Human Resources	2,587	226	114	88	1,214	196	25	47	5	16	2,061	526	-	526
5. Other Qualified Personnel n.e.c.	326	46	43	27	107	39	7	19	-	3	321	4	1	5
6. Copies addressed by Company Name Only, including Libraries	48	3	3	-	25	7	-	1	-	-	44	4	-	4
TOTAL QUALIFIED CIRCULATION	20,093	1,533	601	565	40,559	4,040	197	365	47	154	49,508	583	2	585