

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

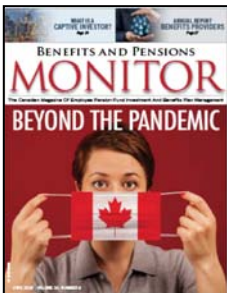
BENEFITS AND PENSIONS MONITOR serves selected industries and commercial companies in Canada.

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



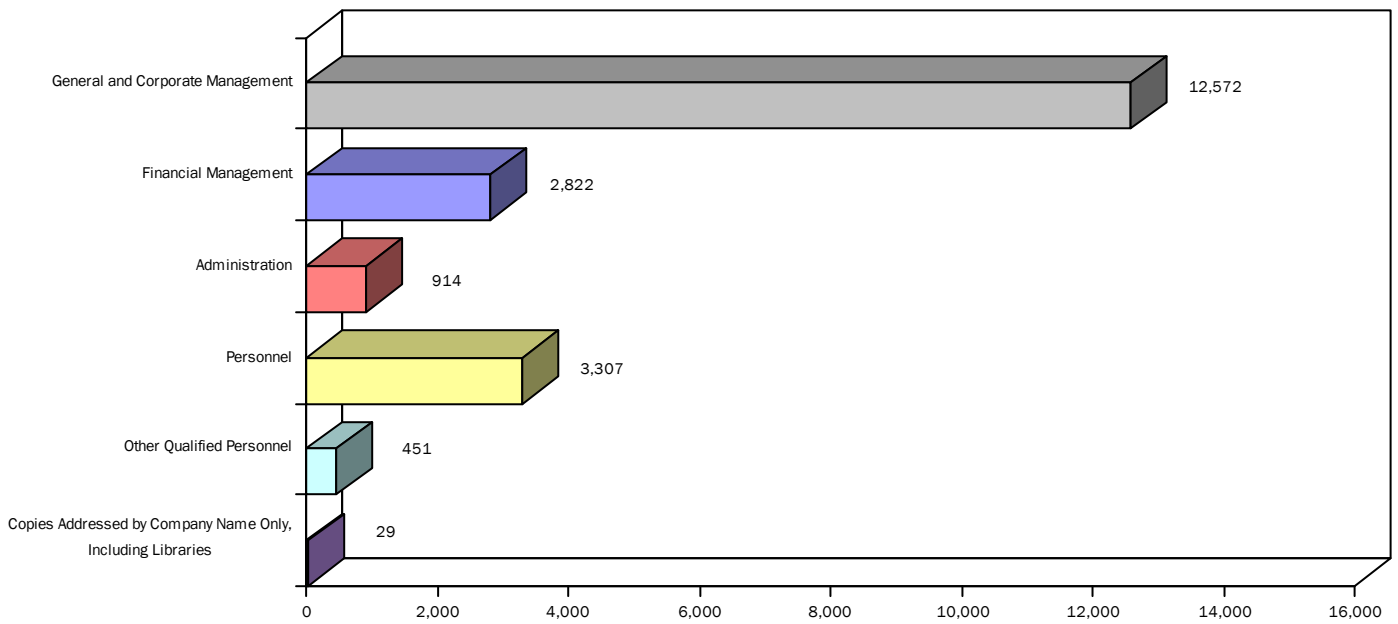
4 issues in the period
20,097 average circulation

EXECUTIVE SUMMARY

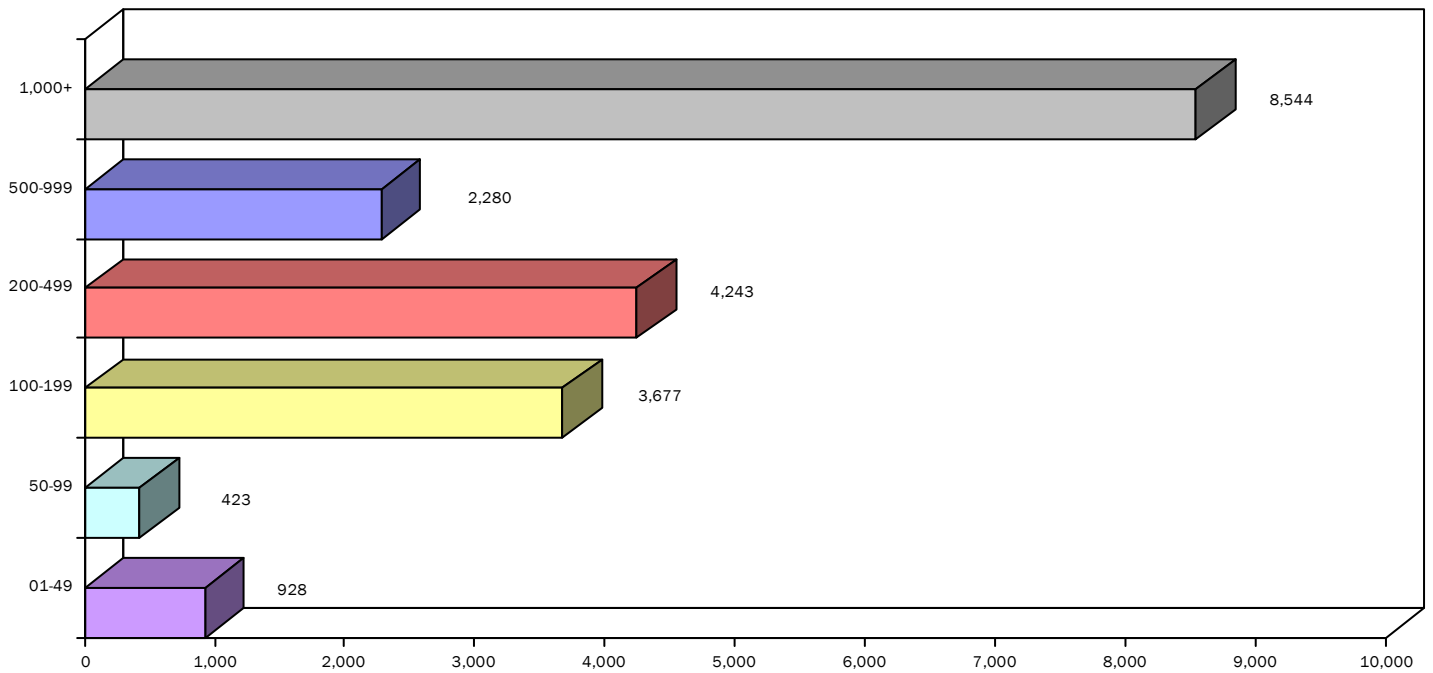
Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BENEFITS AND PENSIONS MONITOR MAGAZINE (4 issues in the period)	20,097	-	20,097

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 2020

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	5,120	1,397	2,782	2,429	270	574	-	12,572	62.6
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	1,133	339	607	566	59	118	-	2,822	14.1
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	387	88	191	174	18	56	-	914	4.5
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	1,668	422	620	469	52	76	-	3,307	16.5
5. Other Qualified Personnel, n.e.c.	227	29	37	34	23	101	-	451	2.2
6. Copies addressed by Company Name Only, including Libraries	9	5	6	5	1	3	-	29	0.1
TOTAL QUALIFIED CIRCULATION	8,544	2,280	4,243	3,677	423	928	-	20,095	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 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	789	653	417	1,859	9.3
a. Written	103	58	31	192	1.0
b. Telecommunication	-	2	-	2	-
c. Electronic	686	593	386	1,665	8.3
II. TOTAL – Request from recipient's company:	47	58	43	148	0.7
a. Written	29	1	-	30	0.1
b. Telecommunication	-	3	-	3	-
c. Electronic	18	54	43	115	0.6
III. TOTAL – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL – Communication (other than request):	5	1	2	8	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	5	1	2	8	-
V. TOTAL – Sources other than above (listed alphabetically):	12,732	4,966	382	18,080	90.0
*Association rosters and directories	5	1,974	346	2,325	11.6
*Business directories	11,210	2,738	33	13,981	69.6
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,517	254	3	1,774	8.8
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,573	5,678	844	20,095	100.0
PERCENT	67.5	28.3	4.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,051	99.8
Individuals by name only	14	0.1
Titles or functions only	1	-
Company names only	29	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,095	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 8 sources of circulation for quantities of 1 copy or -% to 1,381 copies or 6.9%.
Business directories include 9 sources of circulation for quantities of 2 copies or -% to 7,015 copies or 34.9%, including SalesGenie and Scotts Directory.
Other sources include 58 sources of circulation for quantities of 1 copy or -% to 560 copies or 2.8%.

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 26, 2020
City	Toronto
Province	Ontario
Received by BPA Worldwide	August 26, 2020
Type	BJ
ID Number	B192B0J0

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	19
Allocated for Trade Shows and Conventions	38
All Other	335
TOTAL	392

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,097	100.0	20,097	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,097	100.0	20,097	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
February	20,097
April	20,096
May	20,098
June	20,095

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
This issue is -% or 2 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	1,806	9.0	5	2	26	22	171	530	27	27	681	313	1,804	2	-	2
Manufacturing	4,731	23.6	24	10	87	95	1,440	2,237	112	40	266	348	4,659	72	-	72
Transportation, Communications, Electric, Gas, Sanitary Services	1,691	8.4	55	10	82	45	402	560	46	32	283	164	1,679	12	-	12
Wholesale Trade	1,743	8.7	12	4	33	30	426	949	41	24	127	92	1,738	5	-	5
Retail Trade	1,313	6.5	9	7	59	33	411	472	53	17	133	106	1,300	13	-	13
FINANCE, INSURANCE, AND REAL ESTATE:																
FINANCE:																
Depository Institutions; Nondepository Credit Institutions; Security and Commodity Brokers, Dealers, Exchanges and Services	1,117	5.6	2	-	10	17	209	675	15	33	49	77	1,087	30	-	30
INSURANCE:																
Insurance Carriers; Insurance Agents, Brokers, and Services	1,456	7.2	16	1	35	21	223	667	108	93	111	159	1,434	22	-	22
REAL ESTATE:																
Real Estate; Holding and Other Investment Offices	801	4.0	1	-	30	20	113	525	7	6	56	30	788	13	-	13
Services	4,569	22.7	38	24	150	92	695	2,556	160	80	293	356	4,444	124	1	125
Membership Organizations	450	2.2	13	4	32	11	46	170	24	56	56	36	448	2	-	2
Public Administration	418	2.1	4	3	7	21	35	198	8	95	24	14	409	9	-	9
TOTAL QUALIFIED CIRCULATION	20,095	100.0	179	65	551	407	4,171	9,539	601	503	2,079	1,695	19,790	304	1	305

3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

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	12,572	62.6	111	47	370	283	2,884	5,673	334	223	1,402	1,196	12,523	48	1	49
2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance	2,822	14.1	27	11	81	57	644	1,219	107	105	310	260	2,821	1	-	1
3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c	914	4.5	19	1	33	28	226	355	42	28	105	76	913	1	-	1
4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources	3,307	16.5	19	6	50	33	379	2,015	96	107	223	132	3,060	247	-	247
5. Other Qualified Personnel, n.e.c.	451	2.2	3	-	16	6	33	262	22	38	37	30	447	4	-	4
6. Copies addressed by Company Name Only, including Libraries	29	0.1	-	-	1	-	5	15	-	2	2	1	26	3	-	3
TOTAL QUALIFIED CIRCULATION	20,095	100.0	179	65	551	407	4,171	9,539	601	503	2,079	1,695	19,790	304	1	305