

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**



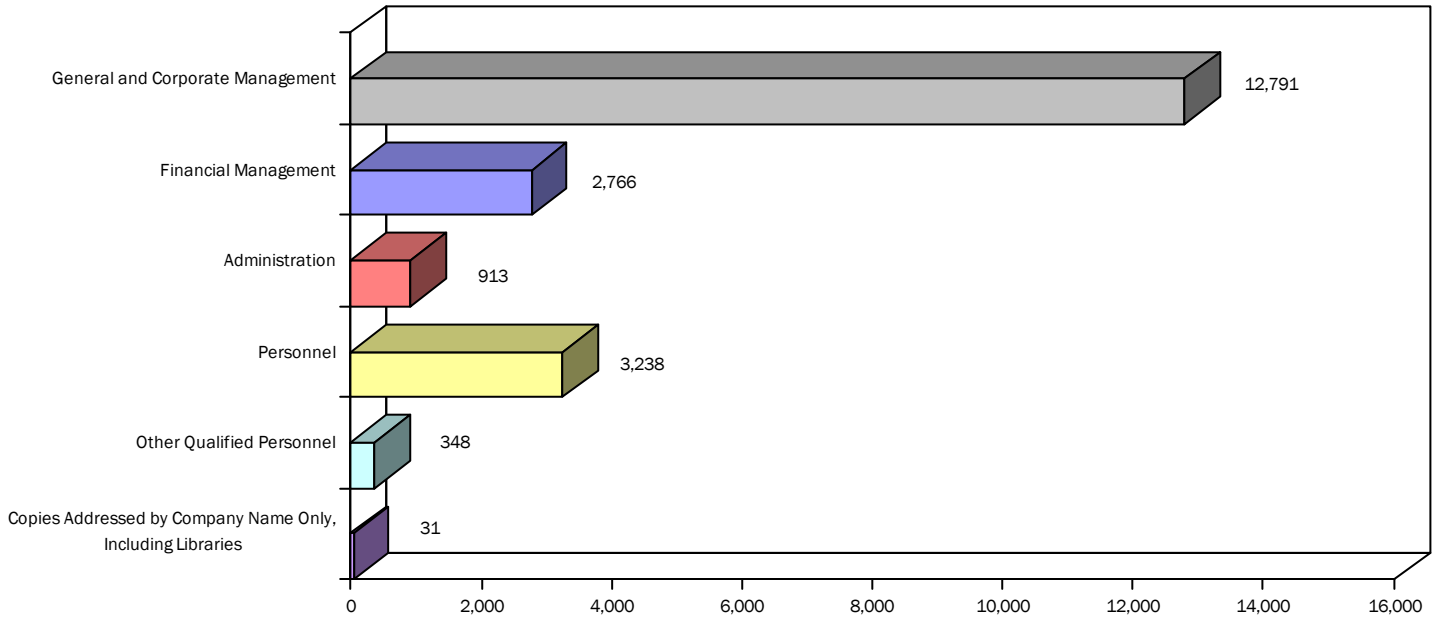
3 issues in the period  
20,095 average circulation

## EXECUTIVE SUMMARY

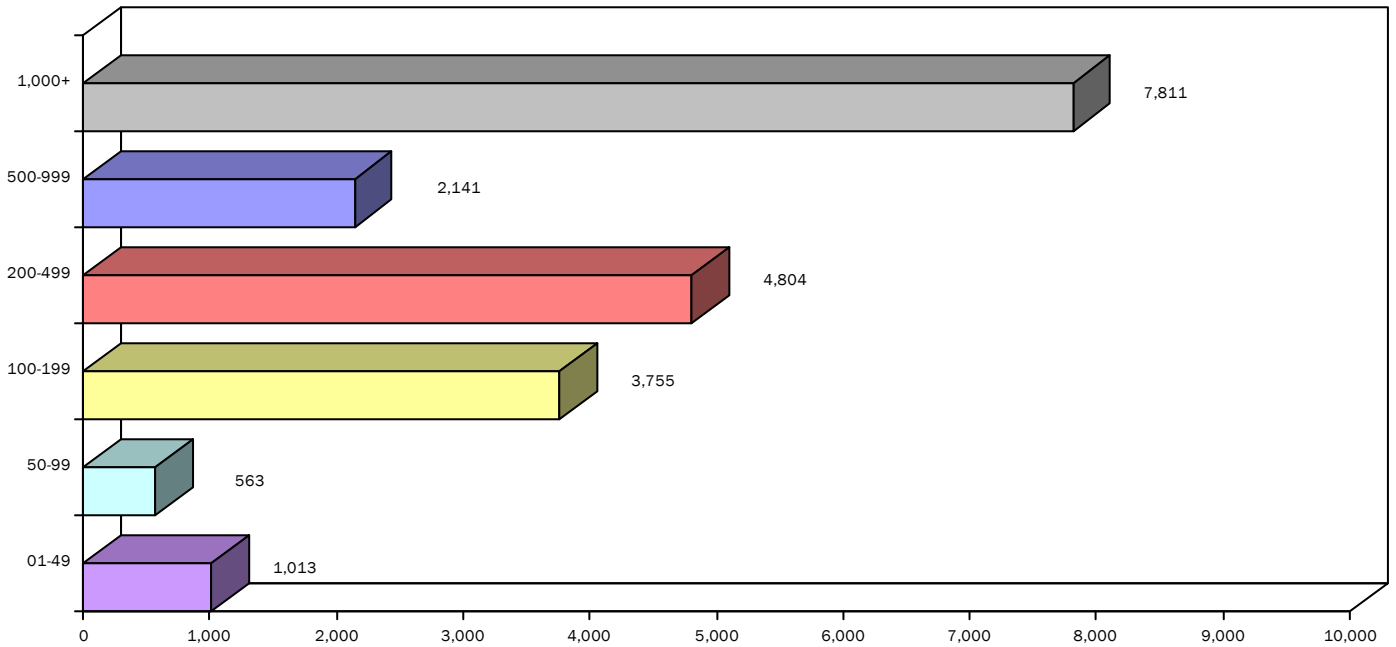
Below are the average contacts per occurrence, including frequency per period reported.

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>BENEFITS AND PENSIONS MONITOR MAGAZINE</b><br>(3 issues in the period) | 20,095   | -    | 20,095  |

**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 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                          | 4,585          | 1,321        | 3,273        | 2,521        | 395        | 696          | -                                       | 12,791          | 63.7             |
| 2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance | 1,047          | 306          | 642          | 581          | 72         | 118          | -                                       | 2,766           | 13.8             |
| 3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c  | 378            | 81           | 223          | 162          | 23         | 46           | -                                       | 913             | 4.5              |
| 4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources                              | 1,627          | 404          | 626          | 455          | 56         | 70           | -                                       | 3,238           | 16.1             |
| 5. Other Qualified Personnel, n.e.c.   | 162            | 25           | 34           | 31           | 16         | 80           | -                                       | 348             | 1.7              |
| 6. Copies addressed by Company Name Only, including Libraries  | 12             | 4            | 6            | 5            | 1          | 3            | -                                       | 31              | 0.2              |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>7,811</b>   | <b>2,141</b> | <b>4,804</b> | <b>3,755</b> | <b>563</b> | <b>1,013</b> | <b>-</b>                                | <b>20,087</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 DECEMBER 2020

| Qualification Source  | Qualified Within |              |            | Total Qualified | Percent      |
|---|------------------|--------------|------------|-----------------|--------------|
|   | 1 year           | 2 year       | 3 year     |                 |              |
| I. <b>TOTAL</b> – Direct Request:                                   | <b>789</b>       | <b>653</b>   | <b>417</b> | <b>1,859</b>    | <b>9.3</b>   |
| a. Written  | 103              | 58           | 31         | 192             | 1.0          |
| b. Telecommunication  | -                | 2            | -          | 2               | -            |
| c. Electronic   | 686              | 593          | 386        | 1,665           | 8.3          |
| II. <b>TOTAL</b> – Request from recipient's company:                | <b>47</b>        | <b>58</b>    | <b>43</b>  | <b>148</b>      | <b>0.7</b>   |
| a. Written  | 29               | 1            | -          | 30              | 0.1          |
| b. Telecommunication  | -                | 3            | -          | 3               | -            |
| c. Electronic   | 18               | 54           | 43         | 115             | 0.6          |
| III. <b>TOTAL</b> – Membership Benefit:                             | -                | -            | -          | -               | -            |
| a. Individual   | -                | -            | -          | -               | -            |
| b. Organizational   | -                | -            | -          | -               | -            |
| IV. <b>TOTAL</b> – Communication (other than request):              | <b>5</b>         | <b>1</b>     | <b>2</b>   | <b>8</b>        | <b>-</b>     |
| a. Written  | -                | -            | -          | -               | -            |
| b. Telecommunication  | -                | -            | -          | -               | -            |
| c. Electronic   | 5                | 1            | 2          | 8               | -            |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically): | <b>12,726</b>    | <b>4,964</b> | <b>382</b> | <b>18,072</b>   | <b>90.0</b>  |
| *Association rosters and directories                                | 5                | 1,973        | 346        | 2,324           | 11.6         |
| *Business directories   | 11,205           | 2,737        | 33         | 13,975          | 69.6         |
| Manufacturer's, distributor's and wholesaler's lists                | -                | -            | -          | -               | -            |
| *Other sources  | 1,516            | 254          | 3          | 1,773           | 8.8          |
| VI. <b>TOTAL</b> – Single Copy Sales:                               | -                | -            | -          | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                  | <b>13,567</b>    | <b>5,676</b> | <b>844</b> | <b>20,087</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>67.5</b>      | <b>28.3</b>  | <b>4.2</b> | <b>100.0</b>    |              |

\*See Additional Data

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

| Mailing Address                               | Total Qualified | Percent      |
|---|-----------------|--------------|
| Individuals by name and title and/or function | 20,051          | 99.8         |
| Individuals by name only                      | 3               | -            |
| Titles or functions only                      | 1               | -            |
| Company names only                            | 32              | 0.2          |
| Multi-Copy Same Addressee copies              | -               | -            |
| Single Copy Sales                             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>            | <b>20,087</b>   | <b>100.0</b> |

## ADDITIONAL DATA

### ISSUES PER YEAR:

8 issues per year; however, this year, due to the pandemic, we have combined the September and October 2020 issues. We intend on returning to 8 issues per year in 2021.

### PARAGRAPH 3b:

Association rosters and directories include 8 sources of circulation for quantities of 1 copy or -% to 1,380 copies or 6.9%.

Business directories include 9 sources of circulation for quantities of 2 copies or -% to 7,012 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               | February 8, 2021 |
| City                      | Toronto          |
| Province                  | Ontario          |
| Received by BPA Worldwide | February 8, 2021 |
| Type                      | BJ               |
| ID Number                 | B192B0D0         |

### 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                     | 22         |
| Allocated for Trade Shows and Conventions | -          |
| All Other                                 | 400        |
| <b>TOTAL</b>                              | <b>422</b> |

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

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                         | 20,095          | 100.0        | 20,095             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>20,095</b>   | <b>100.0</b> | <b>20,095</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

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

| 2020 Issue | Total Qualified |
|------------|-----------------|
| October    | 20,099          |
| November   | 20,098          |
| December   | 20,087          |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020**  
This issue is 0.1% or 12 copies below the average of the other 2 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   | 1,856           | 9.2              | 11           | 5                    | 21          | 25            | 200          | 557          | 30         | 38           | 663                         | 304            | 1,854            | 2             | -             | 2                    |
| Manufacturing   | 4,758           | 23.7             | 29           | 15                   | 93          | 95            | 1,511        | 2,226        | 114        | 55           | 248                         | 301            | 4,687            | 71            | -             | 71                   |
| Transportation, Communications, Electric, Gas, Sanitary Services  | 1,838           | 9.2              | 36           | 7                    | 58          | 36            | 354          | 858          | 50         | 29           | 235                         | 164            | 1,827            | 11            | -             | 11                   |
| Wholesale Trade   | 1,561           | 7.8              | 7            | 1                    | 27          | 29            | 426          | 824          | 32         | 18           | 105                         | 87             | 1,556            | 5             | -             | 5                    |
| Retail Trade  | 1,357           | 6.8              | 12           | 10                   | 86          | 71            | 334          | 562          | 40         | 18           | 111                         | 100            | 1,344            | 13            | -             | 13                   |
| <b>FINANCE, INSURANCE, AND REAL ESTATE:</b>   |                 |                  |              |                      |             |               |              |              |            |              |                             |                |                  |               |               |                      |
| <b>FINANCE:</b>   |                 |                  |              |                      |             |               |              |              |            |              |                             |                |                  |               |               |                      |
| Depository Institutions; Nondepository Credit Institutions; Security and Commodity Brokers, Dealers, Exchanges and Services | 951             | 4.7              | 2            | -                    | 10          | 18            | 189          | 545          | 14         | 27           | 41                          | 79             | 925              | 26            | -             | 26                   |
| <b>INSURANCE:</b>   |                 |                  |              |                      |             |               |              |              |            |              |                             |                |                  |               |               |                      |
| Insurance Carriers; Insurance Agents, Brokers, and Services   | 1,435           | 7.1              | 18           | 3                    | 37          | 19            | 178          | 649          | 111        | 78           | 139                         | 183            | 1,415            | 20            | -             | 20                   |
| <b>REAL ESTATE:</b>   |                 |                  |              |                      |             |               |              |              |            |              |                             |                |                  |               |               |                      |
| Real Estate; Holding and Other Investment Offices   | 702             | 3.5              | -            | -                    | 13          | 17            | 114          | 452          | 10         | 6            | 54                          | 26             | 692              | 10            | -             | 10                   |
| Services  | 4,676           | 23.3             | 49           | 26                   | 170         | 84            | 652          | 2,582        | 181        | 108          | 335                         | 370            | 4,557            | 118           | 1             | 119                  |
| Membership Organizations  | 445             | 2.2              | 12           | 4                    | 27          | 8             | 41           | 226          | 22         | 32           | 43                          | 28             | 443              | 2             | -             | 2                    |
| Public Administration   | 508             | 2.5              | 6            | 5                    | 15          | 18            | 51           | 232          | 12         | 94           | 34                          | 33             | 500              | 8             | -             | 8                    |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>20,087</b>   | <b>100.0</b>     | <b>182</b>   | <b>76</b>            | <b>557</b>  | <b>420</b>    | <b>4,050</b> | <b>9,713</b> | <b>616</b> | <b>503</b>   | <b>2,008</b>                | <b>1,675</b>   | <b>19,800</b>    | <b>286</b>    | <b>1</b>      | <b>287</b>           |

**3a. JOB TITLE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 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                          | 12,791          | 63.7             | 120          | 55                   | 386         | 306           | 2,807        | 5,843        | 364        | 256          | 1,416                       | 1,198          | 12,751           | 39            | 1             | 40                   |
| 2. Financial Management, including Secretary-Treasurer, Treasurer, Controller, Chief Accountant, Accountant, Pension Fund Investment Manager, Vice President Finance | 2,766           | 13.8             | 25           | 12                   | 77          | 51            | 636          | 1,266        | 105        | 96           | 259                         | 238            | 2,765            | 1             | -             | 1                    |
| 3. Administration, including Administrator, Office Manager, Office Supervisor, Branch Manager, and Department Heads n.e.c  | 913             | 4.5              | 15           | 2                    | 32          | 25            | 201          | 413          | 33         | 28           | 85                          | 78             | 912              | 1             | -             | 1                    |
| 4. Personnel, including Personnel Directors/Managers, Benefits Managers, Traffic Managers, Vice President Personnel and Human Resources                              | 3,238           | 16.1             | 20           | 7                    | 46          | 32            | 378          | 1,989        | 96         | 87           | 212                         | 131            | 2,998            | 240           | -             | 240                  |
| 5. Other Qualified Personnel, n.e.c.   | 348             | 1.7              | 2            | -                    | 15          | 6             | 24           | 185          | 18         | 34           | 33                          | 29             | 346              | 2             | -             | 2                    |
| 6. Copies addressed by Company Name Only, including Libraries  | 31              | 0.2              | -            | -                    | 1           | -             | 4            | 17           | -          | 2            | 3                           | 1              | 28               | 3             | -             | 3                    |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>20,087</b>   | <b>100.0</b>     | <b>182</b>   | <b>76</b>            | <b>557</b>  | <b>420</b>    | <b>4,050</b> | <b>9,713</b> | <b>616</b> | <b>503</b>   | <b>2,008</b>                | <b>1,675</b>   | <b>19,800</b>    | <b>286</b>    | <b>1</b>      | <b>287</b>           |