

B2B Media

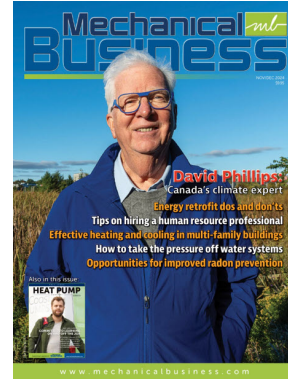
Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

MECHANICAL BUSINESS magazine serves Canada's mechanical trades industry, including all aspects of the plumbing, warm air & hydronic & infra-red heating, air conditioning, refrigeration, IAQ & ventilation, fire protection, oil heat, electric, geothermal & solar, energy efficiency and controls fields operating in the commercial, residential, institutional, industrial, new construction, renovation and service sectors. Included in this are: Mechanical Contractors, Wholesalers, Distributors, Mechanical Consulting Engineers, Mechanical Specifiers, Building Developers/Contractors; and Facilities Management/Maintenance (end users) in educational, hospital/healthcare, hospitality/food service, utilities, commercial, and government facilities.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

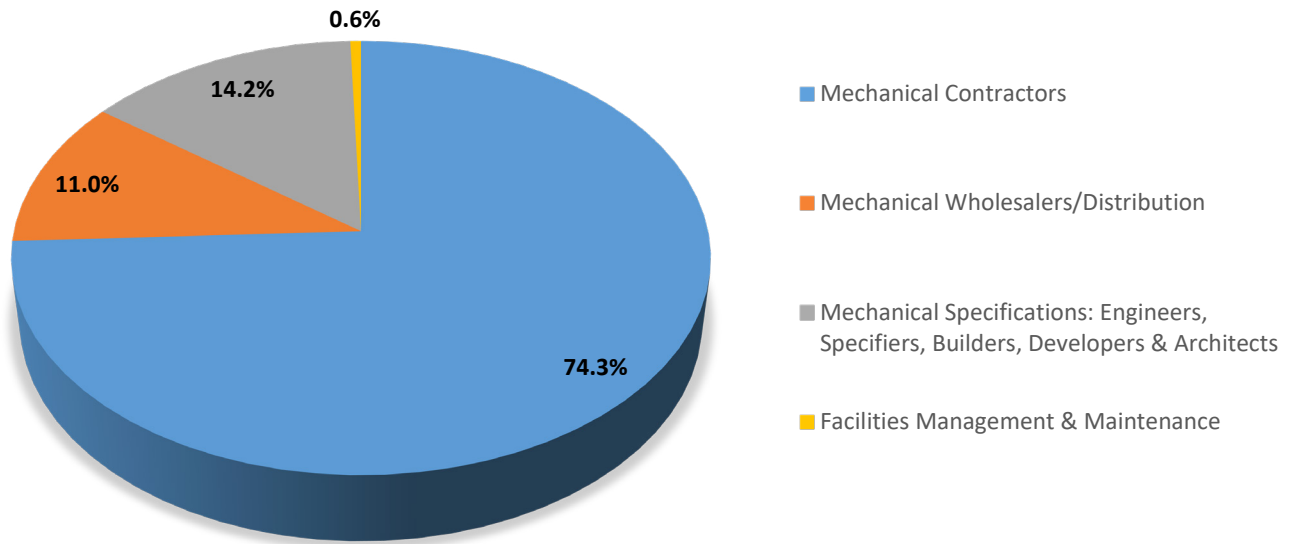
TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		22,560
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		18,047
Qualified Nonpaid Individual - Digital		9,290
Total Qualified Nonpaid Individual		22,560
Total Average Qualified Nonpaid Circulation		22,560

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	168
Total Nonqualified Miscellaneous, Including Staff Copies	168
Total Average Nonqualified Circulation	168

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul/Aug	18,027	9,213	22,560
Sep/Oct	18,036	9,340	22,556
Nov/Dec	18,077	9,317	22,564

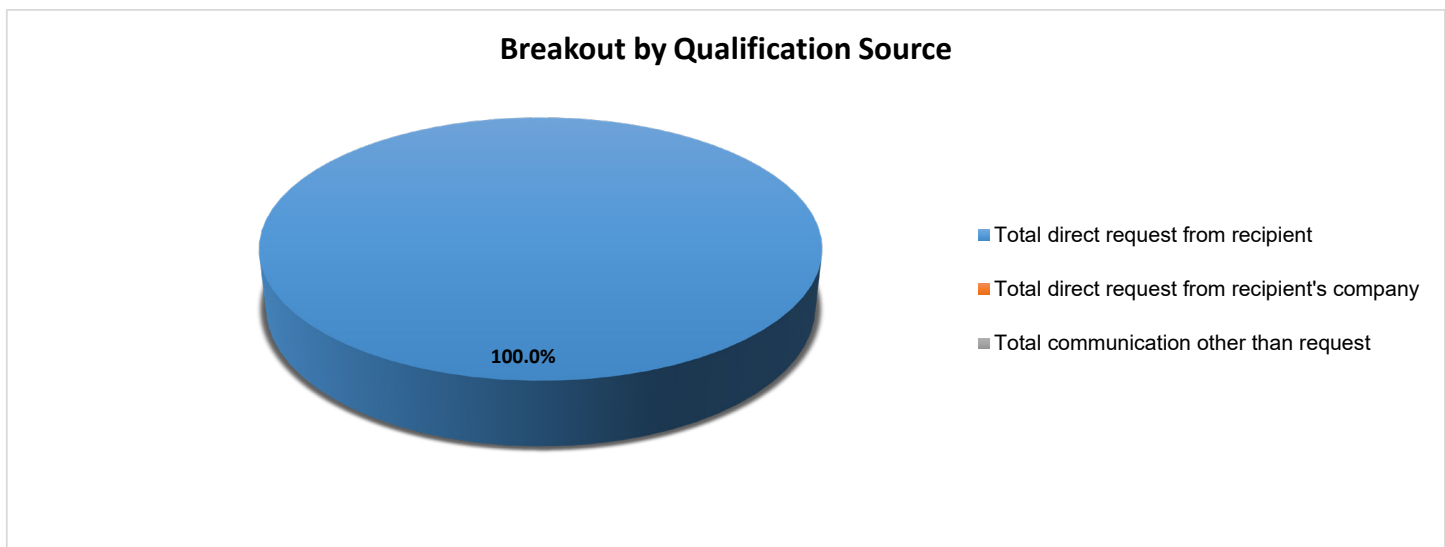
BUSINESS ANALYSIS					
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Mechanical Contractors	16,757	74.3	13,534	6,389
2.	Mechanical Wholesalers/Distribution	2,477	11.0	2,053	1,163
3.	Mechanical Specifications: Engineers, Specifiers, Builders, Developers & Architects	3,205	14.2	2,434	1,647
4.	Facilities Management & Maintenance	125	0.6	56	118
Total Qualified Circulation		22,564	100.0	18,077	9,317

Business Analysis



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	18,077	9,317	22,564	100.0
Total Direct Request From Recipient's Company				
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	18,077	9,317	22,564	100.0
Percent	80.1	41.3	100.0	
Single Copy Sales				
Total Qualified Circulation			22,564	

Although age is not reported all qualified circulation is sourced within 24 months of the analyzed issue.



MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	18,077	9,317	22,564	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	18,077	9,317	22,564	100.0
Total Qualified Circulation	18,077	9,317	22,564	100.0

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	1,957	982	2,349
British Columbia	2,129	1,195	2,645
Manitoba	559	273	673
New Brunswick	344	176	434
Newfoundland/Labrador	152	80	191
Northwest Territories	18	16	24
Nova Scotia	413	228	530
Nunavut	4	2	6
Ontario	9,261	4,422	11,321
Prince Edward Island	86	32	102
Quebec	2,611	1,632	3,640
Saskatchewan	530	266	633
Yukon Territory	13	13	16
Canadian Unclassified			
TOTAL CANADA	18,077	9,317	22,564
United States			
Military or Civilian Personnel Overseas			
Other International			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	18,077	9,317	22,564

NOTES

Definition of Recipient Qualification:

Qualified recipients are: individuals employed in the field served with a focus on: Owners and managers of mechanical contracting firms (union and nonunion shops), wholesale distribution branch managers and purchasing/procurement managers, mechanical consulting engineers, specification writers, superintendents, mechanical facilities managers, building developers/contractors and other decision making trade and industry personnel directly involved with plumbing, heating, hydronics, air conditioning, refrigeration, ventilation, IAQ, oil heat, solar/geothermal, infra-red, energy efficiency, fire protection, controls, instrumentation, mechanical, and related job activities.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov/Dec issue.

Source Analysis Projection: The figures used are based on percentages established for the May/June 2024 issue and projected against the totals for the November/December issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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Published by:
Content Media Group, Inc.
2 Campbell Dr., Suite 807
Uxbridge, ON L9P 0A3
T: (905) 465-2919
www.mechanicalbusiness.com

BRUCE MEACOCK
Publisher

SHILA NAIK
Circulation Manager