

**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2025

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 and Building Developers/ Contractors.



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

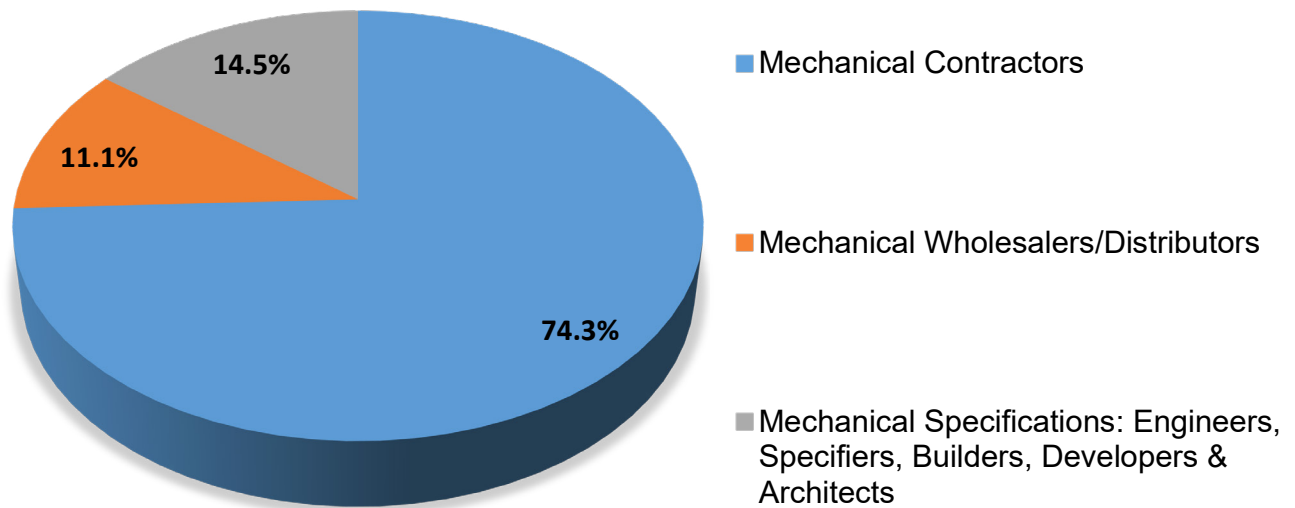
<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>22,567</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		18,263
Qualified Nonpaid Individual - Digital		10,273
<b>Total Qualified Nonpaid Individual</b>		<b>22,567</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>22,567</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	170
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>170</b>
<b>Total Average Nonqualified Circulation</b>	<b>170</b>

<b>CIRCULATION BY ISSUES</b>			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan/Feb	18,391	9,708	22,562
Mar/Apr	18,339	10,065	22,566
May/June	18,057	11,044	22,570

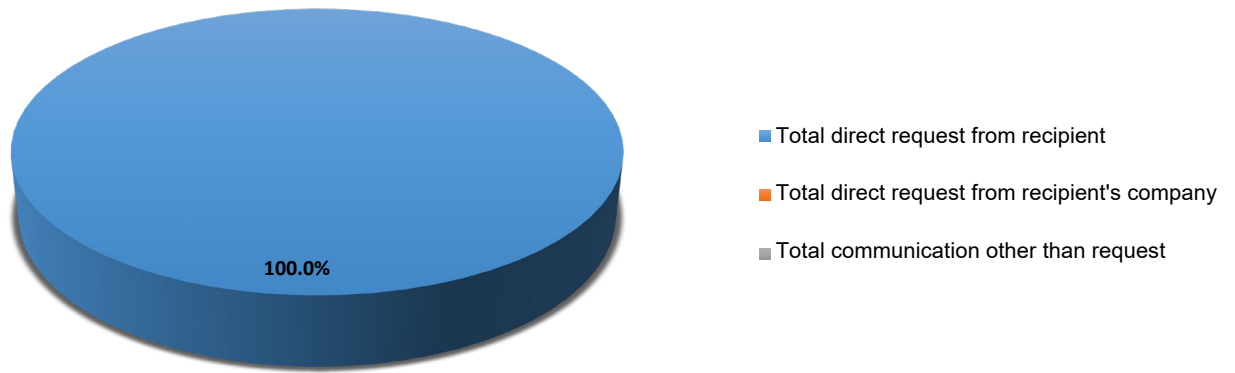
BUSINESS ANALYSIS					
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Mechanical Contractors	16,777	74.3	13,508	7,738
2.	Mechanical Wholesalers/Distributors	2,511	11.1	2,114	1,359
3.	Mechanical Specifications: Engineers, Specifiers, Builders, Developers & Architects	3,282	14.5	2,435	1,947
<b>Total Qualified Circulation</b>		<b>22,570</b>	<b>100.0</b>	<b>18,057</b>	<b>11,044</b>

## Business Analysis



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
<b>Total Direct Request From Recipient</b>	18,057	11,044	22,570	100.0
<b>Total Direct Request From Recipient's Company</b>				
<b>Total Communication Other Than Request</b>				
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources				
<b>Total Qualified Subscriptions</b>	18,057	11,044	22,570	100.0
<b>Percent</b>	80.0	48.9	100.0	
Single Copy Sales				
<b>Total Qualified Circulation</b>			22,570	

**Breakout by Qualification Source**



MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	18,049	11,037	22,561	100.0
Individual by Name Only	8	7	9	0.0
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
<b>Total Qualified Subscriptions</b>	18,057	11,044	22,570	100.0
<b>Total Qualified Circulation</b>	18,057	11,044	22,570	100.0

## GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	1,868	1,043	2,213
British Columbia	2,093	1,326	2,527
Manitoba	527	297	632
New Brunswick	339	193	419
Newfoundland/Labrador	171	94	208
Northwest Territories	23	24	33
Nova Scotia	378	233	473
Nunavut	6	3	7
Ontario	8,797	5,146	10,841
Prince Edward Island	84	44	99
Quebec	3,245	2,318	4,487
Saskatchewan	505	305	606
Yukon Territory	21	18	25
Canadian Unclassified			
<b>TOTAL CANADA</b>	<b>18,057</b>	<b>11,044</b>	<b>22,570</b>
United States			
Military or Civilian Personnel Overseas			
Other International			
<b>Total International</b>			
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>18,057</b>	<b>11,044</b>	<b>22,570</b>

## 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 May/June 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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