



Canadian Trade Publishing Inc.
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FIELD SERVED & PURPOSE

Contracting Canada magazine serves the specific needs and interests of Professional Heating, Air Conditioning, Ventilation, Refrigeration, Plumbing, Mechanical, Hydronic Heating and Controls Contractors and their installation and service personnel. Also serves HVAC/Refrigeration and Plumbing parts, supplies and equipment wholesale distributors in Canada's Residential, Commercial and Institutional markets.

DEFINITION OF RECIPIENT QUALIFICATIONS

Contractors: Recipients are Contractor personnel including: Owners, Installers, Service and HVAC/R Technicians, Refrigeration Mechanics, Hydronic Heating Specialist, Gas Fitters, Service Managers, Estimators, Designers, Purchasing Managers and Agents, Sales Personnel, Journeymen, Apprentices and others employed by contracting firms.

Wholesale/distributors: Recipients are branch and purchasing managers and agents, field and counter sales personnel, estimators, designers, branch operations and management personnel.

Note: Contracting Canada magazine Fall' 2011 issue was ordered by 550 authorized HVAC/Refrigeration and Plumbing wholesalers and every issue is printed with the name and/or logo of the distributing wholesaler on the magazine cover. Quantities of Contracting Canada magazine ordered by wholesalers were packaged in special counter display boxes and shipped via CanPar Transport Ltd. to 550 authorized Wholesaler locations across Canada for distribution to their contractor customers. At present a standard for a comprehensive business publication distribution audit is unavailable through the recognized publication audit bureau. The purpose of this sworn Publisher's Distribution Statement is to demonstrate exactly how Contracting Canada magazine would report if specifics of distribution were audited.

AVERAGE NON-QUALIFIED DISTRIBUTION	
Advertiser and Agency	1,105 copies
Allocated for trade shows and conventions	500 copies
Wholesaler shows, training meetings and special events	250 copies
Other	150 copies
TOTAL.....	1,905 copies

Qualified Distribution Fall 2011 issue	
2011 Total Distribution	
Fall 2011 issue	29,005
Average total distribution	29,005

Geographic Breakout Contracting Canada Magazine Distribution for Fall 2011 issue		
Province	Issues Branded for Wholesalers and Distributed to Contractors	Wholesaler Sales Counter Locations
British Columbia	4,405	84
Alberta	4,205	81
Saskatchewan	1,025	21
Manitoba	885	17
Ontario	15,225	285
Quebec	815	15
New Brunswick	840	16
Nova Scotia	1,180	23
Prince Edward Island	165	3
Newfoundland	260	5
Total	29,005	550

PUBLISHER'S SWORN AFFIDAVIT:

The Publisher, Don B. Beaulieu hereby make oath and say that all information set forth in this statement is accurate and true. Dated: November 1, 2011 at Mississauga, Ontario, Canada.

Authorized Wholesale/Distributors that Contracting Canada is Branded for and Distributed Through

NAME	Number of locations	Number issues per location	Total issues distributed
Air Heat Supplies	3	55	165
Andrew Sheret Ltd.	17	50	850
BA Express	22	50	1,100
Bardon Supplies Ltd.	12	55	660
Bartle & Gibson Co. Ltd.	29	50	1,450
Benn Air-Temp Supplies Inc.	3	55	165
Boone Plumbing & Heating Supply	3	55	165
Boutette & Barnett Trade Distribution	5	55	275
BPW Distributors	1	50	50
Brampton Plumbing Htg. & Ind'l Supplies	1	50	50
Carson Supply	1	50	50
Convex Energy Inc.	1	55	55
Crane Supply	7	50	350
Cronkhite Supply Division of Wolseley	5	50	250
Desco Plumbing & Heating Supply	14	50	700
Don Park Inc.	14	60	840
Eastern Refrigeration Supply Company	1	55	55
Ecco Heating Products	12	50	600
Eddy Group	8	50	400
EMCO Distribution	57	50	2,850
Fortress Group	5	55	275
Frontier Plumbing & Heating Supply	4	50	200
Fulford Supply	1	55	55
Hamilton Plumbing Supply	1	50	50
Heat Cool Supply Ltd.	1	50	50
Hill Plumbing & Heating Supplies	1	50	50
Holmar Plumbing & Heating Supplies	1	50	50
Hudson Plumbing Supplies Ltd. Div. Wolseley	3	50	150
Hydronic Parts Group	4	50	200
Independent Supply Company Inc.	9	55	495
Kerr Smart Energy Ltd.	12	50	600
Kotyck Brothers Ltd.	1	50	50
Lennox PartsPlus	8	55	440
LK Metal Products	1	50	50
LynCar Products Ltd.	1	40	40
The Master Group	11	55	605
Marks Supply Ltd.	7	55	385
McKeough Supply Inc.	7	55	385
Near North Supply Inc.	1	50	50
Noble	23	55	1,265
Pacific Controls Ltd.	2	50	100
Powmatic	6	50	300
Refrigerative Supply Ltd.	13	50	650
Ridler Heating & Cooling	2	55	110
Sinclair Supply Ltd.	15	50	750
Southern Supplies Ltd.	2	50	100
Southwest Supply	1	50	50
Tackaberry Heating & Refrigeration	5	55	275
Thermal Resources	2	50	100
Trane Parts Centres Service First	15	55	825
Trent Metals Ltd.	8	55	440
UA Local 787 Training Center	1	50	50
United Refrigeration	10	50	500
Universal Supply Co. Ltd.	3	50	150
West Central Pipe, Plumbing & Heating	1	50	50
Wolseley HVAC/R Group	27	55	1,485
Wolseley Plumbing & Mechanical	77	55	4,235
WWG / Totaline Carrier Parts Centers	36	55	1,980
Yorkland Controls	4	55	220
York International Source 1 Parts	2	55	110
Totals	Locations - 550	Average number issues per location - 52	29,005