

**BUSINESS PUBLICATION
Publisher's Statement**

6 months ended June 30, 2016
Subject to Audit

Field Served:

Private companies or other private and public sector organizations which either manufacture electronic equipment, systems or components (OEMs), use electronic equipment in their operations (end users) or incorporate electronics into end products.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 21,665



TEST & MEASUREMENT
Page 11
IOT (INTERNET OF THINGS)
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EMBEDDED SYSTEMS &
ENGINEERING SOFTWARE
Page 20



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	12,598	
Digital Only, See Par. 11(b)	5,471	
Print & Digital (Unduplicated), See Par. 11(c)	3,596	
Total Individual	<u>21,665</u>	
Total Average Qualified Nonpaid Circulation		21,665

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	113	
Miscellaneous, Including Staff Copies - Print Only	639	
Miscellaneous, Including Staff Copies - Digital Only	1,147	
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	<u>199</u>	
Total Miscellaneous, Including Staff Copies, See Par. 11(d)	<u>1,985</u>	
Total Average Nonqualified Circulation		2,098

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	21,533		14,038	5,107	2,388	21,533
Feb						
Electrosourse*	16,353		16,353			16,353
Mar/Apr	21,431		13,716	5,303	2,412	21,431
May	21,868		11,225	5,795	4,848	21,868
Jun/Jul	21,827		11,412	5,678	4,737	21,827

*Special Issue - circulation not included in average shown in Par. 1.

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Job Titles

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Units*	Classification by Job Titles									
							1	2	3	4	5	6	7	8	9	10
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines.....	898	4.1	395	225	278	706	351	58	55	103	134	65	34	35	43	20
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment.....	1,108	5.1	611	261	236	674	360	62	71	170	168	99	38	56	67	17
3. Communications Equipment and Systems.....	999	4.6	526	279	194	545	256	52	81	205	132	79	58	60	54	22
4. Electronic Industrial Controls Equipment and Systems.....	1,981	9.1	994	467	520	1,196	598	114	185	343	225	209	84	91	103	29
5. Electronics, Components and Subassemblies.....	1,730	7.9	919	411	400	930	471	123	123	277	163	195	41	113	193	30
6. Consumer Electronic Appliances: Home Entertainment and Others.....	332	1.5	156	99	77	254	128	15	14	51	45	28	12	15	19	5
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment: Avionics and Marine Equipment.....	780	3.6	376	199	205	373	147	48	65	193	113	87	43	41	20	23
8. System Houses Integrating Electronic Hardware with Software.....	410	1.9	213	128	69	310	174	24	32	65	55	22	3	8	20	7
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified.....	1,885	8.6	878	480	527	1,308	664	116	90	272	142	288	81	121	85	26
USERS OF ELECTRONIC EQUIPMENT																
10. Industrial Companies using Electronic Equipment in their Manufacturing.....	6,332	29.0	3,442	1,478	1,412	4,992	2,810	512	290	723	390	786	313	225	226	57
11. Commercial Users of Electronic Equipment:																
a) Telephone, Satellite and Related Communications.....	285	1.1	131	72	32	198	74	26	7	36	58	10	6	2	5	11
b) Radio, TV, CATV and Related Broadcasting.....	386	1.8	221	132	33	320	77	19	6	110	116	29	17	3	7	2
c) Power Generation Systems and Public Utilities.....	288	1.3	146	96	46	198	35	19	15	78	74	38	17	3	5	4
d) Transportation Services.....	201	0.9	96	62	43	155	40	16	8	37	43	31	15	5	4	2
OTHER																
12. Independent Research, Test and Design Laboratories; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment.....	1,453	6.6	717	458	278	1,203	551	120	123	328	175	47	40	15	34	20
13. Government Agencies and Military:																
a) Federal.....	339	1.6	158	123	58	210	10	36	19	49	193	19	6	2	5	5
b) Provincial and Municipal.....	325	1.5	144	114	67	202	14	22	24	57	134	38	30	2	2	4
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:																
a) Commercial, Industrial.....	1,047	4.7	562	306	179	821	343	133	7	42	55	47	29	46	339	6
b) Consumers.....	158	0.7	85	52	21	131	68	18	2	7	11	2	3	15	30	2
15. Education, Hospitals, Libraries.....	754	3.4	328	286	140	458	48	43	17	84	356	26	36	14	7	123
16. Others Allied to the Field.....	227	1.0	127	67	33	224	95	19	9	19	23	16	13	7	15	11
Other Paid Circulation.....																
Subscriptions.....																
Single Copy Sales.....																
Total Qualified Circulation.....	21,868	100.0	11,225	5,795	4,848	15,408	7,314	1,596	1,243	3,249	2,805	2,161	919	877	1,278	426

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

JOB TITLES

1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.), Directors, (n.e.c.)
2. Branch Managers, District Managers, Regional Managers, Supervisors
3. Design & Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specifications Writers, Project Managers/Coordinators
4. Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists, Quality Assurance Specialists/Supervisors, and related technical personnel
5. Research, including Vice-Presidents of Research, Research Directors, Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers
6. Manufacturing, Production & Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Managers, Electrical Supervisors
7. Field Service, Repair & Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives
8. Purchasing & Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers
9. Marketing & Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers
10. Other Qualified Personnel, n.e.c.

SUPPLEMENTAL ANALYSIS

Classification by Provinces

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid		Units*	NL	PE	NS	NB	QC	ON	MB	SK	AB, NT & NU	BC & YT	Outside Canada	
			Print Only	Digital Only													
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines.....	898	4.1	395	225	706	5	4	9	10	237	453	15	11	59	94	1	
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment.....	1,108	5.1	611	261	674	5	1	25	7	268	534	22	12	128	106		
3. Communications Equipment and Systems.....	999	4.6	526	279	545	5	31	31	5	207	375	19	63	132	165		
4. Electronic Industrial Control Equipment and Systems.....	1,981	9.1	994	467	1,196	9	1	27	26	463	844	82	33	210	284	2	
5. Electronics, Components and Subassemblies.....	1,730	7.9	919	411	930	6	2	34	6	436	874	37	21	148	162	4	
6. Consumer Electronic Appliances: Home Entertainment and Others.....	332	1.5	156	99	254		1	5	6	80	150	5	10	28	47		
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment.....	780	3.6	376	199	373	9	3	50	5	266	307	19	5	41	73	2	
8. System Houses Integrating Electronic Hardware with Software.....	410	1.9	213	128	310	1		10	3	85	181	10	4	43	72	1	
9. Industrial Companies within the OEM Incorporating Electronic Equipment into their end product, not elsewhere classified.....	1,885	8.6	878	480	1,308	11	7	43	21	553	837	57	24	172	158	2	
10. Industrial Companies using Electronic Equipment.....	6,332	29.0	3,442	1,478	4,992	36	27	122	112	1,578	2,933	187	146	576	613	2	
11. Commercial Users of Electronic Equipment.....	235	1.1	131	72	198	1		2	3	42	83	9	13	48	34		
a) Telephone, Satellite and Related Communications.....	386	1.8	221	132	320	8	2	12	9	71	119	22	31	57	55		
b) Radio, TV, CATV and Related Broadcasting.....	288	1.3	146	96	198	8	1	8	5	52	106	22	11	39	36		
c) Power Generation Systems and Public Utilities.....	201	0.9	96	62	155	1		2	1	50	64	15	3	27	38		
d) Transportation Services.....																	
12. Independent Research, Test and Design Laboratories: Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment.....	1,453	6.6	717	458	1,203	13	6	38	24	319	614	36	21	178	204		
13. Government Agencies and Military:																	
a) Federal.....	339	1.6	158	123	210	5	1	35	4	53	159	17	7	24	34		
b) Provincial and Municipal.....	325	1.5	144	114	202	2		6	2	84	101	38	9	59	24		
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:																	
a) Commercial, Industrial.....	1,047	4.7	562	306	821	8	1	19	5	254	486	30	11	97	135	1	
b) Consumers.....	158	0.7	85	52	131			3	6	41	65	14	2	8	19		
15. Education, Hospitals, Libraries.....	754	3.4	328	286	458	6	7	33	20	186	241	40	28	102	90	1	
16. Others Allied to the Field.....	227	1.0	127	67	224	2		7	4	57	97	6	3	25	24	2	
Other Paid Circulation.....																	
Subscriptions.....																	
Single Copy Sales.....																	
Total Qualified Circulation.....	21,868	100.0	11,225	5,795	4,848	15,408	138	64	521	284	5,382	9,623	702	468	2,201	2,467	18

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within						Total	%
	Print Only	Digital Only	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	10,771	5,681	4,797	17,652	3,597		21,249	97.2
Written.....	595	108	126	612	217		829	3.8
Telecommunication	8,466	4,067	3,696	13,594	2,635		16,229	74.2
Internet and E-mail.....	1,710	1,506	975	3,446	745		4,191	19.2
Total Direct request from recipient's company:	454	114	51	149	470		619	2.8
Written								
Telecommunication	451	113	51	146	469		615	2.8
Internet and E-mail.....	3	1		3	1		4	0.0
Total Communication other than request:								
Written.....								
Telecommunication								
Internet and E-mail.....								
Association								
Business Directories								
Lists								
Acquired Circulation.....								
Other Sources.....								
Total Qualified Nonpaid Circulation	11,225	5,795	4,848	17,801	4,067		21,868	100.0
Percent.....	51.3	26.5	22.2	81.4	18.6		100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							21,868	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	21,773	99.6	11,157	5,774	4,842
Individual by name only	92	0.4	65	21	6
Title or occupation only	2	0.0	2		
Company name only	1	0.0	1		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation.....	21,868	100.0	11,225	5,795	4,848
Single Copy Sales					
Total Qualified Circulation	21,868				

GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units*
Alberta	1,125	614	448	2,187	1,575
British Columbia	1,322	686	452	2,460	1,774
Manitoba	366	210	126	702	471
New Brunswick	144	69	71	284	221
Newfoundland/Labrador	63	44	31	138	108
Northwest Territories	9	3	2	14	11
Nova Scotia	263	150	108	521	355
Nunavut					
Ontario	5,092	2,304	2,227	9,623	6,716
Prince Edward Island	28	12	24	64	51
Quebec	2,558	1,564	1,260	5,382	3,788
Saskatchewan	245	128	95	468	315
Yukon Territory	4	2	1	7	6
Canadian Unclassified					
Total Canada	11,219	5,786	4,845	21,850	15,391
United States	6	9	3	18	17
Military or Civilian Personnel Overseas.....					
Other International					
Total International	6	9	3	18	17
E-Mail Address Only					
Other Unclassified.....					
Grand Total	11,225	5,795	4,848	21,868	15,408

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 12,598 copies per issue, represent copies served to individuals receiving the print version only of ELECTRONIC PRODUCTS AND TECHNOLOGY.

(b) Digital Only Individual subscriptions, averaging 5,471 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print & Digital (Unduplicated) Individual subscriptions, averaging 3,596 copies per issue, represent copies served to individuals receiving the print and digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY. The digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 469 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: designers, engineers, technologists, technicians, managers, researchers, and purchasers, as well as other personnel employed in the field served.

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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