

**BUSINESS PUBLICATION**

**Publisher's Statement**

6 months ended June 30, 2014

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.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 21,635**



**1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed**

**1B AVERAGE QUALIFIED NONPAID CIRCULATION**

Print Only, See Par. 11(a) . . . . .	12,980	
Digital Only, See Par. 11(b) . . . . .	5,752	
Print & Digital (Unduplicated), See Par. 11(c) . . . . .	2,903	
Total Individual . . . . .	21,635	
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>21,635</b>

**1C AVERAGE NONQUALIFIED CIRCULATION**

Allocated For Shows & Conventions . . . . .	63
Miscellaneous, Including Staff Copies, See Par. 11(d) . . . . .	1,229
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>1,292</b>

**1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
None

**2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2014 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan./Feb.	22,100		13,370	5,755	2,975	22,100
Feb.						
Electrosources*	16,137		16,137			16,137
Mar./Apr.	21,385		12,718	5,801	2,866	21,385
May	21,505		12,883	5,738	2,884	21,505
June/July	21,549		12,947	5,715	2,887	21,549

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

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2014 ISSUE IN WHICH:

• QUALIFIED NONPAID CIRCULATION WAS 0.6% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

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	712	3.3	416	203	93	553	245	57	51	75	136	58	20	33	32	5
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment	1,221	5.7	743	305	173	682	292	60	100	216	216	152	32	73	71	
3. Communications Equipment and Systems	1,189	5.5	694	338	157	579	232	72	110	271	169	123	45	86	72	
4. Electronic Industrial Controls Equipment and Systems	1,778	8.3	1,027	509	242	994	437	107	176	339	235	223	50	99	96	16
5. Electronics, Components and Subassemblies	1,680	7.8	1,021	383	276	867	400	121	109	295	171	214	38	127	196	9
6. Consumer Electronic Appliances: Home Entertainment and Others	377	1.8	199	114	64	258	113	16	24	66	57	46	15	20	16	4
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment	722	3.4	442	185	95	325	87	49	63	193	124	100	34	50	13	9
8. System Houses integrating Electronic Hardware with Software	511	2.4	271	162	78	358	205	30	42	72	71	41	6	15	26	3
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified	1,665	7.7	1,114	390	161	1,082	337	74	102	299	162	352	67	191	71	10
10. Industrial Companies using Electronic Equipment in their Manufacturing	4,674	21.7	3,233	1,041	400	3,592	1,305	367	241	697	490	862	271	228	182	31
11. Commercial Users of Electronic Equipment:																
a) Telephone, Satellite and Related Communications	335	1.6	184	96	55	259	97	38	11	46	89	24	7	5	15	3
b) Radio, TV, CATV and Related Broadcasting	495	2.3	273	162	60	398	75	25	8	153	148	51	17	5	8	5
c) Power Generation Systems and Public Utilities	413	1.9	243	116	54	254	42	25	16	95	126	78	15	5	8	3
d) Transportation Services	197	0.9	115	50	32	131	27	15	7	34	55	34	14	7	3	1
OTHER131																
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	1,672	7.8	910	525	237	1,355	583	113	159	346	220	135	37	17	49	13
13. Government Agencies and Military:																
a) Federal	496	2.3	234	170	92	256	13	45	27	66	286	37	10	7		5
b) Provincial and Municipal	438	2.0	214	138	86	268	16	20	21	64	190	78	32	5	2	10
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:																
a) Commercial, Industrial	1,366	6.4	769	344	253	1,016	427	152	10	51	76	70	35	62	471	12
b) Consumers	157	0.7	94	34	29	134	63	19	3	7	11	7	4	13	28	2
15. Education, Hospitals, Libraries	1,054	4.9	490	367	197	563	57	55	30	123	512	66	35	21	10	145
16. Others Allied to the Field	353	1.6	197	106	50	347	124	26	14	33	66	45	9	13	14	9
Other Paid Circulation																
Subscriptions																
Single Copy Sales																
<b>Total Qualified Circulation</b>	<b>21,505</b>	<b>100.0</b>	<b>12,883</b>	<b>5,738</b>	<b>2,884</b>	<b>14,271</b>	<b>5,177</b>	<b>1,486</b>	<b>1,324</b>	<b>3,541</b>	<b>3,610</b>	<b>2,796</b>	<b>793</b>	<b>1,082</b>	<b>1,383</b>	<b>295</b>

\*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 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 Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Units*	Classification by Provinces											Outside Canada
							NL	PE	NS	NB	QC	ON	MB	SK	AB, NT & NU	BC & YT		
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines .....	712	3.3	416	203	93	553	3	1	3	3	182	364	11	7	62	73	3	
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment .....	1,221	5.7	743	305	173	682	6	5	19	2	286	586	19	11	142	145		
3. Communications Equipment and Systems .....	1,189	5.5	694	338	157	579	2		36	10	229	482	16	41	157	213	3	
4. Electronic Industrial Controls Equipment and Systems .....	1,778	8.3	1,027	509	242	994			29	18	370	734	81	39	243	254	2	
5. Electronics, Components and Subassemblies .....	1,680	7.8	1,021	383	276	867	6		41	5	367	844	37	40	181	154	5	
6. Consumer Electronic Appliances; Home Entertainment and Others .....	377	1.8	199	114	64	258	1		3	2	98	182	4		41	38		
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment .....	722	3.4	442	185	95	325	6	1	43	1	230	266	21	5	53	94	2	
8. System Houses integrating Electronic Hardware with Software .....	511	2.4	271	162	78	358	1			3	115	233		6	52	84	1	
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified .....	1,665	7.7	1,114	390	161	1,082	2	6	24	23	416	757	50	25	188	169	5	
USERS OF ELECTRONIC EQUIPMENT																		
10. Industrial Companies using Electronic Equipment in their Manufacturing .....	4,674	21.7	3,233	1,041	400	3,592	30	13	56	82	1,276	2,099	123	87	470	432	6	
11. Commercial Users of Electronic Equipment:																		
a) Telephone, Satellite and Related Communications .....	335	1.6	184	96	55	259	3		3	5	52	134	11	13	64	47	3	
b) Radio, TV, CATV and Related Broadcasting .....	495	2.3	273	162	60	398		2	16	6	87	164	31	34	70	75	1	
c) Power Generation Systems and Public Utilities .....	413	1.9	243	116	54	254	11	4	13	7	84	145	30	15	55	49		
d) Transportation Services .....	197	0.9	115	50	32	131	4		2	2	50	62			27	41		
OTHER																		
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment .....	1,672	7.8	910	525	237	1,355	16	1	35	17	349	692	48	26	214	271	3	
13. Government Agencies and Military:																		
a) Federal .....	496	2.3	234	170	92	256		1	49	6	81	227	26	15	37	46		
b) Provincial and Municipal .....	438	2.0	214	138	86	268	2	2	7	4	92	145	53	15	84	34		
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:																		
a) Commercial, Industrial .....	1,366	6.4	769	344	253	1,016	7	1	19		293	671	45	18	129	169	6	
b) Consumers .....	157	0.7	94	34	29	134	1	1	4	5	30	73	17	3	6	17		
15. Education, Hospitals, Libraries .....	1,054	4.9	490	367	197	563	14		45	31	255	345	57	47	128	123		
16. Others Allied to the Field .....	353	1.6	197	106	50	347			10	1	79	150	15	7	51	36	4	
Other Paid Circulation																		
Subscriptions .....																		
Single Copy Sales .....																		
<b>Total Qualified Circulation .....</b>	<b>21,505</b>	<b>100.0</b>	<b>12,883</b>	<b>5,738</b>	<b>2,884</b>	<b>14,271</b>	<b>140</b>	<b>47</b>	<b>465</b>	<b>241</b>	<b>5,021</b>	<b>9,355</b>	<b>712</b>	<b>462</b>	<b>2,454</b>	<b>2,564</b>	<b>44</b>	

\*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:	12,883	5,738	2,884	16,777	3,352	1,376	21,505	100.0
Written.....	900	91	189	739	293	148	1,180	5.5
Telecommunication .....	9,803	3,857	1,399	11,708	2,407	944	15,059	70.0
Internet and E-mail.....	2,180	1,790	1,296	4,330	652	284	5,266	24.5
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication .....								
Internet and E-mail.....								
Association .....								
Business Directories .....								
Lists .....								
Acquired Circulation.....								
Other Sources.....								
<b>Total Qualified Nonpaid Circulation .....</b>	<b>12,883</b>	<b>5,738</b>	<b>2,884</b>	<b>16,777</b>	<b>3,352</b>	<b>1,376</b>	<b>21,505</b>	<b>100.0</b>
<b>Percent.....</b>	<b>59.9</b>	<b>26.7</b>	<b>13.4</b>	<b>78.0</b>	<b>15.6</b>	<b>6.4</b>	<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>21,505</b>	

## 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 . . . .	21,441	99.7	12,860	5,707	2,874
Individual by name only .....	62	0.3	21	31	10
Title or occupation only .....	1		1		
Company name only .....	1		1		
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation.....</b>	<b>21,505</b>	<b>100.0</b>	<b>12,883</b>	<b>5,738</b>	<b>2,884</b>
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>21,505</b>				

## GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Units*
Newfoundland/Labrador.....	140	0.6	91	35	14	99
Nova Scotia.....	465	2.2	283	119	63	282
Prince Edward Island .....	47	0.2	38	4	5	38
New Brunswick.....	241	1.1	160	55	26	181
Quebec.....	5,021	23.3	2,900	1,379	742	3,426
Ontario .....	9,355	43.5	5,773	2,351	1,231	6,188
Manitoba .....	712	3.3	431	192	89	443
Saskatchewan.....	462	2.2	289	128	45	276
Alberta.....	2,438	11.4	1,430	703	305	1,594
British Columbia .....	2,557	11.9	1,469	731	357	1,683
Northwest Territories .....	16	0.1	8	5	3	13
Nunavut.....						
Yukon Territory .....	7	0.0	3	1	3	6
Canadian Unclassified .....						
<b>Total Canada</b>	<b>21,461</b>	<b>99.8</b>	<b>12,875</b>	<b>5,703</b>	<b>2,883</b>	<b>14,229</b>
United States.....	40	0.2	8	31	1	38
Military or Civilian Personnel Overseas.....						
Other International .....	4	0.0		4		4
<b>Total International</b>	<b>44</b>	<b>0.2</b>	<b>8</b>	<b>35</b>	<b>1</b>	<b>42</b>
E-Mail Address Only .....						
Other Unclassified.....						
<b>Grand Total</b>	<b>21,505</b>	<b>100.0</b>	<b>12,883</b>	<b>5,738</b>	<b>2,884</b>	<b>14,271</b>

\*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, 2014**

**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 12,980 copies per issue, represent copies served to individuals receiving the print version only of ELECTRONIC PRODUCTS AND TECHNOLOGY.

(b) Digital Only Individual subscriptions, averaging 5,752 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 2,903 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 595 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.**

Parent Company: Business Information Group

**PETER LONEY**

Publisher

**DIANE RAKOFF**

Senior Circulation Manager

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