



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2009**



Field Served:

Freight transportation and logistics. This includes manufacturing, resource, retail and wholesale firms who utilize motor carrier, rail, air, marine, logistics technology services, forwarding, customs, private trucking, public warehousing, courier and freight handling services and equipment. Also served are motor carrier, rail, forwarding, customs, air, marine, courier and public warehousing firms.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 17,455

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	16,846	
Digital Only, See Par. 11(b)	579	
Print & Digital (Unduplicated), See Par. 11(c)	30	
Total Individual	17,455	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		17,455

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	400
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d)	697
Total Average Non-Qualified Circulation	1,097

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2009 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	17,440		17,440			17,440	300	156
Feb.	17,474		17,474			17,474	38	72
Mar.	17,468		16,565	886	17	17,468	63	57
Apr.	17,471		16,555	884	32	17,471	40	43
May	17,516		16,591	878	47	17,516	19	64
June	17,359		16,451	824	84	17,359	1,549	1,392
						Total	2,009	1,784

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE, 2009 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.6% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
01-09 AGRICULTURE, FORESTRY, AND FISHING .	259	1.5	256	3	
10-14 MINING	173	1.0	172		1
15-17 CONSTRUCTION	355	2.0	355		
20-39 MANUFACTURING					
20 Food and Kindred Products.....	1,334	7.7	1,295	36	3
21 Tobacco Products	8	0.0	8		
22 Textile Mill Products.....	193	1.1	182	11	
23 Apparel and Other Finished Products Made from Fabrics and Similar Materials.....	265	1.5	238	25	2
24 Lumber and Wood Products except Furniture	476	2.7	459	17	
25 Furniture and Fixtures.....	294	1.7	267	26	1
26 Paper and Allied Products	357	2.1	355	1	1
27 Printing, Publishing and Allied Industries	405	2.3	361	44	
28 Chemical and Allied Products.....	589	3.4	578	10	1
29 Petroleum Refining and Related Industries.....	149	0.9	147		2
30 Rubber and Miscellaneous Plastics Products .	439	2.5	424	15	
31 Leather and Leather Products	49	0.3	42	7	
32 Stone, Clay, Glass and Concrete Products.....	305	1.8	290	14	1
33 Primary Metal Industries.....	268	1.5	260	7	1
34 Fabricated Metal Products except Machinery and Transportation Equipment.....	936	5.4	858	78	
35 Industrial and Commercial Machinery and Computer Equipment	747	4.3	697	48	2
36 Electronic and Other Electrical Equipment and Components, except Computer Equipment.....	571	3.3	529	41	1
37 Transportation Equipment.....	511	2.9	499	11	1
38 Measuring, Analyzing and Controlling Instruments; Photographic, Medical and Optical Goods; Watches and Clocks.....	118	0.7	101	17	
39 Miscellaneous Manufacturing Industries.....	792	4.6	751	38	3
Sub-Total Manufacturing	9,593	55.3	9,124	449	20
40-49 TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS AND SANITARY SERVICES					
40 Railroad Transportation.....	95	0.5	95		
42 Motor Freight Transportation and Warehousing	1,573	9.1	1,530	15	28
44 Water Transportation	62	0.4	60	1	1
45 Transportation by Air	99	0.6	96	1	2
47 Transportation Services (includes freight forwarders and custom brokers).....	1,237	7.1	1,220	9	8
41 Local and Suburban Transit and Interurban Highway Passenger Transportation	23	0.1	23		
43 United States Postal Service.....					
46 Pipelines except Natural Gas	22	0.1	21		1
48 Communications	132	0.8	131		1
49 Electric, Gas and Sanitary Services.....	82	0.5	82		
Sub-Total Lines 40 thru 49	3,325	19.2	3,258	26	41
50-51 WHOLESALE TRADE.....	2,245	12.9	2,180	60	5
52-59 RETAIL TRADE	1,049	6.0	775	269	5
60-67 FINANCE, INSURANCE AND REAL ESTATE	64	0.4	61	1	2
70-89 SERVICES	660	3.8	642	11	7
90-97 PUBLIC ADMINISTRATION.....	233	1.3	223	7	3
Others Allied to the Field.....	190	1.1	188	1	1
Other Paid Circulation Subscriptions.....					
Single Copy Sales					
Total Qualified Circulation	17,359	100.0	16,451	824	84

CANADIAN TRANSPORTATION & LOGISTICS



Classification by Title												
Executive Management	Financial Management	Administrative Management	Maintenance Management/Engineering	Purchasing	Plant/Production Operations	Engineering	Materials Management	Logistics	Design Engineering/Research Development	Transportation and Distribution	Storage and Warehousing	Other Qualified Personnel
101	14	24	4	11	18			28	3	33	9	14
15	5	22	1	37	19	6	8	17		17	16	10
156	14	36	5	26	31		13	19	2	23	18	12
278	65	98	14	65	156	5	16	199	16	290	96	36
	1			1	1			2	1	2		
76	14	10		14	12	1	2	11		37	12	4
107	24	13	2	13	11	1	3	24		46	19	2
197	34	51	1	32	22	2	6	32	2	53	31	13
145	22	12		14	20	1	5	18	3	31	15	8
49	23	30	1	45	44	3	9	50		57	34	12
198	28	40	2	22	22		3	15		28	32	15
74	39	40	4	44	78	5	8	105	12	122	35	23
16	5	15	1	26	15	2	3	19	2	21	12	12
118	31	37		42	40	3	24	55	2	51	34	2
29	3	4		2	2			1		5	2	1
94	20	26	4	18	25	1	2	21		41	37	16
48	24	19	1	44	16	3	9	24	2	48	20	10
432	51	63	3	71	55	4	54	49	5	82	46	21
299	45	67	3	62	46	9	20	40	4	89	44	19
142	25	45	2	58	45	8	31	67	11	87	35	15
131	24	43	4	52	40	4	40	44	12	69	25	23
39	14	6		5	9		6	10	1	14	10	4
259	57	53	5	68	79	2	21	75	7	93	59	14
3,003	582	754	57	772	806	60	283	925	85	1,339	641	286
21		22	2	2	11	3	1	7	5	8	1	12
532	29	301	12	21	174	14	10	95	47	155	114	69
22		12		4	8	2	1	3		9		1
24	2	18		3	11	5	4	4	8	9	2	9
516	25	230		5	130	10	1	61	32	136	22	69
5		4	1	3	1		1		2	4	1	1
2	1	1		9	1		1	1	1	3	2	
30	10	14	1	10	17	2	2	14	4	14	3	11
6	2	7	4	19	7	3	6	5	2	15	4	2
1,158	69	609	20	76	360	39	27	190	101	353	149	174
772	143	210	3	116	165	5	41	186	17	334	209	44
403	29	157	2	41	62	3	10	94	15	119	51	63
25	7	11	2	6	3			2	3	1	2	2
237	18	74	3	44	39	3	27	44	13	44	21	93
19	2	33	9	32	17	1	22	12	8	45	2	31
54	6	16	1	16	14	1		14	5	9	4	50
5,671	856	1,864	97	1,103	1,466	112	410	1,467	247	2,244	1,079	1,743

SUPPLEMENTAL DATA

Job Titles	Total Qualified Copies	Total Number of Respondents who Purchase or Influence the Purchase of Transportation Services
1. EXECUTIVE MANAGEMENT including President, Vice President N.E.C., Chief Executive Officer, Executive Director, Managing Director	5,671	3,550
2. FINANCIAL MANAGEMENT including Vice President Finance, Director of Finance, Chief Financial Officer, Finance Manager, Financial Analyst, Controller, Comptroller	856	529
3. ADMINISTRATIVE MANAGEMENT including Branch Manager, Assistant General Manager, General Sales Manager, Sales Manager, Marketing Manager	1,864	1,152
4. MAINTENANCE MANAGEMENT/ENGINEERING.....	97	61
5. PURCHASING including Vice President Purchasing, Director of Purchasing, Purchasing Agent, Purchasing Manager, Buyer.....	1,103	897
6. PLANT PRODUCTION/OPERATIONS including Vice President Operations, Vice President Production, Plant Manager, Works Manager, Director Production Planning.....	1,466	1,090
7. ENGINEERING	112	63
8. MATERIALS MANAGEMENT including Vice President Materials, Materials Manager, Materials Handling Manager.....	410	277
9. LOGISTICS	1,467	1,175
10. DESIGN ENGINEERING/RESEARCH AND DEVELOPMENT.....	247	148
11. TRANSPORTATION AND DISTRIBUTION including Traffic/Transportation/Distribution Vice President, Traffic Manager, Director of Traffic, Transportation Manager, Distribution Manager, Physical Distribution Manager	2,244	1,755
12. STORAGE AND WAREHOUSING including Shipper, Warehouse Manager, Public Warehousing Manager, Terminal Manager	1,079	711
OTHER QUALIFIED PERSONNEL N.E.C.	743	366
Total Qualified Circulation	17,359	11,774

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	14,707	515	84	12,382	1,388	1,536	15,306	88.2
Written	982	1		646	189	148	983	5.7
Telecommunication	9,478	471		8,050	744	1,155	9,949	57.3
Internet and E-mail	4,247	43	84	3,686	455	233	4,374	25.2
Total Direct request from recipient's company:								
Written								
Telecommunication								
Internet and E-mail								
Total Communication other than request:	764			521	225	18	764	4.4
Written	4			3	1		4	0.0
Telecommunication	755			517	220	18	755	4.4
Internet and E-mail	5			1	4		5	0.0
Association								
Business Directories, See Par. 11(e)	925	248		945	226	2	1,173	6.7
Lists, See Par. 11(f)	18	12			30		30	0.2
Acquired Circulation								
Other Sources, See Par. 11(g)	37	49		1	85		86	0.5
Total Qualified Non-Paid Circulation	16,451	824	84	13,849	1,954	1,556	17,359	100.0
Percent	94.8	4.7	0.5	79.8	11.2	9.0	100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							17,359	

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	17,132	98.7	16,230	822	80
Individual by name only	207	1.2	201	2	4
Title or occupation only	3	0.0	3		
Company name only	17	0.1	17		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	17,359	100.0	16,451	824	84
Single Copy Sales					
Total Qualified Circulation	17,359				

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GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador.....	148	0.9	142	6	
Nova Scotia.....	459	2.6	433	26	
Prince Edward Island.....	73	0.4	66	6	1
New Brunswick.....	448	2.6	418	29	1
Quebec.....	3,150	18.1	2,984	156	10
Ontario.....	9,072	52.3	8,648	371	53
Manitoba.....	706	4.1	676	27	3
Saskatchewan.....	328	1.9	309	17	2
Alberta.....	1,264	7.3	1,166	87	11
British Columbia.....	1,395	8.0	1,295	97	3
Northwest Territories.....	10	0.1	9	1	
Nunavut.....	1	0.0	1		
Yukon Territory.....	6	0.0	5	1	
Canadian Unclassified.....					
Total Canada	17,060	98.3	16,152	824	84
British Commonwealth.....					
United States.....	295	1.7	295		
Military or Civilian Personnel Overseas.....					
Other International.....	4	0.0	4		
Total International	299	1.7	299		
E-Mail Address Only.....					
Other Unclassified.....					
Grand Total	17,359	100.0	16,451	824	84

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2009**

5	<p>PRICE DATA</p> <p>Basic Prices: Subscriptions: Single Copy: Sales include Premium Values Basic & higher than basic:</p> <p>75% - 99% of basic:</p> <p>50% - 74% of basic:</p> <p>25% - 49% of basic:</p> <p>Less than 25% of basic: Not applicable</p> <p>Total applicable</p>
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7	<p>SALES CHANNELS</p> <p>Ordered by mail and/or directly requested by subscriber</p> <p>Ordered through salespeople: Catalog agencies and individual agents</p> <p>Publisher's own and other publishers' salespeople ..</p> <p>Independent agencies' salespeople</p> <p>Association memberships</p> <p>All other channels Not applicable</p> <p>Total applicable</p>
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6	<p>TERM DATA</p> <p>Three years or more</p> <p>Two years or more but less than three</p> <p>One year or more but less than two</p> <p>Less than one year Not applicable</p> <p>Total applicable</p>
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8	<p>PREMIUM USAGE</p> <p>Ordered without premium</p> <p>Ordered with reprinted material from this publication</p> <p>Ordered with other premiums Not applicable</p> <p>Total applicable</p>
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ADDITIONAL CIRCULATION INFORMATION

9	<p>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</p> <p>Not applicable</p>
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10	<p>RENEWAL ANALYSIS OF PAID CIRCULATION</p> <p>Not applicable</p>
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EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only individual subscriptions, averaging 16,846 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of CANADIAN TRANSPORTATION & LOGISTICS.

(b) Digital Only individual subscriptions, averaging 579 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of CANADIAN TRANSPORTATION & LOGISTICS is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) individual subscriptions, averaging 30 qualified non-paid copies per issue, represent copies served to individuals receiving the print and digital versions of CANADIAN TRANSPORTATION & LOGISTICS. The digital version is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 158 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from Scotts Directory and recognized directories.

(f) Lists represent names obtained from lists of transportation and logistic resources.

(g) Other Sources represent copies served to names obtained from trade shows and conventions and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: traffic and distribution executives; traffic management, other traffic personnel and other management and personnel related to transportation in manufacturing, resource, retail and wholesale firms. Also management/operational personnel in motor carrier, rail, air, marine, forwarding, customs, public warehousing, courier and freight handling firms. Also qualified are personnel in government and personnel in government transportation agencies.

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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 Audit Bureau of Circulations' Bylaws and Rules

Parent Company: Business Information Group

DIANE RAKOFF

Senior Circulation Manager

NICK KRUKOWSKI

Publisher

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