

APPENDIX L:

PUBLISHERS' ESTIMATES OF CIRCULATION

AUDITED CIRCULATIONS

All publications were required, as a condition of membership, to provide PMB with their best estimates of circulation. Estimates were to be broken down by province and by method of distribution for the issues actually used in the survey. Estimates were also to be supported with a **"PUBLISHERS STATEMENT SUBJECT TO AUDIT"** from a recognized independent audit organization.

Note: The circulation figures quoted represent the paid and non-paid circulation audited by ABC*, CCAB** or VAC** during the PMB 2008 survey period (Oct. 2005 to Sept. 2007).

PMB 2008 Publications	Average Circulation For PMB 2008 To The Nearest Thousand	Source
24 Hours Toronto	245,000	CCAB
Alive*	202,000	ABC
British Columbia Magazine	84,000	CCAB
CAA Magazine	1,572,000	CCAB
Canadian Business	98,000	ABC
Canadian Family	108,000	ABC
Canadian Gardening	160,000	ABC
Canadian Geographic	221,000	ABC
Canadian Health & Lifestyle	392,000	CCAB
Canadian Home & Country	135,000	ABC
Canadian Home Workshop	126,000	ABC
Canadian House & Home	259,000	ABC
Canadian Living	520,000	ABC
CARP for the 50 Plus	192,000	CCAB
Chatelaine	624,000	ABC
City Parent	104,000	CCAB
Cottage Life	72,000	CCAB
Elle Canada	131,000	ABC
EnRoute	159,000	CCAB
Eye Weekly	119,000	VAC
Famous	560,000	CCAB
FASHION Magazine	151,000	ABC
Financial Post Business	217,000	ABC
Flare	165,000	ABC
Food & Drink	526,000	CCAB
Forever Young	273,000	CCAB
Gardening Life	96,000	ABC
GardenWise	27,000	CCAB
Glow	na	-
Golf Canada	147,000	CCAB
Good Times	150,000	ABC
Harrowsmith Country Life	127,000	ABC
Homemakers	405,000	CCAB
HOUR	43,000	VAC
Inside Entertainment	187,000	ABC
Maclean's	385,000	ABC
Metro Toronto*	260,000	CCAB
Metro Vancouver*	na	-
MIRROR	60,000	VAC
MoneySense	125,000	ABC
Movie Entertainment	764,000	CCAB
National Post (M-F)	215,000	ABC
National Post (Sat)	231,000	ABC
NOW	109,000	VAC
Ontario Golf	48,000	CCAB
Ontario Out Of Doors	91,000	CCAB
Ottawa Magazine	34,000	CCAB
Outdoor Canada	94,000	ABC
People	174,000	ABC
Professionally Speaking	200,000	CCAB

* ABC: Average of paid and non-paid circulation from Dec 05, June & Dec 06 & June 07 statements.

** CCAB, VAC: Average of paid and non-paid circulation from March and Sept 06 and March 07 and Sept 07, if available.

na/nd Circulation not available (not audited or number of statements available cover less than 50% of fieldwork period).

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PMB 2008 Publications	Average Circulation For PMB 2008 To The Nearest Thousand	Source
Profit	114,000	ABC
Reader's Digest	982,000	ABC
Report on Business Magazine	291,000	ABC
Show	368,000	CCAB
Sports Illustrated	94,000	ABC
Starweek	632,000	ABC
Style at Home	237,000	ABC
Teen Tribute	300,000	CCAB
The Beaver*	45,000	ABC
The Globe and Mail (M-F)	329,000	ABC
The Globe and Mail (Sat)	412,000	ABC
The Hockey News Magazine	82,000	ABC
The Toronto Sun (M-F)	189,000	ABC
The Toronto Sun (Sat)	155,000	ABC
The Toronto Sun (Sun)	328,000	ABC
TIME	241,000	ABC
Today's Parent	196,000	ABC
Toronto Life	97,000	ABC
Toronto Star (M-F)	438,000	ABC
Toronto Star (Sat)	632,000	ABC
Toronto Star (Sun)	437,000	ABC
Tribute	500,000	CCAB
TV Week Magazine	60,000	CCAB
Vancouver Magazine	48,000	CCAB
Vervegirl	150,000	ABC
Western Living	185,000	CCAB
Westworld	1,113,000	CCAB
what's cooking	1,381,000	ABC
What's Up Kids Family Magazine	106,000	ABC
Wish*	139,000	ABC
24 Heures (Montréal)*	140,000	CCAB
7 Jours	113,000	ABC
Adorable	na	-
Affaires Plus	90,000	ABC
Bel Âge Magazine	144,000	ABC
Châtelaine (Fr)	209,000	ABC
Clin d'Oeil	74,000	ABC
Commerce	44,000	ABC
Cool!	55,000	ABC
Coté Jardins	na	-
Coup de Pouce	230,000	ABC
Décoration Chez-Soi	79,000	ABC
Décormag	89,000	ABC
Dernière Heure	19,000	ABC
Échos Vedettes	35,000	ABC
Elle Québec	91,000	ABC
En Primeur	105,000	CCAB
Extra	36,000	CCAB
Famous Quebec	120,000	CCAB

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Femme d'Aujourd'hui	na	-
Filles Clin d'oeil	42,000	ABC
Fleurs, Plantes et Jardins	66,000	ABC
ICI	87,000	VAC
La Semaine	76,000	ABC
L'actualité	190,000	ABC
Le Devoir (l-v)	28,000	ABC
Le Devoir (sa)	45,000	ABC
Le Journal de Montréal (dim.)	264,000	ABC
Le Journal de Montréal (l-v)	264,000	ABC
Le Journal de Montréal (sam.)	310,000	ABC
Le Journal de Québec (dim.)*	107,000	ABC
Le Journal de Québec (l-v)*	105,000	ABC
Le Journal de Québec (sam.)*	126,000	ABC
Le Lundi	26,000	ABC
Le Magazine Enfants Québec	65,000	CCAB
Le Magazine Jobboom	98,000	CCAB
Les Affaires	87,000	ABC
Les Idées de ma Maison	73,000	ABC
Madame	108,000	CCAB
Métro Montréal*	132,000	CCAB
Moi&cie*	32,000	ABC
PME	38,000	CCAB
Primeurs	410,000	CCAB
Québec Science	19,000	CCAB
qu'est-ce qui mijote	647,000	ABC
Rénovation Bricolage	35,000	ABC
Ricardo	na	-
Sélection du Reader's Digest	258,000	ABC
Sentier Chasse-Pêche	61,000	ABC
Star Inc.	40,000	ABC
Star Système	31,000	ABC
Styles de Vie	203,000	CCAB
Summum	23,000	CCAB
Touring (Fre & Eng)	636,000	CCAB
Tout Simplement Clodine*	30,000	ABC
TV 7 Jours / TV Hebdo	232,000	ABC
VOIR	135,000	VAC

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