

APPENDIX G:

MAGAZINES INCLUDED/LOGO CARDS

A. FIELDWORK PERIOD

PMB fieldwork is conducted throughout the year. Fieldwork was divided into 12 monthly waves as follows, with the expectation that work, in each case, would largely be finished in about six to eight weeks:

Sample A — October 2006 To September 2007

Wave:		Fieldwork Dates:
1	October	w/ September 25 to w/o October 30, 2006
2	November	w/ October 23 to w/o November 27, 2006
3	December	w/ November 20 to w/o December 25, 2006
4	January	w/ January 1 to w/o February 5, 2007
5	February	w/ January 29 to w/o March 5, 2007
6	March	w/ February 26 to w/o April 2, 2007
7	April	w/ March 26 to w/o April 30, 2007
8	May	w/ April 23 to w/o May 28, 2007
9	June	w/ May 28 to w/o July 2, 2007
10	July	w/ June 25 to w/o July 30, 2007
11	August	w/ July 23 to w/o August 27, 2007
12	September	w/ August 27 to w/o October 1, 2007

Sample B — October 2007 To September 2008

Wave:		Fieldwork Dates:
1	October	w/ October 1 to w/o November 5, 2007
2	November	w/ November 5 to w/o December 10, 2007
3	December	w/ December 3/07 to w/o January 7, 2008
4	January	w/ January 7 to w/o February 11, 2008
5	February	w/ February 4 to w/o March 10, 2008
6	March	w/ March 3 to w/o April 7, 2008
7	April	w/ March 31 to w/o May 5, 2008
8	May	w/ May 5 to w/o June 9, 2008
9	June	w/ June 2 to w/o July 7, 2008
10	July	w/ June 30 to w/o August 4, 2008
11	August	w/ August 4 to w/o September 8, 2008
12	September	w/ September 1 to w/o October 6, 2008

B. MAGAZINES INCLUDED

From October 2006 to September 2007, 120 magazines were included: 49 national English, 52 French-language regionals and 19 English-language regionals.

From October 2007 to September 2008, 127 magazines were included: 54 national English, 53 French-language regionals and 20 English-language regionals.

C. QUESTIONNAIRE VERSIONS

Fourteen separate versions of the questionnaire, depending on the geographic area where it would be administered, were used, differing only in the publications listed and language. Summarized below is a description of each version in terms of those publications that appeared in each of the two interviewing years.

Version	Where Used	Publications Included	Number of Publications		Language
			Oct. 06/ Sept. 07	Oct. 07/ Sept. 08	
1	Atlantic	National + Atlantic	50	56	English
2	New Brunswick	National + Atlantic + Quebec (Excluding Montreal And Quebec City Publications)	93	98	English
3	Quebec	National + Quebec (English And French Copies)	102	108	English
4	Ontario	National + Ontario	61	66	English
5	Northern Ontario	National + Ontario (Excluding City Publications) + Quebec (Excluding Montreal And Quebec City Publications)	100	104	English
6	Ottawa/ Gatineau	National + Ontario (Excluding City Publications) + Quebec (Excluding City Publications)	106	110	English
7	Manitoba	National + Manitoba	52	57	English
8	Saskatchewan	National + Saskatchewan	52	57	English
9	Alberta	National + Alberta	52	57	English
10	BC	National + British Columbia	56	60	English
11	New Brunswick	National + Atlantic + Quebec (Excluding Montreal And Quebec City Publications)	93	98	French
12	Quebec	National + Quebec (English And French Copies)	102	108	French
13	Northern Ontario	National + Ontario (Excluding City Publications) + Quebec (Excluding Montreal And Quebec City Publications)	100	104	French
14	Ottawa/ Gatineau	National + Ontario (Excluding City Publications) + Quebec (Excluding City Publications)	106	110	French

The actual publications included in each version, each year, are listed on the following pages. Only those publications included in both groups are published as part of PMB 2009 two-year database.

Magazines Included In Regional Versions—October 2006 To September 2007

CARRIED NATIONALLY		CARRIED REGIONALLY					
Weekly/Bi-weekly	ATLANTIC Weekly/Bi-weekly	QUEBEC Weekly/Bi-weekly	ONTARIO Weekly/Bi-weekly	OTT/GATINEAU/N. ONTARIO Weekly/Bi-weekly	MANITOBA/SASKATCHEWAN Weekly/Bi-weekly	ALBERTA Weekly/Bi-weekly	BRITISH COLUMBIA 9x, 8x, 7x Per Year
CANADIAN BUSINESS MACLEAN'S PEOPLE SPORTS ILLUSTRATED THE HOCKEY NEWS TIME	7 JOURS ¹ DERNIÈRE HEURE ¹ ÉCHOS VEDETTES ¹ LA SEMAINE ¹ L'ACTUALITÉ ¹ LE LUNDI ¹ LES AFFAIRES ¹ MOI&CIE ¹ STAR SYSTÈME TV 7 JOURS ¹ TV HEBDO ¹	7 JOURS DERNIÈRE HEURE ÉCHOS VEDETTES HOUR ICI LA SEMAINE L'ACTUALITÉ LE LUNDI LES AFFAIRES MIRROR MOI&CIE STAR SYSTÈME TV 7 JOURS TV HEBDO VOIR	EYE WEEKLY NOW STARWEEK	7 JOURS DERNIÈRE HEURE ÉCHOS VEDETTES LA SEMAINE L'ACTUALITÉ LE LUNDI LES AFFAIRES MOI&CIE STAR SYSTÈME TV 7 JOURS TV HEBDO VOIR			TV WEEK MAGAZINE
12x, 11x, 10x Per Year	12x, 11x, 0x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year
ALIVE CANADIAN HOUSE & HOME CANADIAN LIVING CHATELAINE ELLE CANADA ENROUTE FASHION MAGAZINE FINANCIAL POST BUSINESS FLARE GOOD TIMES MOVIE ENTERTAINMENT READER'S DIGEST REPORT ON BUSINESS MAG. SHOW ² STYLE AT HOME TODAY'S PARENT TORONTO LIFE	ADORABLE ¹ AFFAIRES PLUS ¹ BEL ÂGE MAGAZINE ¹ CHÂTELAINÉ (FR) ¹ CLIN D'OEIL ¹ COMMERCE ¹ COOL! ¹ COUP DE POUCE ¹ DÉCORATION CHEZ-SOI ¹ DÉCORMAG ¹ ELLE QUÉBEC ¹ EXTRA FILLES CLIN D'OEIL LE MAGAZINE JOBBOOM LES IDÉES DE MA MAISON ¹ PRIMEURS ¹ QUÉBEC SCIENCE ¹ SÉLECTION DU R. DIGEST ¹ SENTIER CHASSE-PÊCHE ¹ STAR INC. ¹ SUMMUM ¹	ADORABLE AFFAIRES PLUS BEL ÂGE MAGAZINE CHÂTELAINÉ (FR) ¹ CLIN D'OEIL COMMERCE COOL! COUP DE POUCE DÉCORATION CHEZ SOI DÉCORMAG ELLE QUÉBEC EXTRA ² FAMOUS FAMOUS QUÉBEC FILLES CLIN D'OEIL LE MAGAZINE JOBBOOM LES IDÉES DE MA MAISON MAGAZINE PME PRIMEURS QUÉBEC SCIENCE SÉLECTION DU R. DIGEST SENTIER CHASSE-PÊCHE STAR INC. SUMMUM	CITY PARENT FAMOUS FOREVER YOUNG ONTARIO OUT OF DOORS	ADORABLE AFFAIRES PLUS BEL ÂGE MAGAZINE CHÂTELAINÉ (FR) CITY PARENT ² CLIN D'OEIL COMMERCE COOL! COUP DE POUCE DÉCORATION CHEZ-SOI DÉCORMAG ELLE QUÉBEC EXTRA FAMOUS FAMOUS QUÉBEC ⁵ FILLES CLIN D'OEIL FOREVER YOUNG LE MAGAZINE JOBBOOM ⁵ LES IDÉES DE MA MAISON ONTARIO OUT OF DOORS PRIMEURS QUÉBEC SCIENCE SÉLECTION DU R. DIGEST SENTIER CHASSE-PÊCHE STAR INC. SUMMUM	FAMOUS WESTERN LIVING	FAMOUS WESTERN LIVING	FAMOUS FOREVER YOUNG VANCOUVER MAGAZINE WESTERN LIVING
9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year
CANADIAN FAMILY CANADIAN GARDENING CANADIAN HOME & COUNTRY CANADIAN HOME WORKSHOP CARP FOR THE 50 PLUS HOMEMAKERS INSIDE ENTERTAINMENT OUTDOOR CANADA TRIBUTE VERVE GIRL WISH	FEMME D'AUJOURD'HUI ¹ FLEURS, PLANTES ET JARDINS ¹ LE MAGAZINE ENFANTS QUÉBEC ¹ MADAME ¹ PME RÉNOVATION BRICOLAGE ¹	FEMME D'AUJOURD'HUI FLEURS, PLANTES ET JARDINS LE MAGAZINE ENFANTS QUÉBEC MADAME RÉNOVATION BRICOLAGE	OTTAWA MAGAZINE	FEMME D'AUJOURD'HUI FLEURS, PLANTES ET JARDINS LE MAGAZINE ENFANTS QUÉBEC MADAME OTTAWA MAGAZINE ⁵ PME RÉNOVATION BRICOLAGE			
6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year
BRITISH COLUMBIA MAGAZINE CANADIAN GEOGRAPHIC CDN HEALTH & LIFESTYLE COTTAGE LIFE GARDENING LIFE GLOW GOLF CANADA HARROWSMITH COUNTRY LIFE MONEYSENSE PROFIT TEEN TRIBUTE THE BEAVER THE HOCKEY NEWS MAGAZINE WHAT'S COOKING WHAT'S UP KIDS FAMILY MAG.	CAA MAGAZINE CÔTÉ JARDINS ¹ QU'EST-CE QUI MIJOTE ¹ RICARDO ¹ TOUT SIMPLEMENT CLODINE	CÔTÉ JARDINS EN PRIMEUR QU'EST-CE QUI MIJOTE RICARDO ¹ STYLES DE VIE TOURING TOURING (FR) TOUT SIMPLEMENT CLODINE	CAA MAGAZINE FOOD & DRINK ONTARIO GOLF PROFESSIONALLY SPEAKING	CAA MAGAZINE CÔTÉ JARDINS EN PRIMEUR ⁵ FOOD & DRINK ONTARIO GOLF PROFESSIONALLY SPEAKING QU'EST-CE QUI MIJOTE RICARDO STYLE DE VIE ⁵ TOURING (ENG) ⁵ TOURING (FR) ⁵ TOUT SIMPLEMENT CLODINE	CAA MAGAZINE ³ WESTWORLD ⁴	WESTWORLD (ALBERTA)	GARDENWISE WESTWORLD (B.C.)

¹ New Brunswick only. ² Former Bell TV Mag (Eng/Fr) shown as Show & Extra ³ Manitoba only. ⁴ Not carried in Manitoba ⁵ Ottawa/Gatineau only ⁶ Northern Ontario only (*Publications deleted in 2007—Fashion18, TV Guide, Voilà, Toro.*)

Magazines Included In Regional Versions—October 2007 To September 2008

CARRIED NATIONALLY		CARRIED REGIONALLY					
Weekly/Bi-weekly	ATLANTIC Weekly/Bi-weekly	QUEBEC Weekly/Bi-weekly	ONTARIO Weekly/Bi-weekly	OTT/GATINEAU-NORTH.ONT. Weekly/Bi-weekly	MANITOBA/SASKATCHEWAN Weekly/Bi-weekly	ALBERTA Weekly/Bi-weekly	BRITISH COLUMBIA 9x, 8x, 7x Per Year
CANADIAN BUSINESS MACLEAN'S PEOPLE SPORTS ILLUSTRATED THE HOCKEY NEWS TIME	7 JOURS ¹ DERNIÈRE HEURE ¹ ÉCHOS VEDETTES ¹ LA SEMAINE ¹ L'ACTUALITÉ ¹ LE LUNDI ¹ LES AFFAIRES ¹ MOI&CIE ¹ STAR SYSTÈME TV 7 JOURS ¹ TV HEBDO ¹	7 JOURS DERNIÈRE HEURE ÉCHOS VEDETTES HOUR ICI LA SEMAINE L'ACTUALITÉ LE LUNDI LES AFFAIRES MIRROR MOI&CIE STAR SYSTÈME TV 7 JOURS / TV HEBDO / VOIR	EYE WEEKLY NOW STARWEEK WOMEN'S POST	7 JOURS DERNIÈRE HEURE ÉCHOS VEDETTES LA SEMAINE L'ACTUALITÉ LE LUNDI LES AFFAIRES MOI&CIE STAR SYSTÈME TV 7 JOURS TV HEBDO VOIR	FAMOUS WESTERN LIVING	FAMOUS WESTERN LIVING	FAMOUS VANCOUVER MAGAZINE WESTERN LIVING
12x, 11x, 10x Per Year	12x, 11x, 0x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year	12x, 11x, 10x Per Year
ALIVE CANADIAN HOUSE & HOME CANADIAN LIVING CHATELAIN ELLE CANADA ENROUTE FASHION MAGAZINE FINANCIAL POST MAGAZINE FLARE GOOD TIMES LOULOU (EN) MOVIE ENTERTAINMENT READER'S DIGEST REPORT ON BUSINESS MAG. SHOW ² STYLE AT HOME TODAY'S PARENT TORONTO LIFE	ADORABLE ¹ AFFAIRES PLUS ¹ BEL ÂGE MAGAZINE ¹ CHÂTELAIN (FR) ¹ CLIN D'ŒIL ¹ COMMERCE ¹ COOL! ¹ COUP DE POUCE ¹ DÉCORATION CHEZ-SOI ¹ DÉCORMAG ¹ ELLE QUÉBEC ¹ EXTRA FILLES CLIN D'ŒIL LE MAGAZINE JOBBOOM LES IDÉES DE MA MAISON ¹ PRIMEURS ¹ QUÉBEC SCIENCE ¹ SÉLECTION DU R. DIGEST ¹ SENTIER CHASSE-PÊCHE ¹ STAR INC. ¹ SUMMUM ¹	ADORABLE AFFAIRES PLUS BEL ÂGE MAGAZINE CHÂTELAIN (FR) CLIN D'ŒIL COMMERCE COOL! COUP DE POUCE DÉCORATION CHEZ SOI DÉCORMAG ELLE QUÉBEC EXTRA ² FAMOUS FAMOUS QUÉBEC FILLES CLIN D'ŒIL LE MAGAZINE JOBBOOM LES IDÉES DE MA MAISON LOULOU (FR) NIGHTLIFE MAGAZINE PRIMEURS QUÉBEC SCIENCE SÉLECTION DU R. DIGEST SENTIER CHASSE-PÊCHE STAR INC. & SUMMUM	CITY PARENT FAMOUS ONTARIO OUT OF DOORS	ADORABLE AFFAIRES PLUS BEL ÂGE MAGAZINE CHÂTELAIN (FR) CLIN D'ŒIL CLIN D'ŒIL COMMERCE COOL! COUP DE POUCE DÉCORATION CHEZ-SOI DÉCORMAG ELLE QUÉBEC EXTRA FAMOUS FAMOUS QUÉBEC ⁵ FILLES CLIN D'ŒIL LE MAGAZINE JOBBOOM ⁵ LES IDÉES DE MA MAISON LOULOU (FR) ONTARIO OUT OF DOORS PRIMEURS QUÉBEC SCIENCE SÉLECTION DU R. DIGEST SENTIER CHASSE-PÊCHE STAR INC. & SUMMUM	FAMOUS WESTERN LIVING	FAMOUS WESTERN LIVING	FAMOUS VANCOUVER MAGAZINE WESTERN LIVING
9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year	9x, 8x, 7x Per Year
CANADIAN FAMILY CANADIAN GARDENING CANADIAN HOME & COUNTRY CANADIAN HOME WORKSHOP CARP FOR THE 50 PLUS GLOW HOMEMAKERS INSIDE ENTERTAINMENT OUTDOOR CANADA TRIBUTE VERVE GIRL & WISH	FEMME D'AUJOURD'HUI ¹ FLEURS, PLANTES ET JARDINS ¹ LE MAGAZINE ENFANTS QUÉBEC ¹ MADAME ¹ PME RÉNOVATION BRICOLAGE ¹	FEMME D'AUJOURD'HUI FLEURS, PLANTES ET JARDINS LE MAGAZINE ENFANTS QUÉBEC MADAME PME RÉNOVATION BRICOLAGE TOUT SIMPLEMENT CLODINE	OTTAWA MAGAZINE	FEMME D'AUJOURD'HUI FLEURS, PLANTES ET JARDINS LE MAGAZINE ENFANTS QUÉBEC MADAME OTTAWA MAGAZINE ⁵ PME RÉNOVATION BRICOLAGE TOUT SIMPLEMENT CLODINE			
6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year	6x, 5x, 4x Per Year
BRITISH COLUMBIA MAGAZINE CANADIAN GEOGRAPHIC CANADIAN HEALTH CDN HEALTH & LIFESTYLE COTTAGE LIFE GARDENING LIFE GOLF CANADA HARROWSMITH COUNTRY LIFE MONEYSENSE OUR CANADA PARENTS CANADA PROFIT TEEN TRIBUTE THE BEAVER THE HEALTH JOURNAL THE HOCKEY NEWS MAGAZINE WHAT'S COOKING WHAT'S UP KIDS FAMILY MAG.	CAA MAGAZINE CÔTÉ JARDINS ¹ OCCASIONS QU'EST-CE QUI MIJOTE ¹ RICARDO ¹ TOUT SIMPLEMENT CLODINE	CÔTÉ JARDINS EN PRIMEUR QU'EST-CE QUI MIJOTE RICARDO STYLES DE VIE TOURING TOURING (FR)	CAA MAGAZINE FOOD & DRINK ONTARIO GOLF PROFESSIONALLY SPEAKING	CAA MAGAZINE CÔTÉ JARDINS EN PRIMEUR ⁵ FOOD & DRINK ONTARIO GOLF PROFESSIONALLY SPEAKING QU'EST-CE QUI MIJOTE RICARDO STYLE DE VIE ⁵ TOURING (ENG) ⁵ TOURING (FR) ⁵	CAA MAGAZINE ³ WESTWORLD ⁴	WESTWORLD (ALBERTA)	GARDENWISE WESTWORLD (B.C.)

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D. LOGO CARDS

Black and white logo cards are used as an *aide memoire* for each magazine included in the survey. Specific criteria governing preparation of these cards follows:

- 1) Publication logo and tag line can be included;
- 2) The actual logo size including the tag line can not exceed the maximum 24 sq. cm rectangle as indicated below: (A) maximum width 10.0 cm; (B) maximum height 4.5 cm;
- 3) Logo reproduction is black and white;
- 4) Each logo card has a publishing statement that includes language and frequency of publication;
- 5) For newspaper carried TV listing publications, the publishing statement includes carrier newspaper.

Following is an illustration (actual size) of a typical logo card.

