

## **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 2009 survey period (Oct. 2006 to Sept. 2008).

<b>PMB 2009 Publications</b>	<b>Average Circulation For PMB 2009 To The Nearest Thousand</b>	<b>Source</b>
24 Hours Toronto	262,000	CCAB
Alive	200,000	ABC
British Columbia Magazine	87,000	CCAB
CAA Magazine (Manitoba)	126,000	CCAB
CAA Magazine (Excl. Manitoba)	1,484,000	CCAB
Canadian Business	93,000	ABC
Canadian Family	91,000	ABC
Canadian Gardening	156,000	ABC
Canadian Geographic	212,000	ABC
Canadian Health <sup>1</sup>	41,000	CCAB
Canadian Health & Lifestyle	398,000	CCAB
Canadian Home Workshop	117,000	ABC
Canadian House & Home	254,000	ABC
Canadian Living	516,000	ABC
Chatelaine	601,000	ABC
City Parent	130,000	CCAB
Cottage Life	71,000	CCAB
Elle Canada	136,000	ABC
EnRoute	154,000	CCAB
EYE WEEKLY	117,000	VAC
Famous	623,000	CCAB
FASHION Magazine	152,000	ABC
Financial Post Magazine	216,000	ABC
Flare	158,000	ABC
Food & Drink	526,000	CCAB
Glow	na	-
Golf Canada	137,000	CCAB
Good Times	158,000	ABC
Harrowsmith Country Life	126,000	ABC
Homemakers	395,000	CCAB
HOUR	37,000	VAC
Inside Entertainment	184,000	ABC
Loulou (Eng) <sup>1</sup>	147,000	ABC
Maclean's	385,000	ABC
Metro Toronto	271,000	CCAB
Metro Vancouver	na	-
MIRROR	61,000	VAC
MoneySense	120,000	ABC
Movie Entertainment	521,000	CCAB
National Post (M-F)	201,000	ABC
National Post (Sat)	214,000	ABC
NOW	107,000	VAC
Ontario Golf	45,000	CCAB

1. 1-Year Publications.

\* ABC: Average of paid and non-paid circulation from Dec 06, June & Dec 07 & June 08 statements.

\*\* CCAB, VAC: Average of paid and non-paid circulation from Mar and Sept 07 and Mar 08 and Sept 08, if available.

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

**Note:** The circulation figures quoted represent the paid and non-paid circulation audited by ABC\*, CCAB\*\* or VAC\*\* during the PMB 2009 survey period (Oct. 2006 to Sept. 2008).

<b>PMB 2009 Publications</b>	<b>Average Circulation For PMB 2009 To The Nearest Thousand</b>	<b>Source</b>
Ontario Out Of Doors	93,000	CCAB
Ottawa Magazine	36,000	CCAB
Our Canada <sup>1</sup>	305,000	CCAB
Outdoor Canada	94,000	ABC
ParentsCanada <sup>1</sup>	122,000	CCAB
People	172,000	ABC
Professionally Speaking	207,000	CCAB
Profit	126,000	ABC
Reader's Digest	955,000	ABC
Report on Business Magazine	288,000	ABC
Starweek	616,000	ABC
Style at Home	230,000	ABC
Teen Tribute	400,000	CCAB
The Beaver	46,000	ABC
The Globe and Mail (M-F)	327,000	ABC
The Globe and Mail (Sat)	402,000	ABC
The Health Journal <sup>1</sup>	na	-
The Hockey News Magazine	90,000	ABC
The Toronto Sun (M-F)	187,000	ABC
The Toronto Sun (Sat)	156,000	ABC
The Toronto Sun (Sun)	330,000	ABC
Today's Parent	185,000	ABC
Toronto Life	96,000	ABC
Toronto Star (M-F)	423,000	ABC/CCAB
Toronto Star (Sat)	616,000	ABC/CCAB
Toronto Star (Sun)	388,000	ABC/CCAB
Tribute	500,000	CCAB
TV Week Magazine	71,000	CCAB
Vancouver Magazine	48,000	CCAB
Vervegirl	151,000	ABC
Western Living	184,000	CCAB
Westworld	1,155,000	CCAB
what's cooking	1,409,000	ABC
What's Up Kids Family Magazine	89,000	ABC
24 Heures (Montréal)	145,000	CCAB
7 Jours	98,000	ABC
Affaires Plus	89,000	ABC
Bel Âge Magazine	143,000	ABC
Châteline (Fr)	206,000	ABC
Clin d'Oeil	77,000	ABC
Commerce	44,000	ABC
Cool!	50,000	ABC

1. 1-Year Publications.

\* ABC: Average of paid and non-paid circulation from Dec 06, June & Dec 07 & June 08 statements.

\*\* CCAB, VAC: Average of paid and non-paid circulation from Mar and Sept 07 and Mar 08 and Sept 08, if available.

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

**Note:** The circulation figures quoted represent the paid and non-paid circulation audited by ABC\*, CCAB\*\* or VAC\*\* during the PMB 2009 survey period (Oct. 2006 to Sept. 2008).

<b>PMB 2009 Publications</b>	<b>Average Circulation For PMB 2009 To The Nearest Thousand</b>	<b>Source</b>
Coté Jardins	na	–
Coup de Pouce	230,000	ABC
Décoration Chez-Soi	83,000	ABC
Décoromag	90,000	ABC
Dernière Heure	20,000	ABC
Échos Vedettes	36,000	ABC
Elle Québec	93,000	ABC
Famous Quebec	142,000	CCAB
Femme d'Aujourd'hui	na	–
Fleurs, Plantes et Jardins	71,000	ABC
ICI	92,000	VAC
L'actualité	184,000	ABC
La Semaine	61,000	ABC
Le Devoir (l-v)	27,000	ABC
Le Devoir (sa)	44,000	ABC
Le Journal de Montréal (l-v)	265,000	ABC
Le Journal de Montréal (sam.)	307,000	ABC
Le Journal de Montréal (dim.)	263,000	ABC
Le Journal de Quebec (l-v)	105,000	ABC
Le Journal de Quebec (sam.)	126,000	ABC
Le Journal de Quebec (dim.)	107,000	ABC
Le Lundi	28,000	ABC
Le Magazine Enfants Québec	64,000	CCAB
Le Magazine Jobboom	83,000	CCAB
Les Affaires	86,000	ABC
Les Idées de ma Maison	74,000	ABC
Loulou (Fr) <sup>1</sup>	74,000	ABC
Madame	100,000	CCAB
Métro Montréal	136,000	CCAB
Moi&cie	46,000	ABC
Primeurs	386,000	CCAB
Québec Science	20,000	CCAB
qu'est-ce qui mijote	610,000	ABC
Rénovation Bricolage	35,000	ABC
Ricardo	na	–
Sélection du Reader's Digest	255,000	ABC
Sentier Chasse-Pêche	61,000	ABC
Star Inc.	37,000	ABC
Star Système	34,000	ABC
Summum	27,000	CCAB
Touring (Fre & Eng)	681,000	CCAB
Tout Simplement Clodine	32,000	ABC
TV 7 Jours / TV Hebdo	211,000	ABC
VOIR	na	–

1. 1-Year Publications.

\* ABC: Average of paid and non-paid circulation from Dec 06, June & Dec 07 & June 08 statements.

\*\* CCAB, VAC: Average of paid and non-paid circulation from Mar and Sept 07 and Mar 08 and Sept 08, if available.

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