

PMB 2010 SPRING - TECHNICAL STATEMENT

The PMB Research Committee oversees the design, implementation and production of the PMB study. The recommendation of research suppliers is also the responsibility of the PMB Research Committee. Members of this committee serve on a voluntary basis and are drawn from the member categories of periodicals and agencies/advertisers.

PMB acknowledges the professionalism and efforts of those who have contributed their time and expertise to the study. As of January 2010, the Research Committee Members are:

BUYERS

Jennifer Clark
Susan Ellsworth
Richard Ivey
Chris Herlihey
Jake Norman
David O'Neill
Greg Ramsay

CARAT CANADA INC.
OMD CANADA
MEDIA EXPERTS
MEDIABRANDS CANADA
MINDSHARE CANADA
MEDIACOM CANADA
STARCOM MEDIAVEST

SELLERS

Ann Heinmaa
Howard Hirshhorn
Lilia Lozinski
John Ludgate
Romain Naudot
Ann Sullivan
Wendy Lambie
Kevin Lecour

ROGERS MEDIA
THE GLOBE AND MAIL
ST. JOSEPH MEDIA
READER'S DIGEST
TVA PUBLICATIONS
CANWEST MEDIA INC
TRANSCONTINENTAL
QUARTO COMMUNICATIONS LTD.

THE SURVEY

The PMB 2010 SPRING survey is designed to meet the industry needs for fair and impartial print media research in Canada. PMB 2010 SPRING shows results based on Recent Reading methodology. For full details of readership technique and other technical matters, users are advised to consult the PMB 2010 Spring Technical Appendix.

1) Selection of Research Supplier

TNS Canadian Facts is responsible for all major aspects of the research including sampling, fieldwork, data entry and data processing.

2) Survey Period

PMB 2010 SPRING 2-Year results are based on interviewing between October 2007 and September 2009. PMB 2010 SPRING 1-Year results are based on interviewing between October 2008 and September 2009.

Interview Period	October 2007 – September 2008	October 2008 – September 2009	Sample
PMB 2010 SPRING 2-Year	X	X	24,262
PMB 2010 SPRING 1-Year		X	11,824

3) Sample

The underlying sample design used in previous studies was maintained: that is, all Canadian households (with minor exceptions - e.g. far North, institutions, Indian reservations, and small Dissemination Areas i.e. fewer than 45 households) were given a chance of being selected as part of a nationally representative sample. The Primary Sampling Units were Disseminations Areas (DA), with an average number of interviews per PSU of approximately six.

The number of interviews completed by month is controlled so that, after appropriate weighting, each month has an approximately equal representation in the total year.

4) Publications Reported

The PMB 2010 SPRING study includes readership data for 113 publications:

Publication Type	PMB 2009 Fall		PMB 2010 SPRING	
	18 months titles Reported in 2-yr database	2-Yr Database #Reported	1-yr titles Reported in 2-yr database	2-Yr Database #Reported
National English	5	42	2	44
French	1	44	0	44
Regional English	0	19	0	20
Bilingual	0	3	0	3
TOTAL	6	108	2	111

Of the 113 titles reported, the two listed below entered measurement in October 2008. Their readership in PMB 2010 SPRING release is based on 12 measured months and 12 months imputed using statistically approved methods.

First Time Reported in PMB 2010 SPRING	
English	French
<p><i>Hello! Canada</i> <i>Zoomer Magazine</i></p>	

5) Circulation Data and Readers Per Copy Levels

In order to calculate readers per copy, PMB relies on publishers to provide circulation statements supported by "Publishers Compilation Subject to Audit" by an independent audit organization. Circulation statements in accordance with PMB requirements were received from all publications except those indicated. Publications so indicated are shown with zero circulation, and with no readers-per-copy figures.

6) Statistical Reliability/Sample Tolerances

PMB advises that the design of the study is such that the statistics reported for all publications are subject to the statistical tolerances associated with the sample sizes noted. PMB urges users to refer to the tables of statistical tolerances included in the Technical Appendix.

PMB indicates those cells with small samples by asterisking. The cell size criteria are similar to those authorized by PMB for use by on-line licensees:

- Unweighted cell count 21-40 Single Asterisk
- Unweighted cell count <21 Double Asterisk

7) Verification

It is PMB's objective to maintain the highest quality in data collection. This requires detailed checking of interviewers' work.

In addition to the supplier's internal quality control procedures, PMB verifies at least one interview in every Dissemination Area (DA), averaging about one in seven. PMB 2010 SPRING verifications revealed a small number (0.1%) of cases where it was not possible to confirm the interview. In such cases all the interviewer's work was reviewed, and, if necessary, rejected and the assignment(s) replaced.

8) New in PMB 2010 SPRING

The following items are new:

- Social Media Activities (social networking, instant messaging, blogging, podcast, etc.)
- Cell or Smartphone Features (organizer, camera, email, MP3, Video/TV, GPS, etc.)
- Pre-paid Gift Cards (amount spent, number purchased, kinds)
- Empty Nesters
- Magazine/TV/Internet 3D Imperatives

9) Special Circumstances for Publications

a) **Publications with name changes during the fieldwork period:**

Previous Title

Le Magazine Enfants Québec
The Beaver
Westworld/Going Places/ CAA Manitoba

New Title/ Reported As

Enfants Québec
The Beaver / Canada's History
Westworld/Going Places

b) **Data available via numeric coding only:**

Commerce
Inside Entertainment

c) **Data are not available in PMB 2010 SPRING:**

ICI

Ceased publishing in May 09

- d) **The Hockey News Magazine:** To ensure correct measurement of the quarterly publication *The Hockey News Magazine*, PMB includes both that publication and the similarly titled biweekly *The Hockey News* in fieldwork. Respondents are shown title cards for both publications in the readership portion of the PMB questionnaire. Only *The Hockey News Magazine* is eligible for reporting.

9) Special Circumstances for Publications (continued)

- e) **Financial Post Magazine:** Effective October 2007, this publication was no longer distributed in Atlantic provinces and effective October 2008 in Manitoba/Saskatchewan. Readership results reflect this change.
- f) The following publications had a change in frequency during the course of the two-year duration of the study. In each case the appropriate change to the recent reading-qualifying interval was made to reflect the frequency change:

<i>Affaires Plus</i>	12 to 10	January 2009
<i>Canadian Business</i>	20 to 18	January 2009
<i>Canadian Gardening</i>	8 to 7	January 2009
<i>Canadian Health</i>	6 to 4	January 2009
<i>Châtelaine</i>	12 to 13	January 2009
<i>Commerce</i>	12 to 9	January 2009
<i>Dernière Heure</i>	48 to 25	January 2009
<i>Les Affaires</i>	50 to 48	January 2009
<i>LOULOU (Eng)</i>	12 to 11	January 2009
<i>LOULOU (Fr)</i>	12 to 11	January 2009
<i>Moi&cie</i>	25 to 21	January 2009
<i>People</i>	51 to 52	January 2009
<i>qu'est-ce qui mijote</i>	5 to 4	January 2009
<i>Star Inc.</i>	12 to 10	January 2009
<i>Vervegirl</i>	7 to 6	January 2009
<i>what's cooking</i>	5 to 4	January 2009
<i>Canadian Business</i>	23 to 20	January 2008
<i>Famous Québec</i>	10 to 11	January 2008
<i>Fleurs, Plantes et Jardins</i>	8 to 7	January 2008
<i>Glow</i>	6 to 8	January 2008
<i>Les Affaires</i>	52 to 50	January 2008
<i>Tout Simplement Clodine</i>	6 to 9	January 2008
<i>Tribute</i>	9 to 7	January 2008

g) **Ineligible for reporting** –

En Primeur and Teen Tribute – PMB has a minimum frequency for measurement of four issues a year. Since in 2008 and 2009 the publishing frequencies for these publications did not meet that, the readership numbers will not be released in the PMB 2010 SPRING study.

- h) For the publication *L'actualité* with a frequency of 20 times per year, the theoretically correct qualifying interval of 2.5 weeks is estimated from the two adjacent scale points (two weeks and three weeks) on the weekly scale card. A similar process is followed for *Ricardo* and *Westworld Alberta*, which are publications with a frequency of five times per year whose correct qualifying interval is 2.5 months. For these publications, all readership claims up to “past two months” are counted as readers, plus 50% of those who claim readership in the past three months.
- i) In PMB 2010 SPRING, one publication has a special issue that results in a change to the qualifying interval:

Décoromag changes qualifying interval to past month (from past five weeks).

10) Reporting

- a) PMB is pleased to provide members with extended reporting system via the Internet, which will replace the previous printed volume. The following tables will be available at www.pmb.ca:
- Top Line Readership results (all 12+)
 - All publications
 - Readership
 - Readers per copy
 - Readership by demographics
 - All publications
 - Full two year data
 - 10 demographic items including gender, age, income, occupation, regions etc.
 - Media usage by demographics
 - Major media (Magazines, Dailies, TV, Radio, Internet, Outdoor)
 - Average weekly or monthly usage
 - Products usage by demographics
 - Over 2000 products and services
- b) Respondent level data are available to members via the following software suppliers: IMS, KMR and Telmar.
- c) PMB measures visits to selected websites. Information is available via computer software for each measured website.

EXPLANATION OF SYMBOLS USED IN PMB VOLUMES

<u>Symbols</u>	<u>Explanation</u>
H or H%	Percentage calculated horizontally
V or V%	Percentage calculated vertically
M or 000	Thousands (does not apply to unweighted figures)
I	This is a measure of the relative degree of association between the two variables, e.g. between readership of the publication and a demographic characteristic. It is relative to the total base = 100. A number greater than 100 indicates positive association, less than 100 indicates negative association.
*	Unweighted Cell Count 21-40 - Single Asterisk
**	Unweighted Cell Count <21 - Double Asterisk

WARNING

This Report is confidential and for the use of members only.
Reproduction in any form is prohibited without the written permission of PMB Print Measurement Bureau.

Copyright: PMB Print Measurement Bureau
77 Bloor Street West
Suite 1101
Toronto, ON
M5S 1M2
www.pmb.ca

Telephone: (416) 961-3205 / 1-800-PMB-0899
Fax: (416) 961-5052

LIMITATION OF LIABILITY

PMB is not liable to the users of these data whether in contract or in tort for any loss, injury or damage, caused directly or indirectly by any negligent or deliberate act or omission of PMB, its officers, directors, employees or agents, and the users of these data expressly waive any such claims. Notwithstanding the generality of the foregoing, PMB shall not be liable to any person claiming for any loss, injury or damage whatsoever arising out of any errors or inaccuracies in any study, report of information published by PMB or furnished to its members, or arising out of any variation in the procedures or methods used by PMB.