



# Canadian Prototype

For the six months ended June 30, 2009

Field Served: Health Industry.

Definition of List Source Recipients: Consumers who purchased food products from Health Store Canada.

Method of Circulation for Analyzed Non-Paid Circulation: List source copies and market coverage copies are delivered through 2nd class mail. Delivered with host product copies are distributed via insert into newspapers. Non-Paid Bulk copies are delivered in bulk to outlets for pickup by patrons.

## ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

Canadian Prototype

Analyzed Non-Paid Magazine  
Publisher's Statement

For six months ended June 30, 2009

### 1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Analyzed Non-Paid Circulation: (See Par. 6)</b>					
List Source	200	0.3			
Market Coverage	200	0.3			
Delivered with Host Products	600	0.8			
Non-Paid Bulk	69,676	98.6			
<b>Total Average Analyzed Non-Paid Circulation</b>	<b>70,676</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
Jan.	500	500		69,074	70,074
Feb.	500	500		66,783	67,783
Mar.				71,499	71,499
Apr.			3,000	69,498	72,498
May/June				71,525	71,525

### 3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Analyzed Non-Paid	Rate Base
None			

### 4. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
<b>Total Analyzed Non-Paid</b>	<b>72,000</b>		<b>71,000</b>		<b>72,500</b>		<b>71,300</b>		<b>71,000</b>	
Year Over Year Percent of Change		1.3		-1.4		2.1		-1.6		-0.4

## 5. GEOGRAPHIC DATA for the April, 2009 issue

Total analyzed non-paid circulation of this issue was 2.6% greater than the total average analyzed non-paid circulation.

PROVINCE	TOTAL ANALYZED NON-PAID
Alberta	1,221
British Columbia	2,770
Manitoba	1,925
New Brunswick	950
Newfoundland/Labrador	83
Northwest Territories	154
Nova Scotia	294
Nunavut	2
Ontario	38,969
Prince Edward Island	24
Quebec	25,669
Saskatchewan	48
Yukon Territory	2
Canadian Unclassified	
<b>TOTAL CANADA</b>	<b>72,111</b>
British Commonwealth	244
United States	130
International	
Other Unclassified	
Military or Civilian Personnel Overseas	13
<b>GRAND TOTAL</b>	<b>72,498</b>

## ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

Magazines of less than 100,000 total average analyzed non-paid circulation not required to answer this paragraph.

## 6. EXPLANATORY

(a) Average non-analyzed non-paid circulation per issue for the 6 month period: 1,000 copies per issue.

(b) Non-Paid Bulk, averaging 61,676 copies per issue, represent copies distributed in bulk to retail outlets for pickup by patrons.

## 7. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; Variation from Publisher's Statement

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-08	None Claimed	71,800	71,800		

If you have any questions regarding this report, contact:

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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:

CANADIAN PROTOTYPE, published by XYZ Publications Inc. 123 Any Lane • Toronto, ON N6A 4G1

NAME

NAME

Date Signed:

Circulation Director

Publisher

Sales Office:

P: 000.000.0000 • F: 000.000.000 • URL: www.

Established:

ABC Member since: