



Audit Bureau
of Circulations

Canadian Prototype

PAID, VERIFIED & ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2009

Field Served: Health.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Mailed second class by Canadian postal service.

Published by XYZ Publications, Inc.

Frequency: 6 times/year

ABC Member # 04-0000-0

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	71,379	87.8			
Verified					
Total Paid & Verified Subscriptions	71,379	87.8			
Single Copy Sales	7,318	9.0			
Total Paid & Verified Circulation	78,697	96.8	None Claimed		
Total Analyzed Non-Paid Circulation	2,641	3.2	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	81,338	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.95		
Subscription	\$19.95		
Average Subscription Price Annualized (6 issue frequency)		\$16.62	
Average Subscription Price per Copy		\$2.77	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Mar./Apr.	71,455		71,455	6,370	77,825	2,641	80,466
May/June	71,303		71,303	8,265	79,568	2,641	82,209

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Magazine Publisher's Statement

For six months ended June 30, 2009

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
National	2	72,496		72,496	13,528	86,024	5,282	91,306

5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	78,683	77.7	80,576	78.7	80,236	81.2	79,806	85.1	72,132	82.0
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	78,683	77.7	80,576	78.7	80,236	81.2	79,806	85.1	72,132	82.0
Single Copy Sales	12,508	12.3	14,424	14.1	14,510	14.7	11,906	12.7	11,458	13.0
Total Paid & Verified Circulation	91,191	90.0	95,000	92.8	94,746	95.9	91,712	97.8	83,590	95.0
Year Over Year Percent of Change		4.5		4.2		-0.3		-3.2		-8.9
Total Analyzed Non-Paid Circ.	10,142	10.0	7,390	7.2	4,072	4.1	2,062	2.2	4,402	5.0
Year Over Year Percent of Change		-29.6		-27.1		-44.9		-49.4		113.5
Total Paid, Verified & Analyzed Non-Paid Circ.	101,333	100.0	102,390	100.0	98,818	100.0	93,774	100.0	87,992	100.0
Year Over Year Percent of Change		-0.3		1.0		-3.5		-5.1		-6.2
Avg. Annualized Subscription Price	\$16.68		\$15.66		\$15.33		\$16.59		\$16.62	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	52,543	64.6
Combination Subscriptions*	1,059	1.3
Deferred*	1,438	1.8
Sponsored Sales	16,339	20.1
TOTAL PAID SUBSCRIPTIONS	71,379	87.8
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	71,379	87.8
SINGLE COPY SALES		
Single Issue Sales	7,318	9.0
TOTAL SINGLE COPY SALES	7,318	9.0
TOTAL PAID & VERIFIED CIRCULATION	78,697	96.8
ANALYZED NON-PAID		
Market Coverage	2,641	3.2
TOTAL ANALYZED NON-PAID	2,641	3.2
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	81,338	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the March/April, 2009 issue

Total paid & verified circulation of this issue was 1.1% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was the same as the total average analyzed non-paid circulation.

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alberta	6,627		6,627	516	7,143	259	7,402
British Columbia	7,342		7,342	840	8,182	300	8,482
Manitoba	2,650		2,650	112	2,762	97	2,859
New Brunswick	994		994	73	1,067	44	1,111
Newfoundland/Labrador	316		316	51	367	15	382
Northwest Territories	29		29		29	1	30
Nova Scotia	1,438		1,438	178	1,616	68	1,684
Nunavut	6		6	5	11		11
Ontario	45,745		45,745	4,015	49,760	1,638	51,398
Prince Edward Island	237		237	21	258	11	269
Quebec	3,596		3,596	153	3,749	91	3,840
Saskatchewan	2,245		2,245	124	2,369	106	2,475
Yukon Territory	48		48	12	60	2	62
Canadian Unclassified							
TOTAL CANADA	71,273		71,273	6,100	77,373	2,632	80,005
British Commonwealth							
United States	160		160	270	430	8	438
International	22		22		22	1	23
Other Unclassified							
Military or Civilian Personnel Overseas							
GRAND TOTAL	71,455		71,455	6,370	77,825	2,641	80,466

ANALYSIS BY ABCD COUNTY SIZE for the March/April, 2009 issue

March/April, 2007 issue used in establishing percentages.

County Size	% of Population	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	49,441	1,682	51,123	63.9	133
B	28	16,094	547	16,641	20.8	74
C	14	6,809	232	7,041	8.8	63
D	10	5,029	171	5,200	6.5	65

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

A. DURATION			C. CHANNELS		
(a) One to six months (1 to 3 issues)	16	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	15,786	69.1
(b) Seven to eleven months (4 to 5 issues)	75	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,556	6.8
(c) Twelve months (6 issues)	19,714	86.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	5,504	24.1
(d) Thirteen to twenty-four months	1,487	6.5	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,554	6.8	Total Subscriptions Sold in Period	22,846	100.0
Total Subscriptions Sold in Period	22,846	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	22,839	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	7	0.0			
Total Subscriptions Sold in Period	22,846	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: Canada, 2 yrs. \$34.95; U.S. and International, 1 yr. \$34.95, 2 yrs. \$64.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 2,471 copies per issue.

(c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 5,007 or 6.4% of average paid subscription circulation.

(d) 26 subscriptions were sold in combination during this statement period:

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Prices
Canadian House & Home	26	1 year	\$39.95	\$32.95

(e) Sponsored Subscription Sales: The average of 16,000 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(f) Sponsored Subscription Sales - Individually Addressed: The average of 339 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(g) Market Coverage Copies, averaging 2,641 copies per issue, represent copies delivered to previous subscribers on an issue-to-issue basis. Consecutive issuance is not measured.

(i) Use of Premiums: A gift certificate, with a value of \$5.00, was offered with 1 yr. subscriptions sold at \$16.95 and 2 yr. subscriptions sold at \$29.95.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	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)
06-30-08	None Claimed	98,371	96,525	1,848	1.9	None Claimed	3,218	3,218		
06-30-07	None Claimed	96,274	93,600	-26	-0.0	None Claimed	2,915	2,915		
06-30-06	None Claimed	95,045	95,384	-339	-0.4	None Claimed	5,660	5,850	-190	-3.3
06-30-05	None Claimed	93,242	94,163	-921	-1.0	None Claimed	8,308	8,550	-242	-2.8
06-30-04	None Claimed	89,581	89,503	78	0.1	None Claimed	9,382	9,382		

Audit Period Ended [^]	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-08	None Claimed	101,589	99,743	1,846	1.9
06-30-07	None Claimed	99,189	99,215	-26	-0.0
06-30-06	None Claimed	100,705	101,234	-529	-0.5
06-30-05	None Claimed	101,550	102,713	-1,163	-1.1
06-30-04	None Claimed	98,963	98,884	78	0.1

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

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: XYZ Company

CANADIAN PROTOTYPE, published by XYZ Publications Inc. • 123 Any Lane • Toronto, ON M5C 1S2

NAME

NAME

Date Signed:

Circulation Manager

Publisher

P: 416-000.0000 • F: 416.000.0000 • URL: www.canadianprototype.ca

Established: 1997

ABC Member since: 2002