



Canadian Prototype

For the six months ended June 30, 2009

Field Served: Health.

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

Canadian Prototype

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	630,209	78.2			
Digital (Replica)	70,000	8.7			
Total Paid Subscriptions	700,209	86.9			
Verified	57,000	7.1			
Total Paid & Verified Subscriptions	757,209	94.0			
Single Copy Sales					
Print	46,028	5.7			
Digital (Replica)	2,000	0.3			
Total Single Copy Sales	48,028	6.0			
Total Paid & Verified Circulation	805,237	100.0	None Claimed		
Digital (Non-Replica)					
Paid Subscriptions	50,000				
Paid Single Copy Sales					
Total Digital (Non-Replica)	50,000				

Paid & Verified Magazine
Publisher's Statement

2. PRICES

	Suggested	Average Price (2)	
	Retail Prices (1)	Net	Gross (Optional)
Average Single Copy	\$3.95		
Subscription	\$24.95		
Average Subscription Price Annualized (10 issue frequency)		\$15.80	\$21.00
Average Subscription Price per Copy		\$1.58	\$2.10

(1) For the Statement period

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

For six months ended June 30, 2009

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions			Verified Subscriptions		Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Jan.	632,381	70,000	702,381	57,000	759,381	44,228	2,000	46,228	733,609	72,000	805,609
Feb.	631,848	70,000	701,848	57,000	758,848	44,601	2,000	46,601	733,449	72,000	805,449
Mar.	629,100	70,000	699,100	57,000	756,100	46,436	2,000	48,436	732,536	72,000	804,536
Apr.	626,899	70,000	696,899	57,000	753,899	49,602	2,000	51,602	733,501	72,000	805,501
May/June	630,818	70,000	700,818	57,000	757,818	45,273	2,000	47,273	733,091	72,000	805,091

3A. PAID & VERIFIED CIRCULATION BY MONTH OF DIGITAL NON-REPLICA

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	40,000		40,000		40,000
Feb.	40,000		40,000		40,000
Mar.	40,000		40,000		40,000
Apr.	60,000		60,000		60,000
May	60,000		60,000		60,000
June	60,000		60,000		60,000

4. AVERAGE CIRCULATION BY REGIONAL METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
		Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales				
South	5	128,000	100	128,100	100	128,200	1,500	500	2,000	129,600	600	130,200	
North	5	168,000	100	168,100	100	168,200	1,500	400	1,900	169,600	500	170,100	

5. TREND ANALYSIS

	2003	%	2004	%	2005	%	2006	%	2007	%
Subscriptions:										
Paid	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Verified										
Total Paid & Verified Subscriptions	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Single Copy Sales	40,101	5.1	40,210	5.0	45,311	5.1	50,101	6.3	48,211	6.0
Total Paid & Verified Circulation	790,312	100.0	795,235	100.0	800,623	100.0	800,206	100.0	805,423	100.0
Year Over Year Percent of Change		0.5		0.6		0.7		0.0		0.7
Avg. Annualized Subscription Price	\$15.90		\$15.40		\$15.75		\$15.23		\$15.80	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

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

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation	Digital (Non-Replica) Average for Period
PAID SUBSCRIPTIONS					
Individual Subscriptions*	542,492	59,000	601,492	74.7	41,000
Combination Subscriptions*	1,200		1,200	0.1	
Association:					
Deductible*	2,001		2,001	0.2	
Non-Deductible*	1,003		1,003	0.1	
Club Membership:					
Deductible*	10,114		10,114	1.3	
Non-Deductible	1,001		1,001	0.1	
Deferred*	1,200		1,200	0.1	
Loyalty/Award Point*	2,003		2,003	0.3	
Partnership:					
Deductible*	49,210	1,000	50,210	6.3	
Sponsored Sales	19,985	10,000	29,985	3.7	9,000
TOTAL PAID SUBSCRIPTIONS	630,209	70,000	700,209	86.9	50,000
VERIFIED SUBSCRIPTIONS					
Public Place (See Par. 6A)	50,000		50,000	6.2	
Individual Use (See Par. 6B)	7,000		7,000	0.9	
TOTAL VERIFIED SUBSCRIPTIONS	57,000		57,000	7.1	
TOTAL PAID & VERIFIED SUBSCRIPTIONS	687,209	70,000	757,209	94.0	50,000
SINGLE COPY SALES					
Single Issue Sales	41,306	2,000	43,306	5.5	
Combination Sales	1,201		1,201	0.1	
Partnership:					
Deductible	1,913		1,913	0.2	
Sponsored Sales	1,608		1,608	0.2	
TOTAL SINGLE COPY SALES	46,028	2,000	48,028	6.0	
TOTAL PAID & VERIFIED CIRCULATION	733,237	72,000	805,237	100.0	50,000

*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:

Verified Subscription:	Doctor/ Health Care Providers	Education/ Learning Facilities	Hotel/ Lodges	Personal Care Salons	Specialty Locations/ Retail	Other	Total Public Place Copies Print
Public Place	10,000	10,000	10,000	10,000	10,000		50,000

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:

Verified Subscription:	Charitable Donors	Season Pass Holders	Licenses Holders	Event Attendees	Executives	Other	Total Individual Use Copies Print
Individual Use	3,000	2,000	1,000	500	500		7,000

7. GEOGRAPHIC DATA for the April, 2009 issue

Total paid & verified circulation of this issue was 0.0% greater than the total average paid & verified circulation.

PROVINCE	PAID SUBSCRIPTIONS					SINGLE COPY SALES					
	Print	Digital (Replica)	Total Paid Subscriptions	Verified Subscriptions Print	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
Alberta	74,498	4,000	78,498	300	78,798	2,656	150	2,806	77,454	4,150	81,604
British Columbia	21,797	2,200	23,997	200	24,197	1,429		1,429	23,426	2,200	25,626
Manitoba	31,486		31,486		31,486	934		934	32,420		
New Brunswick	2,410	300	2,710	150	2,860	766		766	3,326	300	3,626
Newfoundland/Labrador	1,842		1,842		1,842	174		174	2,016		
Northwest Territories	48		48		48	4		4	52		
Nova Scotia	3,562		3,562		3,562	424		424	3,986		
Nunavut	2		2		2			0	2		
Ontario	270,902	30,900	301,802	41,300	343,102	21,439	1,050	22,489	333,641	31,950	365,591
Prince Edward Island	31		31		31	4		4	35		
Quebec	205,351	29,000	234,351	15,050	249,401	13,915	800	14,715	234,316	29,800	264,116
Saskatchewan	1,004		1,004		1,004	543		543	1,547		
Yukon Territory	15		15		15	2		2	17		
Canadian Unclassified											
TOTAL CANADA	612,948	66,400	679,348	57,000	736,348	42,290	2,000	44,290	712,238	68,400	780,638
British Commonwealth	5,366	500	5,866		5,866	261		261	5,627	500	6,127
United States	7,471	3,000	10,471		10,471	7,049		7,049	14,520	3,000	17,520
International	317	50	367		367	2		2	319	50	369
Other Unclassified			0		0			0	0		
Military or Civilian Personnel Overseas	797	50	847		847			0	797	50	847
GRAND TOTAL	626,899	70,000	696,899	57,000	753,899	49,602	2,000	51,602	733,501	72,000	805,501

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

County Size	% of Canadian Population	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	333,208	32,011	365,219	46.8	98
B	28	219,698	21,067	240,765	30.8	110
C	14	94,129	9,098	103,227	13.3	95
D	10	65,203	6,224	71,427	9.1	91

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross individual 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 4 issues).....	21,527 5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	300,000 70.3
(b) Seven to eleven months (5 to 9 issues)	6,695 1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.	127,000 29.7
(c) Twelve months (10 issues).....	270,530 63.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.	None
(d) Thirteen to twenty-four months.....	71,149 16.7	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	57,099 13.4	Total Subscriptions Sold in Period	427,000 100.0
Total Subscriptions Sold in Period	427,000 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium	427,000 100.0		
(b) Ordered with material reprinted from this publication.....	None		
(c) Ordered with other premiums	None		
Total Subscriptions Sold in Period	427,000 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 2 yrs. \$45.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 2,500 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,700 or 0.5% of average paid subscription circulation.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.xxx.
- DESCRIPTION OF DIGITAL (Non-Replica) - The Digital Edition
- (e) (Standard explanations to support Paragraph 6 data claims.)

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 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)
12-31-08	None Claimed	855,000	858,250	-3,250	-0.4

[^]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:
 ABC's Canadian Office
 Telephone: (416) 962-5840 - FAX: (416) 962-5844
 151 Bloor Street West, Suite 850
 Toronto, ON M5S 1S4

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:

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Publisher

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