



Canadian Prototype

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PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2009

Field Served: Health.

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

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	700,209	86.9			
#Verified	57,000	7.0			
Total Paid & Verified Subscriptions	757,209	93.9			
Single Copy Sales	48,028	6.1			
Total Paid & Verified Circulation	805,237	100.0	None Claimed		

#Includes copies with paid distribution, See Par. 9(d)

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.95		
Average Subscription Price Annualized (10 issue frequency)	\$24.95	\$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.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	702,381	57,000	759,381	46,228	805,609
Feb.	701,848	57,000	758,848	46,601	805,449
Mar.	699,100	57,000	756,100	48,436	804,536
Apr.	696,899	57,000	753,899	51,602	805,501
May/June	700,818	57,000	757,818	47,273	805,091

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	Rate Base
Western Region	5	130,200		130,200		130,200	
Eastern Region	5	170,100		170,100		170,100	

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5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
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.

PAID SUBSCRIPTIONS	Average for Period	% of Circulation
Individual Subscriptions*	592,492	73.6
Combination Subscriptions*	1,200	0.1
Association:		
Deductible*	2,001	0.2
Non-Deductible*	1,003	0.1
Club Membership:		
Deductible*	10,114	1.3
Non-Deductible	901	0.1
Deferred*	1,200	0.1
Loyalty/Award Point*	2,003	0.3
Partnership:		
Deductible*	50,310	6.3
Sponsored Sales	38,985	4.8
TOTAL PAID SUBSCRIPTIONS	700,209	86.9
VERIFIED SUBSCRIPTIONS		
#Public Place (See Par. 6A)	50,000	6.2
Individual Use (See Par. 6B)	7,000	0.9
TOTAL VERIFIED SUBSCRIPTIONS	57,000	7.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	757,209	94.0
SINGLE COPY SALES		
Single Issue Sales	43,306	5.5
Combination Sales	1,201	0.1
Partnership:		
Deductible	1,913	0.2
Sponsored Sales	1,608	0.2
TOTAL SINGLE COPY SALES	48,028	6.0
TOTAL PAID & VERIFIED CIRCULATION	805,237	100.0

*Included in Average Price calculation

#Includes copies with paid distribution, See Par. 9(d)

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
Public Place	10,000	10,000	10,000	10,000	10,000		50,000

#Includes copies with paid distribution, See Par. 9(d)

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	Individually Requested	Other	Total Individual Use Copies
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	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alberta	68,670	5,478	74,148	3,000	77,148
British Columbia	125,441	3,000	128,441	2,035	130,476
Manitoba	25,614	5,879	31,493	9,198	40,691
New Brunswick	24,587	1,376	25,963	1,878	27,841
Newfoundland/Labrador	23,550		23,550	1,802	25,352
Northwest Territories	60,000		60,000	1,726	61,726
Nova Scotia	2,500		2,500	4,399	6,899
Nunavut	1		1	25	26
Ontario	258,741	25,789	284,530	18,209	302,739
Prince Edward Island	4,832		4,832	1,748	6,580
Quebec	87,225	15,478	102,703	266	102,969
Saskatchewan	5,224		5,224	6,396	11,620
Yukon Territory	514		514	383	897
Canadian Unclassified				37	37
TOTAL CANADA	686,899	57,000	743,699	51,102	794,801
British Commonwealth					
United States	9,000		9,000	254	9,254
International	1,000		1,000	246	1,246
Other Unclassified					
Military or Civilian Personnel Overseas					
GRAND TOTAL	696,899	57,000	753,899	51,602	805,501

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

County Size	% of Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	375,058	47.2	98
B	28	260,772	32.8	117
C	14	108,920	13.7	98
D	10	50,051	6.3	63

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 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: 1,000 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) Included in Verified is an average of 10,000 copies with paid distribution as follows:
- | | | |
|-----------------|----------------|-----------------|
| Purchaser | Average Copies | Purchase Price |
| Hilton Hotels | 5,000 | \$1.49 per copy |
| Marriott Hotels | 5,000 | \$1.00 per copy |
- (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:

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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: