

**CONSUMER MAGAZINE CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Official Publication of: None
Established: 1990

Primary Market C.A.R.D. Class 526 Business

MARKET SERVED

Business community in Atlantic Canada.

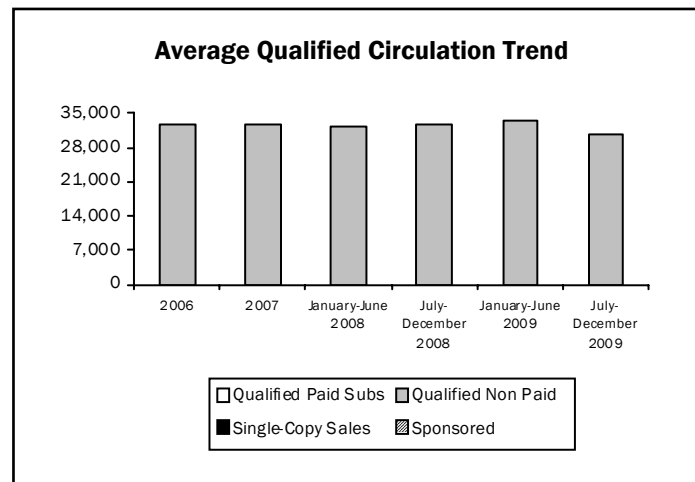
AVERAGE QUALIFIED CIRCULATION

Total Qualified _____	30,763
Qualified Paid _____	-
Subscriptions _____	-
Sponsored _____	-
Single-Copy Sales _____	-
Qualified Non-Paid _____	30,763

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

**NC = None Claimed.



Atlantic Business / December 2009

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	-	-	-	-
Delivered Unlabelled Single Copies _____	-	-	17,063	55.5	17,063	55.5
Multi-Copy Same Addressee _____	-	-	13,700	44.5	13,700	44.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	30,763	100.0	30,763	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	-	-	30,763	100.0	30,763	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions	Total		
July/August _____					30,988
September/October _____					30,561
November/December _____					30,738

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

3A. PRICES

**PARAGRAPHS 3A AND 3B ARE NOT REQUIRED WHEN THE PAID CIRCULATION
IS LESS THAN 50% OF THE AVERAGE CIRCULATION**

3B. USE OF FREE PROMOTIONAL INCENTIVES

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER/DECEMBER 2009							
This issue is 0.1% or 37 copies below the average of the other 2 issues reported in Paragraph two.							
CLASSIFICATIONS	Subscription Copies	Net Retail and Box Copies	Retail and Hotel Copies	Canada	Outside Canada	TOTAL QUALIFIED	PERCENT OF TOTAL
PAID CIRCULATION							
TOTAL PAID	-	-	-	-	-	-	-
NON-PAID CIRCULATION							
Unaddressed copies inserted into the Chronicle Herald (subscribers only) and the Globe and Mail for delivery to individual subscribers, newsstand, retail and hotel locations in the following areas:							
Prince Edward Island _____	316	665	-	981	-	981	3.2
New Brunswick (Fredericton, Moncton, Saint John) _____	1,862	2,235	-	4,097	-	4,097	13.3
Halifax, Bedford, Sackville, Dartmouth, Sydney & Rural NS (Globe & Mail) _____	2,989	2,111	-	5,100	-	5,100	16.5
Halifax, Bedford, Sackville, Dartmouth (Chronicle Herald) _____	5,000	-	-	5,000	-	5,000	16.3
St. John's _____	775	-	-	775	-	775	2.5
Post Office Boxes (Businesses in St. John's _____)	1,000	-	-	1,000	-	1,000	3.3
Sub-Total	11,942	5,011	-	16,953	-	16,953	55.1
Multi-copies distributed to airlines, for redistribution to inflight Passenger seat locations _____	-	-	-	-	-	-	-
Multi-Copies for redistribution to patrons _____	-	-	-	1,500	-	1,500	4.9
Hotel (62 locations) _____	-	-	-	10,200	-	10,200	33.2
Marine Atlantic ferries (1 location) _____	-	-	-	300	-	300	1.0
Maple Leaf Executive Lounges _____	-	-	-	1,673	112	1,785	5.8
SUB-TOTAL	-	-	-	13,673	112	13,785	44.9
TOTAL QUALIFIED CIRCULATION	11,942	5,011	-	30,626	112	30,738	100.0

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-			-	-
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or re-distributor (other than request): _____	13,785	-	-			13,785	44.8
V. TOTAL - Sources other than above (listed alphabetically): _____	16,953	-	-			16,953	55.2
Rosters and directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Delivered Unlabelled Single Copies _____	16,953	-	-			16,953	55.2
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	30,738	-	-			30,738	100.0
PERCENT	100.0	-	-			100.0	

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
Provinces	Qualified Paid	Qualified Non-Paid	Total Qualified	Percent
Newfoundland _____			6,249	20.3
Prince Edward Island _____			1,581	5.2
Nova Scotia _____			13,696	44.6
New Brunswick _____			7,547	24.6
Quebec _____			257	0.8
Ontario _____			720	2.3
Manitoba _____			40	0.1
Saskatchewan _____			8	-
Alberta and N.W.T. _____			184	0.6
B.C. and Yukon _____			344	1.1
TOTAL FOR CANADA			30,626	99.6
United States (Los Angeles) _____			112	0.4
Other Foreign _____			-	-
TOTAL OUTSIDE CANADA			112	0.4
TOTAL QUALIFIED CIRCULATION			30,738	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	31,352	32,599	31,341	32,474	33,311	30,763
Qualified Paid : _____	-	-	-	-	-	-
Subscriptions _____	-	-	-	-	-	-
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	-	-	-	-	-	-
Qualified Non-Paid: _____	31,352	32,599	31,341	32,474	33,311	30,763
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA:**METHOD OF DISTRIBUTION:**

Multi-Copies audited only to the point of distribution, not to the end recipient. A distribution agreement not more than 3 years old is required indicating that the point of distribution agent agrees to accept the publication in bulk for redistribution.

- A. A. Unaddressed copies inserted into the Chronicle Herald (subscribers only) and the Globe and Mail for delivery to selected newspaper subscriber copies
- B. Multi-Copies distributed to hotels and airlines.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

H. Hutton, Publisher

S. Hurley, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 29, 2010

City St. John's

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