

BUSINESS PUBLICATION

CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2002

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



Business of Performing Audits

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STRATEGY™

THE CANADIAN MARKETING REPORT

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Official Publication of: None
Established: 1986
Issues Per Year: 26
(See Paragraph 11)

FIELD SERVED

Strategy serves the Canadian marketing industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include advertising agencies, promotion agencies, public relations firms, media buying agencies, package design, multimedia/interactive agencies, marketing consultants, advertisers and client marketers, media and professional services, suppliers and others allied to the field.

Primary Market C.A.R.D. Class 500 Advertising Marketing Sales

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	9
Advertiser and Agency _____	148
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	97
All Other _____	322
TOTAL	576

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,179	97.7	11,511	85.3	1,668	12.4
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	156	1.2	101	0.7	55	0.4
*Single Copy Sales _____	160	1.2	-	-	160	1.2
TOTAL QUALIFIED CIRCULATION	13,495	100.0	11,612	86.0	1,883	14.0

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2001/2002 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2002 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 1 _____	239	249			13,567	October 7 _____	114	208			13,439
July 15 _____	193	96			13,495	October 21 _____	134	138			13,443
July 29 _____	233	59			13,275	November 4 _____	106	324			13,661
August 12 _____	464	383			13,278	**November 18 _	93	171			13,739
August 26 _____	288	197			13,198	December 2 _____	96	168			13,811
September 9 _____	126	128			13,266	December 16 _____	82	182			13,911
September 23 _____	122	262			13,345	TOTAL	2,290	2,565			

*See Paragraph 11

**Analyzed Issue

Strategy / December 2002

3A. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 18, 2002

This issue is 2.0% or 265 copies above the average of the other 12 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	Canada	Outside Canada	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Advertising Agencies including General Agencies, Promotional Agencies, Public Relations Firms, Media Buying Agencies, Package Design Firms, Multimedia/interactive Agencies and Marketing Consultants _____	3,600	-	3,600	26.2
2. Advertisers and Client Marketers including Automotive and Transportation, Food and Beverage, Health and Beauty, Pharmaceutical, Fashion, Entertainment, Sports and leisure, Office Products and Communications Services Travel and Hospitality_____	8,353	-	8,353	60.8
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	757	-	757	5.5
4. Professional Services, Suppliers and Others Allied To The Field _____	854	-	854	6.2
Other Paid Circulation:				
Subscriptions _____	13,564	-	13,564	98.7
Single Copy Sales_____	175	-	175	1.3
TOTAL QUALIFIED CIRCULATION	13,739	-	13,739	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 18, 2002							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	4,097	633	51			4,781	34.8
a. Written _____	1,998	561	40			2,599	18.9
b. Telecommunication _____	494	-	-			494	3.6
c. Internet and E-Mail _____	1,605	72	11			1,688	12.3
II. TOTAL – Request from recipient's company: _____	4,997	60	-			5,057	36.8
a. Written _____	816	20	-			836	6.1
b. Telecommunication _____	3,862	1	-			3,863	28.1
c. Internet and E-Mail _____	319	39	-			358	2.6
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	970	501	260			1,731	12.6
a. Written _____	9	501	-			510	3.7
b. Telecommunication _____	961	-	260			1,221	8.9
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	1,725	248	22			1,995	14.5
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,339	116	5			1,460	10.6
Independent field reports _____	-	-	-			-	-
Licenseses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	386	132	17			535	3.9
VI. TOTAL – Single Copy Sales: _____	175	-	-			175	1.3
TOTAL QUALIFIED CIRCULATION	11,964	1,442	333			13,739	100.0
*See Paragraph 11	PERCENT	87.1	10.5	2.4		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 18, 2002				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,357	97.2
Individuals by name only _____			60	0.4
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			147	1.1
Single Copy Sales _____			175	1.3
TOTAL QUALIFIED CIRCULATION			13,739	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 18, 2002				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			45	0.3
Prince Edward Island _____			15	0.1
Nova Scotia _____			141	1.0
New Brunswick _____			89	0.6
Quebec _____			2,099	15.3
Ontario _____			9,350	68.2
Manitoba _____			141	1.0
Saskatchewan _____			57	0.4
Alberta, N.W.T and Nunavut _____			415	3.0
B.C. and Yukon _____			1,176	8.6
TOTAL FOR CANADA			13,528	98.5
United States _____			30	0.2
Other Foreign _____			6	-
Single Copy Sales _____			175	1.3
TOTAL OUTSIDE CANADA			211	1.5
TOTAL QUALIFIED CIRCULATION			13,739	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Circulation Claim
	2001	*2002
Total Audit Average Qualified: _____	14,463	13,582
Qualified Non-Paid: _____	12,585	11,721
Qualified Paid: _____	1,878	1,861
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	\$63.75

***NOTE: 2002 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed.

10. PAID CIRCULATION DATA

\$63.75	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
26	Issues Per Year
\$3.75	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

ISSUES PER YEAR:

In 2002 Strategy published 26 times

PARAGRAPH 1:

Single copy sales for the September 23, 2002 to December 16, 2002 issues are based on an average known sales from July 2001 to June 2002 inclusive for an average single copy sale of 23.0% of the draw.

PARAGRAPH 2:

Additions and removals are not required for Single Copy Sales.

PARAGRAPH 3b:

Business directories include 19 sources of circulation for quantities of 1 copies or -% to 1,121 copies or 8.2%
Other sources include 44 sources of circulation for a quantity of 535 copies or 3.9%.

PUBLISHER'S AFFIDAVIT

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

Susan Linton - Publisher

C. Thompson - 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 International.

Date signed February 19, 2003

City Toronto

Received by CCAB February 19, 2003

Type

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