

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.

Canadian Circulations Audit Board
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Since 1931, BPA Worldwide has set the standard for thoroughness, accuracy, transparency and timeliness in media and event audits.

For media buyers and media owners all over the globe, BPA Worldwide helps turn assurance into insight, and insight into advantage.

A not-for-profit organization since 1931, BPA Worldwide, is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. BPA has the largest membership of any media-auditing organization in the world, spanning more than 20 countries. Worldwide, BPA serves 3,000 media properties-including more than 2,000 B-to-B publications, more than 600 consumer magazines and newspapers, more than 300 Web sites, plus events, 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: 1986
Issues Per Year: 19
(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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	—
Advertiser and Agency _____	—
Rotated or Occasional _____	—
Allocated for Trade Shows and Conventions _____	—
All Other _____	242
TOTAL	242

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,203	95.4	11,550	83.4	1,653	11.9
Sponsored Individually Addressed __	—	—	—	—	—	—
Membership Benefit _____	—	—	—	—	—	—
Multi-Copy Same Addressee _____	95	0.7	44	0.3	51	0.4
*Single Copy Sales _____	547	4.0	—	—	547	4.0
TOTAL QUALIFIED CIRCULATION	13,845	100.0	11,594	83.7	2,251	16.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2004 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	288	172			13,503
August _____	252	235			13,729
September _____	245	213			13,731
TOTAL	1,631	1,600			

2004 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____	383	359			13,787
November _____	342	464			14,172
December _____	121	157			14,143
TOTAL	1,631	1,600			

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004
 This issue is 2.9% or 393 copies above the average of the other 5 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 _____	3,461	13	3,474	24.5
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_____	7,949	18	7,967	56.2
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	944	3	947	6.7
4. Professional Services, Suppliers and Others Allied To The Field _____	951	8	959	6.8
Single Copy Sales _____	825	–	825	5.8
TOTAL QUALIFIED CIRCULATION	14,130	42	14,172	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004							
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: _____	3,828	820	169			4,817	34.0
a. Written _____	1,437	519	66			2,022	14.3
b. Telecommunication _____	214	76	66			356	2.5
c. Internet and E-Mail _____	2,177	225	37			2,439	17.2
II. TOTAL – Request from recipient's company: _____	4,078	731	205			5,014	35.4
a. Written _____	19	4	9			32	0.2
b. Telecommunication _____	3,599	679	187			4,465	31.6
c. Internet and E-Mail _____	460	48	9			517	3.6
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	2,144	161	75			2,380	16.8
a. Written _____	31	-	-			31	0.2
b. Telecommunication _____	2,061	159	75			2,295	16.2
c. Internet and E-Mail _____	52	2	-			54	0.4
V. TOTAL – Sources other than above (listed alphabetically): _____	722	247	167			1,136	8.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	13	151	136			300	2.1
Independent field reports _____	-	-	-			-	-
Licensees – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	709	96	31			836	5.9
VI. TOTAL – Single Copy Sales: _____	825	-	-			825	5.8
TOTAL QUALIFIED CIRCULATION	11,597	1,959	616			14,172	100.0
*See Paragraph 11 PERCENT	81.9	13.8	4.3			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 2004				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,205	93.2
Individuals by name only _____			47	0.3
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			95	0.7
Single Copy Sales _____			825	5.8
TOTAL QUALIFIED CIRCULATION			14,172	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			53	0.4
Prince Edward Island _____			11	0.1
Nova Scotia _____			145	1.0
New Brunswick _____			107	0.8
Quebec _____			2,009	14.2
Ontario _____			9,286	65.5
Manitoba _____			134	0.9
Saskatchewan _____			62	0.4
Alberta, N.W.T and Nunavut _____			450	3.2
B.C. and Yukon _____			1,033	7.3
Single Copy Sales _____			825	5.8
TOTAL FOR CANADA			14,115	99.6
United States _____			39	0.3
Other Foreign _____			18	0.1
TOTAL OUTSIDE CANADA			57	0.4
TOTAL QUALIFIED CIRCULATION			14,172	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	Audited Data	Audited Data	Circulation Claim
	2001	2002	2003	*2004
Total Audit Average Qualified: _____	14,463	13,582	13,397	13,845
Qualified Non-Paid: _____	12,585	11,721	11,481	11,594
Qualified Paid: _____	1,878	1,861	1,916	2,251
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	\$63.75	\$62.01	\$70.38

*NOTE: 2004 data is unaudited. With each successive year, new data will be added until five years of data is displayed.

**NC = None claimed.

11. ADDITIONAL DATA

ISSUES PER YEAR:

Effective with the January 2004 issue, this publication has changed its frequency from 26 to 19 issues per year.

PARAGRAPH 2:

Additions and removals are not required for Single Copy Sales.

PARAGRAPH 3b:

Other sources include 29 sources of circulation for quantities of 1 copy or -% to 473 copies or 3.3%.

10. PAID CIRCULATION DATA

\$70.38	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
19	Issues Per Year
\$4.95	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		
Jim Shenkman, Publisher	Date signed	December 21, 2004
Jennifer Colvin, Circulation Manager	City	Toronto
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB	December 21, 2004
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S345POD4