

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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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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



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Official Publication of: None
Established: 1986
Issues Per Year: 12

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 _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
* Allocated for Trade Shows and Conventions _____	333
All Other _____	2,116
TOTAL	2,449

*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 _____	12,628	99.4	11,289	88.9	1,339	10.5
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	82	0.6	43	0.3	39	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,710	100.0	11,332	89.2	1,378	10.8

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	161	132			13,030	October _____	210	81			12,964
August _____	97	26			12,956	November _____	258	81			12,527
September _____	133	9			12,823	December _____	499	229			12,235
						TOTAL	1,358	558			

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3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006
 This issue is 1.7% or 221 copies below 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 _____	3,350	5	3,355	26.8
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_____	7,024	14	7,038	56.2
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	1,116	3	1,119	8.9
4. Professional Services, Suppliers and Others Allied To The Field_____	1,000	15	1,015	8.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,490	37	12,527	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006							
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: _____	3,816	916	395			5,127	41.0
a. Written _____	399	180	95			674	5.4
b. Telecommunication _____	316	89	92			497	4.0
c. Electronic _____	3,101	647	208			3,956	31.6
II. TOTAL – Request from recipient's company: _____	2,889	1,478	725			5,092	40.6
a. Written _____	-	-	6			6	-
b. Telecommunication _____	2,759	1,438	695			4,892	39.1
c. Electronic _____	130	40	24			194	1.5
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	466	283	640			1,389	11.1
a. Written _____	9	5	2			16	0.1
b. Telecommunication _____	299	161	628			1,088	8.7
c. Electronic _____	158	117	10			285	2.3
V. TOTAL – Sources other than above (listed alphabetically): _____	575	192	152			919	7.3
*Association rosters and directories _____	19	28	-			47	0.4
*Business directories _____	-	61	17			78	0.6
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	556	103	135			794	6.3
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,746	2,869	1,912			12,527	100.0
*See Paragraph 11 PERCENT	61.8	22.9	15.3			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 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			12,386	98.8
Individuals by name only _____			58	0.5
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			83	0.7
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			12,527	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			49	0.4
Prince Edward Island _____			9	0.1
Nova Scotia _____			122	1.0
New Brunswick _____			97	0.8
Quebec _____			1,801	14.4
Ontario _____			8,885	70.8
Manitoba _____			112	0.9
Saskatchewan _____			56	0.4
Alberta, N.W.T and Nunavut _____			423	3.4
B.C. and Yukon _____			936	7.5
Single Copy Sales _____			-	-
TOTAL FOR CANADA			12,490	99.7
United States _____			32	0.3
Other Foreign _____			5	-
TOTAL OUTSIDE CANADA			37	0.3
TOTAL QUALIFIED CIRCULATION			12,527	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	Audited Data	Circulation Claim
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	13,582	13,397	13845	13,026	12,848
Qualified Non-Paid: _____	11,721	11,481	11594	11,245	11,425
Qualified Paid: _____	1,861	1,916	2251	1781	1423
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$63.75	\$62.01	\$70.38	\$62.39	\$62.07

*NOTE: 2006 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$61.89	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
\$6.95	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 19 copies or 0.2% and 28 copies or 0.2%

Business directories include 3 sources of circulation for quantities of 1 copies or 0.0% to 61 copies or 0.5%

Other sources include 24 sources of circulation for quantities of 1 copies or 0.0% to 372 copies or 3.0%

Trade Shows and Conventions:

Jul-06	Canadian Sponsorship Forum	250 Copies
Sep-06	Ad Club-Out of Home Day	350 Copies
Oct-06	Canadian Newspaper Association Conference	250 Copies
Oct-06	Media in Canada Forum	500 Copies
Nov-06	BCAIM Direct Marketing Conference	300 Copies
Dec-06	Strategy's Agency of the Year	300 Copies

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	
Claire Macdonald, Associate Publisher	Date signed January 15, 2007
	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 January 15, 2007
IMPORTANT NOTE:	Type PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number S345POD6
It will be included in the annual audit made by BPA Worldwide.	