

BUSINESS PUBLICATION

CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2003

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 _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	113
TOTAL	113

*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 _____	13,493	98.4	11,766	85.8	1,727	12.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	102	0.7	65	0.5	37	0.3
*Single Copy Sales _____	121	0.9	-	-	121	0.9
TOTAL QUALIFIED CIRCULATION	13,716	100.0	11,831	86.3	1,885	13.7

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January 13 _____	72	118			13,932	April 21 _____	91	101			13,703
January 27 _____	169	141			13,867	May 5 _____	161	134			13,718
February 10 _____	185	115			13,811	**May 19 _____	160	78			13,643
February 24 _____	115	42			13,727	June 2 _____	66	67			13,680
March 10 _____	129	117			13,699	June 16 _____	181	61			13,560
March 24 _____	141	149			13,709	June 30 _____	53	44			13,551
April 7 _____	97	111			13,704	TOTAL	1,620	1,278			

*See Paragraph 11

**Analyzed Issue

Strategy / June 2003

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 19, 2003

This issue is 0.6% or 79 copies below 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 _____	3,617	-	3,617	26.5
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_____	8,272	-	8,272	60.7
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	781	-	781	5.7
4. Professional Services, Suppliers and Others Allied To The Field _____	852	-	852	6.2
Other Paid Circulation:				
Subscriptions _____	-	-	-	-
Single Copy Sales_____	121	-	121	0.9
TOTAL QUALIFIED CIRCULATION	13,643	-	13,643	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 19, 2003							
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: _____	4,214	1,143	246			5,603	41.1
a. Written _____	1,889	548	206			2,643	19.4
b. Telecommunication _____	374	41				415	3.0
c. Internet and E-Mail _____	1,951	554	40			2,545	18.7
II. TOTAL – Request from recipient's company: _____	3,796	746	33			4,575	33.4
a. Written _____	699	31	10			740	5.4
b. Telecommunication _____	2,636	569				3,205	23.5
c. Internet and E-Mail _____	461	146	23			630	4.5
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	608	631	252			1,491	11.0
a. Written _____	8	-	-			8	0.1
b. Telecommunication _____	599	631	252			1,482	10.9
c. Internet and E-Mail _____	1	-	-			1	-
V. TOTAL – Sources other than above (listed alphabetically): _____	304	1,399	150			1,853	13.6
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	11	1,255	81			1,347	9.9
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	293	144	69			506	3.7
VI. TOTAL – Single Copy Sales: _____	121	-	-			121	0.9
TOTAL QUALIFIED CIRCULATION	9,043	3,919	681			13,643	100.0
*See Paragraph 11	PERCENT	66.3	28.7	5.0		100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 19, 2003				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,365	98.0
Individuals by name only _____			53	0.4
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			104	0.8
Single Copy Sales _____			121	0.8
TOTAL QUALIFIED CIRCULATION			13,643	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 19, 2003				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			48	0.4
Prince Edward Island _____			16	0.1
Nova Scotia _____			142	1.0
New Brunswick _____			94	0.7
Quebec _____			2,090	15.3
Ontario _____			9,338	68.5
Manitoba _____			143	1.0
Saskatchewan _____			66	0.5
Alberta, N.W.T and Nunavut _____			419	3.1
B.C. and Yukon _____			1,124	8.2
TOTAL FOR CANADA			13,480	98.8
United States _____			37	0.3
Other Foreign _____			5	-
Single Copy Sales _____			121	0.9
TOTAL OUTSIDE CANADA			163	1.2
TOTAL QUALIFIED CIRCULATION			13,643	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	Circulation Claim
	2001	2002	*2003
Total Audit Average Qualified: _____	14,463	13,582	13,716
Qualified Non-Paid: _____	12,585	11,721	11,831
Qualified Paid: _____	1,878	1,861	1,885
Post Expire Copies included in Paid Circulation: __	***NC	***NC	-
Average Annual Order Price: _____	***NC	\$63.75	\$61.68

10. PAID CIRCULATION DATA	
\$61.68	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
25	Issues Per Year
\$3.75	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

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

**2003 data is unaudited.

***NC = None claimed.

11. ADDITIONAL DATA

ISSUES PER YEAR:

In 2003 Strategy will publish 26 times.

PARAGRAPH 1:

Single copy sales for the June 2, 2003 to June 30, 2003 issues are based on an average known sales from January 2002 to December 2002 inclusive for an average single copy sale of 21.0% of the draw.

PARAGRAPH 2:

Additions and removals are not required for Single Copy Sales.

PARAGRAPH 3b:

Business directories include 31 sources of circulation for quantities of 1 copies or 0.0% to 1,114 copies or 8.2%.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Susan Linton - Publisher	Date signed	August 14, 2003
C. Thompson - 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	August 14, 2003
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 International.	ID Number	S345P0J3