

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 media-auditing organization since 1931, BPA Worldwide is governed by a board of directors comprising media buyers and media owners. BPA's membership spans more than 25 countries, and includes more than 2,500 media properties—including B-to-B publications, consumer magazines, newspapers, Web sites, events, databases, email newsletters and wireless media—and more than 2,600 advertiser and agency representatives.

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,844	97.6	11,289	85.9	1,555	11.7
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	90	0.7	42	0.3	48	0.4
*Single Copy Sales _____	218	1.7	-	-	218	1.7
TOTAL QUALIFIED CIRCULATION	13,152	100.0	11,331	86.2	1,821	13.8

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

2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	314	74			13,360	April _____	154	81			13,254
February _____	120	66			13,311	May _____	595	268			13,051
March _____	114	102			13,321	June _____	226	164			12,615
						TOTAL	1,523	755			

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005
 This issue is 0.9% or 121 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 _____	3,196	12	3,208	24.6
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_____	7,590	20	7,610	58.2
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	894	4	898	6.9
4. Professional Services, Suppliers and Others Allied To The Field_____	943	18	961	7.4
Single Copy Sales _____	374	-	374	2.9
TOTAL QUALIFIED CIRCULATION	12,997	54	13,051	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005							
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: _____	3,792	911	256			4,959	38.0
a. Written _____	1,290	435	92			1,817	13.9
b. Telecommunication _____	191	87	58			336	2.6
c. Internet and E-Mail _____	2,311	389	106			2,806	21.5
II. TOTAL – Request from recipient's company: _____	3,918	728	135			4,781	36.6
a. Written _____	10	3	5			18	0.1
b. Telecommunication _____	3,657	646	121			4,424	33.9
c. Internet and E-Mail _____	251	79	9			339	2.6
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	1,967	138	53			2,158	16.5
a. Written _____	16	-	-			16	0.1
b. Telecommunication _____	1,813	135	52			2,000	15.3
c. Internet and E-Mail _____	138	3	1			142	1.1
V. TOTAL – Sources other than above (listed alphabetically): _____	535	219	25			779	6.0
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	45	112	2			159	1.2
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	490	107	23			620	4.8
VI. TOTAL – Single Copy Sales: _____	374	-	-			374	2.9
TOTAL QUALIFIED CIRCULATION	10,586	1,996	469			13,051	100.0
*See Paragraph 11 PERCENT	81.1	15.3	3.6			100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			12,549	96.1
Individuals by name only _____			40	0.3
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			88	0.7
Single Copy Sales _____			374	2.9
TOTAL QUALIFIED CIRCULATION			13,051	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			50	0.4
Prince Edward Island _____			12	0.1
Nova Scotia _____			130	1.0
New Brunswick _____			103	0.8
Quebec _____			1,919	14.7
Ontario _____			8,815	67.4
Manitoba _____			126	1.0
Saskatchewan _____			60	0.5
Alberta, N.W.T and Nunavut _____			424	3.2
B.C. and Yukon _____			984	7.5
Single Copy Sales _____			374	2.9
TOTAL FOR CANADA			12,997	99.6
United States _____			48	0.4
Other Foreign _____			6	-
TOTAL OUTSIDE CANADA			54	0.4
TOTAL QUALIFIED CIRCULATION			13,051	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
	2001	2002	2003	2004	*2005
Total Audit Average Qualified:	14,463	13,582	13,397	13,622	13,152
Qualified Non-Paid: _____	12,585	11,721	11,481	11,676	11,331
Qualified Paid: _____	1,878	1,861	1,916	1,946	1,821
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	\$63.75	\$62.01	\$62.63	\$60.67

*NOTE: 2005 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 2005 issue, this publication changed its frequency from 19 to 12 issues per year.

PARAGRAPH 2:

Additions and removals are not required for Single Copy Sales.

PARAGRAPH 3B:

Business directories include 7 sources of circulation for quantities of 1 copies or 0.0% to 100 copies or 0.8%. Other sources include 24 sources of circulation for quantities of 1 copies or 0.0% to 421 copies or 3.2%.

10. PAID CIRCULATION DATA

\$60.67	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
\$4.95	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	475
All Other _____	657
TOTAL	1,136

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	August 4, 2005
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	August 4, 2005
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	S345POJ5