

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

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
L'Office canadien de verification de la diffusion
90 Eglinton Ave. East, Suite 980
Toronto, Ontario M4P 2Y3
Telephone: +1 416.487.2418
Fax: +1 416.487.6405
www.bpaww.com

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.



Brunico Communications Ltd.
366 Adelaide St. W., Suite 500
TORONTO, Ontario
M5V 1R9
Tel.: 416.408.2300
Fax: 416.408.0870
Website: www.brunico.com
E-mail: jcolvin@brunico.com

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 _____	1,100
All Other _____	2,432
TOTAL	3,532

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,018	99.4	10,964	90.7	1,054	8.7
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	70	0.6	46	0.4	24	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,088	100.0	11,010	91.1	1,078	8.9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	431	337			12,063	April _____	210	276			12,070
February _____	212	343			12,094	May _____	279	299			12,062
March _____	269	376			12,118	June _____	172	244			12,123
						TOTAL	1,573	1,875			

Strategy / June 2007

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
This issue is 0.3% or 32 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 _____	2,988	5	2,993	24.8
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_____	6,945	13	6,958	57.7
3. Media including TV, Cable, Satellite, Radio, Newspapers, Magazines, Outdoor, Online/Web_____	1,168	2	1,170	9.7
4. Professional Services, Suppliers and Others Allied To The Field_____	933	8	941	7.8
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,034	28	12,062	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
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: _____	2,095	875	267			3,237	26.8
a. Written _____	182	179	55			416	3.4
b. Telecommunication _____	203	141	54			398	3.3
c. Electronic _____	1,710	555	158			2,423	20.1
II. TOTAL – Request from recipient's company: _____	4,182	1,223	400			5,805	48.2
a. Written _____	-	-	5			5	0.1
b. Telecommunication _____	4,095	1,217	390			5,702	47.3
c. Electronic _____	87	6	5			98	0.8
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	744	140	381			1,265	10.5
a. Written _____	2	3	2			7	0.1
b. Telecommunication _____	596	94	370			1,060	8.8
c. Electronic _____	146	43	9			198	1.6
V. TOTAL – Sources other than above (listed alphabetically): _____	1,494	188	73			1,755	14.5
*Association rosters and directories _____	-	17	-			17	0.1
*Business directories _____	930	40	9			952	7.9
Independent field reports _____	-	-	-			-	-
Licenseses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	591	131	64			786	6.5
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,515	2,426	1,121			12,062	100.0
*See Paragraph 11	PERCENT	70.6	20.1	9.3		100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			11,970	99.2
Individuals by name only _____			36	0.3
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			56	0.5
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			12,062	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			44	0.4
Prince Edward Island _____			9	0.1
Nova Scotia _____			130	1.1
New Brunswick _____			91	0.8
Quebec _____			1,648	13.6
Ontario _____			8,608	71.3
Manitoba _____			106	0.9
Saskatchewan _____			59	0.5
Alberta, N.W.T and Nunavut _____			411	3.4
B.C. and Yukon _____			928	7.7
Single Copy Sales _____			-	-
TOTAL FOR CANADA			12,034	99.8
United States _____			27	0.2
Other Foreign _____			1	0.0
TOTAL OUTSIDE CANADA			28	0.2
TOTAL QUALIFIED CIRCULATION			12,062	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
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	13,397	13,845	13,026		12,088
Qualified Non-Paid: _____	11,481	11,594	11,245		11,010
Qualified Paid: _____	1,916	2,251	1,781		1,078
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC		**NC
Average Annual Order Price: _____	\$62.01	\$70.38	\$62.39		\$65.62

***NOTE: 2007 data is unaudited.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$65.62	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 4 copies or -% and 13 copies or 0.1%

Business directories include 4 sources of circulation for quantities of 1 copy or -% to 902 copies or 7.5%

Other sources include 23 sources of circulation for quantities of 1 copy or -% to 376 copies or 3.1%

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 July 19, 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 July 19, 2007

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 Worldwide.

Type PD

ID Number S345P0J7