

CIRCULATION OF CANADIAN SHOPPER/TMC PUBLICATIONS

55 shopper publications with 91 zoned editions†

Number of publications as of Feb. 1, 2004, with circulation as reported for six months primarily ending on Sept. 30, 2003

PROVINCE	TOTAL NUMBER OF PUBLICATIONS, ZONED EDITIONS AND CIRCULATION					PUBLICATIONS APPEARING ONCE A WEEK				PUBLICATIONS APPEARING AT LEAST TWICE A WEEK*				PUBLICATIONS APPEARING LESS THAN ONCE A WEEK			
	Number of Publications	Number of Editions†	Paid Circulation	Free Circulation	Total Circulation	Published 1x Week	Paid Circulation	Free Circulation	Total Circulation	Published At Least 2x Week	Paid Circulation	Free Circulation	Total Circulation	Published Less Than 1x Week	Paid Circulation	Free Circulation	Total Circulation
Alberta	7	7	537	204,273	204,810	6	256	124,273	124,529	0	0	0	0	1	281	80,000	80,281
British Columbia	6	11	0	117,104	117,104	5	0	86,104	86,104	1	0	31,000	31,000	0	0	0	0
Nova Scotia	1	1	0	20,479	20,479	1	0	20,479	20,479	0	0	0	0	0	0	0	0
Ontario	32	63	48,699	1,503,257	1,551,956	27	16,199	1,350,569	1,366,768	4	32,500	132,538	165,038	1	0	20,150	20,150
Quebec	2	2	0	87,144	87,144	2	0	87,144	87,144	0	0	0	0	0	0	0	0
Saskatchewan	7	7	0	89,990	89,990	7	0	89,990	89,990	0	0	0	0	0	0	0	0
TOTAL	55	91	49,236	2,022,247	2,071,483	48	16,455	1,758,559	1,775,014	5	32,500	163,538	196,038	2	281	100,150	100,431

* Shopper/TMC publications that publish two or three times a week are averaged for one paid number and one free number.
† Editor & Publisher defines a publication with zoned editions as one with press runs allowing the editorial and/or advertising department to place specific material within different distribution areas. Any publication not having zoned editions is counted as one in both the "number of publications" column and "number of editions" column.