

CIRCULATION OF CANADIAN SHOPPER/TMC PUBLICATIONS

45 shopper publications with 64 zoned editions†

Number of publications as of Feb. 1, 2009, with circulation as reported for six months primarily ending on Sept. 30, 2008

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	5	5	302	173,322	173,624	5	302	173,322	173,624	0	0	0	0	0	0	0	0
British Columbia	5	10	0	101,105	101,105	4	0	76,105	76,105	1	0	25,000	25,000	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	26	40	14,699	1,021,159	1,035,858	23	14,699	936,759	951,458	2	0	64,250	64,250	1	0	20,150	20,150
Quebec	2	2	18,500	27,144	45,644	2	18,500	27,144	45,644	0	0	0	0	0	0	0	0
Saskatchewan	6	6	0	80,340	80,340	6	0	80,340	80,340	0	0	0	0	0	0	0	0
TOTAL	45	64	33,501	1,423,549	1,457,050	41	33,501	1,314,149	1,347,650	3	0	89,250	89,250	1	0	20,150	20,150

* 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.