



Audit Bureau
of Circulations

CANADIAN NEWSPAPER
AUDIT REPORT
01-5560-0

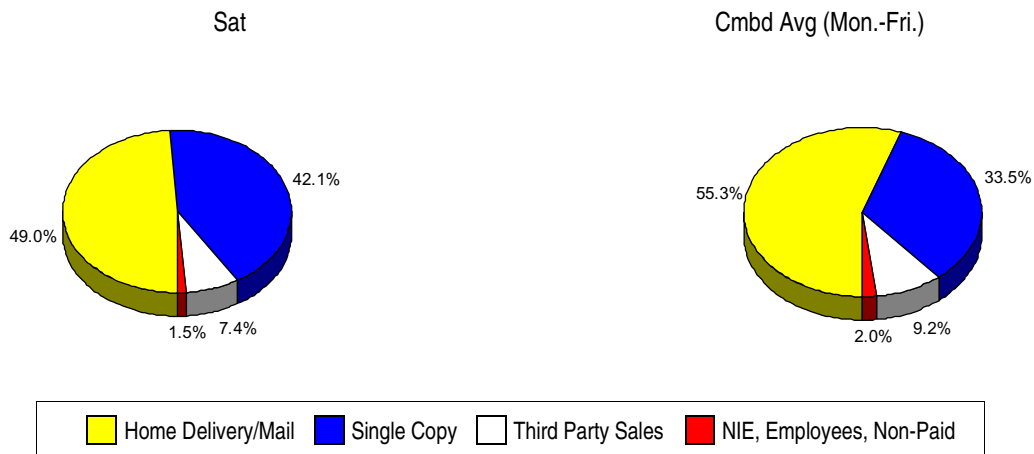
THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844

Toronto, Ontario

For 12 months ended September 30, 2009

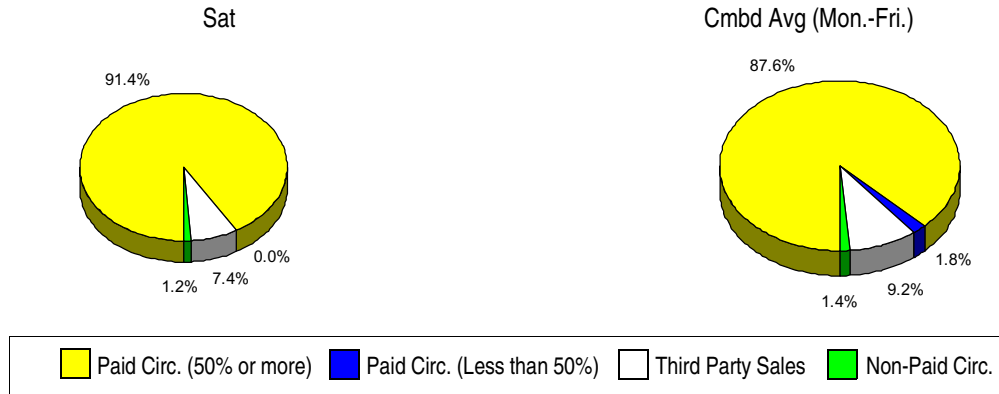
	Sat	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
1A. AVERAGE PAID CIRCULATION: (Sold at half of basic price or more)							
Home Delivery.....	166,523	145,218	142,989	143,369	143,301	143,253	153,178
Home Delivery - Electronic Editions	19,906	19,980	19,909	20,286	19,899	19,900	19,906
Single Copy Sales	160,008	102,670	96,566	100,526	105,228	105,757	105,284
Single Copy Sales - Electronic Editions	267	246	237	243	249	248	253
Mail Subscriptions	342	133	136	132	132	132	134
Employee/Independent Carrier Copies.....	922	921	921	920	921	921	922
Group (Subscriptions by Businesses for Designated Employees).....	76	129	130	131	128	127	128
Sub-Total	348,044	269,297	260,888	265,607	269,858	270,338	279,805
1B. AVERAGE PAID CIRCULATION (Sold at less than half of basic price) See Pars. 1G(a), 1G(b) & 6							
Home Delivery.....		4,541	4,497	4,488	4,532	4,617	4,571
Home Delivery - Electronic Editions	7	6	7	7	7	7	7
Single Copy Sales							
Mail Subscriptions							
Newspapers in Education.....	92	865	811	894	883	893	842
Sub-Total	99	5,412	5,315	5,389	5,422	5,517	5,420
1C. AVERAGE THIRD PARTY SALES: See Par. 1G(c).....							
AVERAGE THIRD PARTY SALES - Payment made with barter:	28,221	28,270	28,480	27,506	28,396	28,606	28,368
Sub-Total	28,221	28,270	28,480	27,506	28,396	28,606	28,368
TOTAL AVERAGE PAID CIRCULATION	376,364	302,979	294,683	298,502	303,676	304,461	313,593
1D. AVERAGE NON-PAID CIRCULATION							
TOTAL AVERAGE CIRCULATION	4,607	4,351	4,364	4,406	4,316	4,293	4,372
TOTAL AVERAGE CIRCULATION	380,971	307,330	299,047	302,908	307,992	308,754	317,965

1E. Percentage of Circulation by Delivery Type



1F.

Percentage of Circulation by Category



1G(a). PRICES: (Less than 50% of Basic)

The following price points were sold during this report period.

Home Delivery	Misc. Periods	Home Delivered - Electronic Editions
Mon to Fri.....	\$2.67 \$10.50	1 Mo. \$7.97
% of Basic	8.4 49.0	49.0
Sales	1,904 2,637	6
Sat.....		\$7.97
% of Basic		49.0
Sales		7

These figures are averages, not actuals.

Newspapers in Education		
Mon to Fri.....	16-25¢	Total
Sales	865	865
Sat.....	16-25¢	
Sales	92	92

These figures are averages, not actuals.

(b). Par. 1B: Sat Cmbd Avg (Mon.-Fri.)

SINGLE COPY SALES	None of record	None of record
TOTAL	None of record	None of record

ANALYSIS OF THIRD PARTY SALES

(c). Par. 1C:

	Sat												Total
THIRD PARTY SALES	1-5¢	6-15¢	16-25¢	26-35¢	36-45¢	46-55¢	56-65¢	66-75¢	76-85¢	86-95¢	96¢-\$1.05	\$1.06-\$3.15	
TOTAL	22,708	1,702	1,133	65	384	279	24	115	1	3	4	1,803	28,221

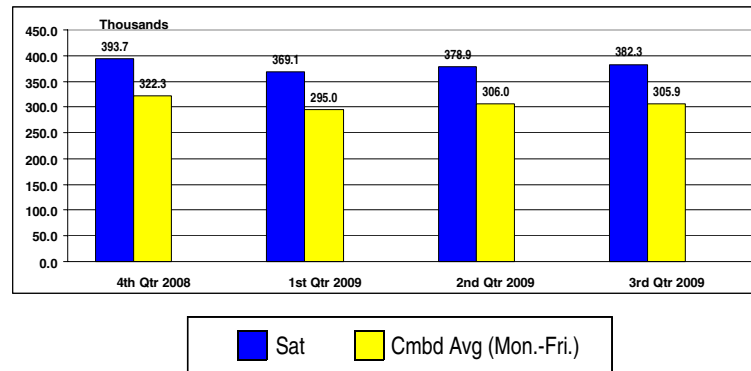
	Cmbd Avg (Mon.-Fri.)												Total
THIRD PARTY SALES	1-5¢	6-15¢	16-25¢	26-35¢	36-45¢	46-55¢	56-65¢	66-75¢	76-85¢	86-95¢	96¢-\$1.05	\$1.06-\$3.15	
TOTAL	20,964	1,439	1,565	91	486	720	81	2,780	42	4	16	82	28,270

2. TOTAL CIRCULATION:	Sat	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
Home Delivery	166,523	149,759	147,486	147,857	147,833	147,870	157,749
Home Delivery - Electronic Editions.....	19,913	19,986	19,916	20,293	19,906	19,907	19,913
Single Copy Sales	160,008	102,670	96,566	100,526	105,228	105,757	105,284
Single Copy Sales - Electronic Editions.....	267	246	237	243	249	248	253
Mail Subscriptions	342	133	136	132	132	132	134
Newspapers in Education.....	92	865	811	894	883	893	842
Employee/Independent Carrier Copies	922	921	921	920	921	921	922
Group (Subscriptions by Businesses for Designated Employees).....	76	129	130	131	128	127	128
Third Party Sales.....	28,221	28,270	28,480	27,506	28,396	28,606	28,368
Non-Paid Circulation.....	4,607	4,351	4,364	4,406	4,316	4,293	4,372
TOTAL AVERAGE CIRCULATION	380,971	307,330	299,047	302,908	307,992	308,754	317,965

3. TOTAL AVERAGE CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sat			Cmbd Avg (Mon.-Fri.)			Mon			Tue		
	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation
December 31, 2005	418,634	3,174	421,808	327,333	3,708	331,041	313,763	3,714	317,477	322,356	3,702	326,058
March 31, 2006	404,566	3,349	407,915	317,487	4,334	321,821	302,312	4,313	306,625	313,849	4,331	318,180
June 30, 2006	412,276	2,957	415,233	329,268	3,339	332,607	315,391	3,348	318,739	326,972	3,347	330,319
September 30, 2006	417,862	2,929	420,791	331,022	3,322	334,344	320,563	3,313	323,876	327,527	3,320	330,847
December 31, 2006	405,109	3,024	408,133	324,644	3,242	327,886	314,360	3,427	317,787	319,933	3,216	323,149
March 31, 2007	415,459	3,082	418,541	320,996	3,138	324,134	305,814	3,161	308,975	317,031	3,171	320,202
June 30, 2007	406,219	3,342	409,561	330,877	3,346	334,223	314,717	3,316	318,033	327,198	3,344	330,542
September 30, 2007	406,594	3,347	409,941	327,317	3,458	330,775	314,813	3,333	318,146	322,336	3,469	325,805
December 31, 2007	389,132	4,690	393,822	319,028	4,339	323,367	303,220	4,300	307,520	318,958	4,439	323,397
March 31, 2008	382,274	4,554	386,828	306,342	4,136	310,478	292,025	4,222	296,247	303,149	4,037	307,186
June 30, 2008	394,662	7,241	401,903	329,375	7,159	336,534	314,870	7,935	322,805	324,665	6,959	331,624
September 30, 2008	398,091	5,642	403,733	329,631	4,998	334,629	318,756	4,957	323,713	327,003	4,940	331,943
December 31, 2008	388,322	5,328	393,650	317,451	4,830	322,281	302,352	4,750	307,102	311,272	4,848	316,120
March 31, 2009	364,509	4,570	369,079	290,764	4,224	294,988	280,501	4,262	284,763	288,353	4,202	292,555
June 30, 2009	374,667	4,227	378,894	301,850	4,100	305,950	292,572	4,169	296,741	298,826	4,346	303,172
September 30, 2009	377,960	4,302	382,262	301,686	4,247	305,933	303,306	4,274	307,580	295,553	4,229	299,782

Calendar Quarter Ended	Wed			Thu			Fri		
	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation
December 31, 2005	328,345	3,702	332,047	333,290	3,715	337,005	340,505	3,706	344,211
March 31, 2006	319,312	4,344	323,656	322,235	4,345	326,580	329,726	4,338	334,064
June 30, 2006	332,753	3,339	336,092	333,512	3,334	336,846	337,713	3,327	341,040
September 30, 2006	332,211	3,324	335,535	334,102	3,329	337,431	340,707	3,326	344,033
December 31, 2006	325,784	3,195	328,979	327,641	3,202	330,843	334,710	3,187	337,897
March 31, 2007	322,629	3,187	325,816	324,071	3,109	327,180	335,435	3,063	338,498
June 30, 2007	333,693	3,379	337,072	334,658	3,389	338,047	344,119	3,301	347,420
September 30, 2007	328,601	3,526	332,127	329,589	3,499	333,088	341,247	3,462	344,709
December 31, 2007	319,985	4,267	324,252	321,702	4,262	325,964	332,483	4,439	336,922
March 31, 2008	307,438	4,187	311,625	308,858	4,118	312,976	320,239	4,116	324,355
June 30, 2008	331,281	6,830	338,111	333,552	6,964	340,516	342,506	7,108	349,614
September 30, 2008	329,058	4,946	334,004	330,134	4,948	335,082	343,406	5,206	348,612
December 31, 2008	318,544	4,804	323,348	326,288	4,937	331,225	329,396	4,823	334,219
March 31, 2009	290,912	4,172	295,084	292,588	4,211	296,799	301,480	4,268	305,748
June 30, 2009	302,469	4,040	306,509	301,126	3,835	304,961	314,258	4,110	318,368
September 30, 2009	300,872	4,209	305,081	299,520	4,238	303,758	309,241	4,287	313,528



AUDIT STATEMENT

There was no adjustment made in the average paid and non-paid circulation as shown in the Publisher's Statements for the period audited.

TOTAL AVERAGE CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY CIRCULATION TYPE for the previous audits and period covered by this report:

	Year	Home Delivery	Single Copy Sales	Mail Subscriptions	Newspapers in Education	Employee/ Independent Carrier Copies	Group	Other Circulation	TOTAL Average Circulation
Sat	2009	186,436	160,275	342	92	922	76	32,828	380,971
	2008	188,957	167,835	354	80	1,005	180	38,161	396,572
	2007	201,468	176,128	473	168	980	212	32,114	411,543
	2006	203,055	174,272	533	138	960	192	37,434	416,584
	2005	198,283	164,796	582	130	931	221	44,456	409,399
Cmbd Avg (Mon.-Fri.)	2009	169,745	102,916	133	865	921	129	32,621	307,330
	2008	171,625	114,038	121	1,031	1,005	281	38,184	326,285
	2007	177,397	118,429	158	1,214	1,012	353	30,697	329,260
	2006	180,250	110,690	178	1,540	960	321	35,984	329,923
Mon to Fri	2005	178,219	102,502	206	1,439	931	382	43,257	326,936

4. GROSS DISTRIBUTION BY CENSUS MARKET AREAS (CMA's)

Circulation of the Saturday, September 19, 2009 issue was 9.7% greater than the total average circulation for the period covered by this report. Circulation of the Friday, September 18, 2009 issue was 9.5% greater than the total average circulation for the period covered by this report. Circulation of the Cmbd Avg (Mon.-Fri.) issue was 13.3% greater than the total average circulation for the period covered by this report.

(OH's) Occupied Households - 2006 Census; #1-1-09 Pitney Bowes MapInfo Corporation, See Par. 7.

"BALANCE IN PROVINCE, COUNTY, CENSUS DIVISION, DISTRICT OR MUNICIPALITY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

The following provides gross distribution for the Saturday issue of September 19, 2009 and the Friday issue of September 18, 2009. Census Metropolitan Areas (CMA's) are defined by Pitney Bowes MapInfo Corporation. They are very large urban areas together with adjacent urban and rural areas that have a high degree of social and economic integration with the urban core.

Province County, Census Division, District or Municipality Town	Sat							Fri			Cmbd Avg (Mon.-Fri.)		
	OH's 2006 Census	OH's #1-1-09 Estimate	Total Print	Electronic Editions	Total	Total Avg. Proj. Circ.	Household Coverage	Total Print	Electronic Editions	Total	Total Avg. Proj. Circ.	Avg. Proj. Circ.	Household Coverage
NEWFOUNDLAND/LABRADOR	196,545	204,257											
St. John's	41,515	44,098	4,088	101	4,189	3,820	8.7%	2,361	101	2,462	2,248	2,173	4.9%
*BALANCE IN PROVINCE			473	13	486	443		155	13	168	153	148	
TOTAL IN NEWFOUNDLAND/ LABRADOR			4,561	114	4,675	4,263	2.1%	2,516	114	2,630	2,401	2,321	1.1%
PRINCE EDWARD ISLAND	53,080	54,148											
*BALANCE IN PROVINCE			2,621	6	2,627	2,395		1,496	6	1,502	1,372	1,326	
TOTAL IN PRINCE EDWARD ISLAND			2,621	6	2,627	2,395	4.4%	1,496	6	1,502	1,372	1,326	2.4%
NOVA SCOTIA	376,830	391,914											
Halifax	155,060	162,968	10,605	228	10,833	9,878	6.1%	7,801	228	8,029	7,332	7,087	4.3%
*BALANCE IN PROVINCE			5,846	16	5,862	5,345		2,731	16	2,747	2,509	2,425	
TOTAL IN NOVA SCOTIA			16,451	244	16,695	15,223	3.9%	10,532	244	10,776	9,841	9,512	2.4%
NEW BRUNSWICK	295,870	308,934											
St. John	29,310	30,345	4,251	78	4,329	3,947	13.0%	3,345	78	3,423	3,126	3,021	10.0%
*BALANCE IN PROVINCE			5,933	31	5,964	5,438		3,654	31	3,685	3,365	3,253	
TOTAL IN NEW BRUNSWICK			10,184	109	10,293	9,385	3.0%	6,999	109	7,108	6,491	6,274	2.0%

Province County, Census Division, District or Municipality Town	Sat					Fri					Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Household Coverage	
	OH's 2006 Census	OH's #1-1-09 Estimate	Total Print	Electronic Editions	Total Total	Total Avg. Proj. Circ.	Household Coverage	Total Print	Electronic Editions	Total Total			Total Avg. Proj. Circ.
QUEBEC	2,913,035	3,393,298											
Montreal	743,205	754,690	21,276	1,223	22,499	20,516	2.7%	18,404	1,222	19,626	17,922	17,323	2.3%
Ottawa-Hull (Part)			715	80	795	725		603	79	682	623	602	
Quebec	228,035	234,809	2,275	170	2,445	2,230	0.9%	1,976	170	2,146	1,960	1,894	0.8%
Sherbrooke	65,990	70,620	227	10	237	216	0.3%	128	10	138	126	122	0.2%
*BALANCE IN PROVINCE			1,555	422	1,977	1,803		1,064	421	1,485	1,356	1,311	
TOTAL IN QUEBEC			26,048	1,905	27,953	25,490	0.8%	22,175	1,902	24,077	21,987	21,252	0.6%
ONTARIO	4,555,250	5,044,950											
Greater Sudbury	64,940	68,790	2,122	62	2,184	1,992	2.9%	1,811	62	1,873	1,710	1,653	2.4%
Hamilton	194,475	207,529	12,594	670	13,264	12,095	5.8%	11,191	670	11,861	10,831	10,469	5.0%
Kitchener	79,375	85,785	5,346	299	5,645	5,148	6.0%	4,329	299	4,628	4,226	4,085	4.8%
London	145,525	156,885	6,946	278	7,224	6,587	4.2%	5,809	278	6,087	5,559	5,373	3.4%
Oshawa	54,920	59,002	2,030	116	2,146	1,957	3.3%	1,651	116	1,767	1,614	1,560	2.6%
Ottawa-Hull (Part)	320,890	349,291	21,215	836	22,051	20,108	5.8%	18,242	838	19,080	17,424	16,841	4.8%
St. Catharines-Niagara	54,730	60,036	5,513	131	5,644	5,147	8.6%	5,205	131	5,336	4,873	4,710	7.8%
Thunder Bay	46,270	48,974	1,237	65	1,302	1,187	2.4%	698	65	763	697	673	1.4%
Toronto	979,330	1,049,578	115,587	4,779	120,366	109,758	10.5%	114,269	4,778	119,047	108,713	105,077	10.0%
Windsor	88,470	92,832	2,692	103	2,795	2,549	2.7%	2,203	103	2,306	2,106	2,035	2.2%
*BALANCE IN PROVINCE			40,996	4,499	45,495	41,486		27,761	4,499	32,260	29,460	28,474	
TOTAL IN ONTARIO			216,278	11,838	228,116	208,014	4.1%	193,169	11,839	205,008	187,213	180,950	3.6%
MANITOBA	448,765	469,673											
Winnipeg	261,105	273,209	8,503	404	8,907	8,122	3.0%	7,040	404	7,444	6,798	6,570	2.4%
*BALANCE IN PROVINCE			884	38	922	841		527	38	565	516	499	
TOTAL IN MANITOBA			9,387	442	9,829	8,963	1.9%	7,567	442	8,009	7,314	7,069	1.5%
SASKATCHEWAN	387,170	397,044											
Regina	74,800	76,217	3,733	97	3,830	3,492	4.6%	2,909	96	3,005	2,744	2,652	3.5%
Saskatoon	84,385	85,897	3,270	157	3,427	3,125	3.6%	2,371	157	2,528	2,309	2,231	2.6%
*BALANCE IN PROVINCE			856	51	907	827		369	51	420	384	371	
TOTAL IN SASKATCHEWAN			7,859	305	8,164	7,444	1.9%	5,649	304	5,953	5,437	5,254	1.3%

<u>ALBERTA</u>	1,256,195	1,415,476												
Calgary	384,720	425,272	19,398	1,461	20,859	19,021	4.5%	15,936	1,461	17,397	15,887	15,355	3.6%	
Edmonton	297,775	326,294	10,272	673	10,945	9,980	3.1%	8,866	673	9,539	8,711	8,420	2.6%	
*BALANCE IN PROVINCE			4,537	393	4,930	4,496		3,764	393	4,157	3,796	3,669		
TOTAL IN ALBERTA			34,207	2,527	36,734	33,497	2.4%	28,566	2,527	31,093	28,394	27,444	1.9%	
<u>BRITISH COLUMBIA</u>	1,640,400	1,798,647												
Vancouver	253,210	271,143	38,678	1,727	40,405	36,844	13.6%	30,352	1,729	32,081	29,296	28,316	10.4%	
Victoria	41,720	45,019	9,238	362	9,600	8,754	19.4%	5,660	362	6,022	5,499	5,315	11.8%	
*BALANCE IN PROVINCE			21,010	122	21,132	19,270		12,946	121	13,067	11,933	11,534		
TOTAL IN BRITISH COLUMBIA			68,926	2,211	71,137	64,868	3.6%	48,958	2,212	51,170	46,728	45,165	2.5%	
<u>YUKON TERRITORY</u>	12,615	14,019												
*BALANCE IN TERRITORY			387	4	391	357		133	4	137	125	121		
TOTAL IN YUKON TERRITORY			387	4	391	357	2.5%	133	4	137	125	121	0.9%	
<u>NORTHWEST TERRITORIES</u>	14,225	17,521												
*BALANCE IN TERRITORIES			424	11	435	397		144	11	155	142	137		
TOTAL IN NORTHWEST TERRITORIES			424	11	435	397	2.3%	144	11	155	142	137	0.8%	
<u>INTERNATIONAL</u>			307	434	741	675		137	435	572	520	505		
GRAND TOTAL			397,640	20,150	417,790	380,971		328,041	20,149	348,190	317,965	307,330		

5. PRICES:

(a) Basic Prices:

	By Mail*				By Home Delivery*				
	1 Yr.	6 Mos.	3 Mos.	1 Wk.	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.
Mon to Sat.....									
to 01/01/09.....	\$1,054.46	\$527.28	\$263.64	\$20.28	\$364.00	\$182.00	\$91.00	\$30.33	\$7.00
since 01/01/09.....	1,107.08	553.54	276.77	21.29	382.72	191.36	95.68	31.89	7.36
Mon to Fri.....									
to 01/01/09.....					304.20	152.10	76.05	25.35	5.85
since 01/01/09.....					319.80	159.90	79.95	26.65	6.15
Fri & Sat.....									
to 01/01/09.....					195.00	97.50	48.75	16.25	3.75
since 01/01/09.....					204.88	102.44	51.22	17.07	3.94
Sat.....									
to 01/01/09.....	274.56	137.28	68.64	5.28	135.20	67.60	33.80	11.27	2.60
since 01/01/09.....	288.08	144.04	72.02	5.54	141.96	70.98	35.49	11.83	2.73

*Prices exclude all applicable taxes.

	By Motor Route*					Single Copy			
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.				
Mon to Sat.....									
to 01/01/09.....	\$526.24	\$263.12	\$131.56	\$43.85	\$10.12	(a-b)			
since 01/01/09.....	552.76	276.38	138.19	46.06	10.63	(a-b)			
Mon to Fri.....									
to 01/01/09.....	426.40	213.20	106.60	35.53	8.20	(a-b)	\$1.19 (a)	\$1.19 (b)	
since 01/01/09.....	447.20	223.60	111.80	37.27	8.60	(a-b)	1.42 (a)	1.67 (c)	\$1.90 (d)
Fri & Sat.....									
to 01/01/09.....	261.04	130.52	65.26	21.75	5.02	(a-b)			
since 01/01/09.....	274.56	137.28	68.64	22.88	5.28	(a-b)			
Sat.....									
to 01/01/09.....	182.00	91.00	45.50	15.17	3.50	(a-b)	2.62 (a-b)	2.38 (b)	
since 01/01/09.....	191.36	95.68	47.84	15.95	3.68	(a-b)	2.62 (a-b)	2.86 (c)	3.10 (d)

*Prices exclude all applicable taxes.

(a) Toronto Metropolitan Area; (b) Outside Toronto Metropolitan Area; (c) Outside Metropolitan Area; (d) Rural Areas.

(b) Special reduced prices: To corporate subscribers, 10% discount from basic prices. By Home Delivery to students, employees and friends of employees, 40%, 50% discount from basic prices. By Home Delivery for Office Tower Program, 92%, 95% of basic prices; for CRM Program, 83% of basic prices. Electronic Editions, 51% of basic prices. Newspapers in Education for classroom use, Monday to Friday, 83% discount from basic prices, Saturday, 90% discount from basic prices.

(d) Higher than basic prices: By Home Delivery in the United States, Monday to Saturday, 1 wk. \$25.50; 1 mo. \$110.50; 3 mos. \$331.50; 6 mos. \$663.00; 1 yr. \$1,326.00. By Mail in the United States, Monday to Saturday, 3 mos. \$345.00; 6 mos. \$625.00; 1 yr. \$1,250.00; Saturday only, 3 mos. \$98.00; 6 mos. \$195.00; 1 yr. \$385.00. By Mail, International, Monday to Saturday, 1 wk. \$66.87; 3 mos. \$869.31; 6 mos. \$1,738.62; 1 yr. \$3,477.24; Saturday only, 1 wk. \$16.57; 3 mos. \$215.41; 6 mos. \$430.82; 1 yr. \$861.64. By Mail to foreign Far East countries, including Antarctic Territory, Australia, Caroline Islands, China, Fiji, French Souchere, Japan, Kirabati, Korea, Mariana Islands, Marshall Islands, Mongolis, Naueu Islands, New Caledonia, New Zealand, Norfolk Island, Papua New Guinea, Phillipines, Picaerra Island, Samoa, Solomon Island, Taiwan, Tooga, Tuvalu, Vanouwa, Wake Island and Western Samoa, Monday to Saturday, 1 wk. \$80.94; 3 mos. \$1,052.22; 6 mos. \$2,104.44; 1 yr. \$4,208.88; Saturday only, 1 wk. \$20.84; 3 mos. \$270.92; 6 mos. \$541.84; 1 yr. \$1,083.68.

By single copy: Dealers: taxes included: in the Metropolitan Areas (a-b) Monday to Friday, \$1.50 per copy; Saturday \$2.75; Outside of Metropolitan Areas (c) Monday to Friday, \$1.75 per copy; Saturday, \$3.00 per copy; In Rural Areas (d) Monday to Friday, \$2.00 per copy; Saturday, \$3.25 per copy with the exception of Newfoundland where the price of the paper Monday to Friday, \$2.75 per copy; Saturday, \$3.75 per copy.

6. OTHER INDUCEMENTS:

None of record

7. EXPLANATORY:

Regular publishing days on which no paper was issued:

Sat: None.

Mon: None.

Tue: None.

Wed: None.

Thu: December 25, 2008.

Fri: None.

County population and household estimates as well as FSA household estimates appearing in ABC Canadian reports are obtained from Pitney Bowes MapInfo Corporation. Estimates for ABC defined newspaper markets and census areas below the county level are ABC projections based upon Pitney Bowes MapInfo Corporation estimates.

Par. 2:

Included in Home Delivery is an average of the following:

Sat	405
Cmbd Avg (Mon.-Fri.)	2,023

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short term arrears copies served to subscribers whose term has expired.

Group Subscriptions, averaging 281 copies per issue Monday to Friday, 180 copies per issue Saturday, sold in quantities of 2 to 100 to individual and business concerns, at prices shown in Par. 5.

RETURNS POLICY: Fully Returnable.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

Sat	8.7%
Cmbd Avg (Mon.-Fri.)	7.1%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

Par. 5:

Records show the following premiums and special offers were offered during this report period:

A Loblaws gift certificate, with a value of \$20.00, was offered with Monday to Saturday, 13 week subscriptions at \$79.73; 26 weeks at \$159.46; 52 weeks at \$318.92 and Monday to Friday, 13 week subscriptions at \$66.92; 26 weeks at \$133.24; 52 weeks at \$266.49.

A Chapter's gift certificate, with a value of \$25.00, was offered with Monday to Saturday, 13 week subscriptions at \$79.73; 26 weeks at \$159.46; 52 weeks at \$318.92 and Monday to Friday, 13 week subscriptions at \$66.62; 26 weeks at \$133.24; 52 weeks at \$266.49.

A Starbuck's gift certificate, with a value of \$25.00, was offered with Monday to Saturday, 13 week subscriptions at \$79.73; 26 weeks at \$159.46; 52 weeks at \$318.92 and Monday to Friday, 13 week subscriptions at \$66.62; 26 weeks at \$133.24; 52 weeks at \$266.49.

Records show the following premiums were offered during this report period:

A travel voucher, with a value of \$25.00, was offered with 13, 26 and 52 week Monday to Saturday subscriptions at basic prices.

A sweepstakes contest was conducted by a subscription selling organization during this report period. Prizes consisted of both cash and merchandise. Some contestants ordered subscriptions at prices shown in Par. 5, although the award was not contingent upon subscribing.

Any reference to circulation in this report except in Pars. 1A, 1B, 1C, and 1D (average non-paid circulation) includes a total of paid circulation and non-paid distribution.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Audit Bureau of Circulations

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February, 2010

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01-5560-0



Calendar Quarter Ended	Sat Average				Cmbd Avg (Mon.-Fri.) Average				Mon Average				Tue Average			
	Average Paid Circulation	Non-Paid Circulation	Total Average Circulation	Days	Average Paid Circulation	Non-Paid Circulation	Total Average Circulation	Days	Average Paid Circulation	Non-Paid Circulation	Total Average Circulation	Days	Average Paid Circulation	Non-Paid Circulation	Total Average Circulation	Days
December 31, 2005	418,634	3,174	421,808		327,333	3,708	331,041		313,763	3,714	317,477		322,356	3,702	326,058	
March 31, 2006	404,566	3,349	407,915		317,487	4,334	321,821		302,312	4,313	306,625		313,849	4,331	318,180	
June 30, 2006	412,276	2,957	415,233		329,268	3,339	332,607		315,391	3,348	318,739		326,972	3,347	330,319	
September 30, 2006	417,862	2,929	420,791		331,022	3,322	334,344		320,563	3,313	323,876		327,527	3,320	330,847	
December 31, 2006	405,109	3,024	408,133		324,644	3,242	327,886		314,360	3,427	317,787		319,933	3,216	323,149	
March 31, 2007	415,459	3,082	418,541		320,996	3,138	324,134		305,814	3,161	308,975		317,031	3,171	320,202	
June 30, 2007	406,219	3,342	409,561		330,877	3,346	334,223		314,717	3,316	318,033		327,198	3,344	330,542	
September 30, 2007	406,594	3,347	409,941		327,317	3,458	330,775		314,813	3,333	318,146		322,336	3,469	325,805	
December 31, 2007	389,132	4,690	393,822		319,028	4,339	323,367		303,220	4,300	307,520		318,958	4,439	323,397	
March 31, 2008	382,274	4,554	386,828		306,342	4,136	310,478		292,025	4,222	296,247		303,149	4,037	307,186	
June 30, 2008	394,662	7,241	401,903		329,375	7,159	336,534		314,870	7,935	322,805		324,665	6,959	331,624	
September 30, 2008	398,091	5,642	403,733		329,631	4,998	334,629		318,756	4,957	323,713		327,003	4,940	331,943	
December 31, 2008	388,322	5,328	393,650	13	317,451	4,830	322,281	65	302,352	4,750	307,102	13	311,272	4,848	316,120	13
March 31, 2009	364,509	4,570	369,079	13	290,764	4,224	294,988	64	280,501	4,262	284,763	13	288,353	4,202	292,555	13
June 30, 2009	374,667	4,227	378,894	13	301,850	4,100	305,950	65	292,572	4,169	296,741	13	298,826	4,346	303,172	13
September 30, 2009	377,960	4,302	382,262	13	301,686	4,247	305,933	66	303,306	4,274	307,580	13	295,553	4,229	299,782	13

Calendar Quarter Ended	Wed Average				Thu				Fri			
	Average Paid Circulation	Non-Paid Circulation	Total Average Circulation	Days	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Days	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Days
December 31, 2005	328,345	3,702	332,047		333,290	3,715	337,005		340,505	3,706	344,211	
March 31, 2006	319,312	4,344	323,656		322,235	4,345	326,580		329,726	4,338	334,064	
June 30, 2006	332,753	3,339	336,092		333,512	3,334	336,846		337,713	3,327	341,040	
September 30, 2006	332,211	3,324	335,535		334,102	3,329	337,431		340,707	3,326	344,033	
December 31, 2006	325,784	3,195	328,979		327,641	3,202	330,843		334,710	3,187	337,897	
March 31, 2007	322,629	3,187	325,816		324,071	3,109	327,180		335,435	3,063	338,498	
June 30, 2007	333,693	3,379	337,072		334,658	3,389	338,047		344,119	3,301	347,420	
September 30, 2007	328,601	3,526	332,127		329,589	3,499	333,088		341,247	3,462	344,709	
December 31, 2007	319,985	4,267	324,252		321,702	4,262	325,964		332,483	4,439	336,922	
March 31, 2008	307,438	4,187	311,625		308,858	4,118	312,976		320,239	4,116	324,355	
June 30, 2008	331,281	6,830	338,111		333,552	6,964	340,516		342,506	7,108	349,614	
September 30, 2008	329,058	4,946	334,004		330,134	4,948	335,082		343,406	5,206	348,612	
December 31, 2008	318,544	4,804	323,348	14	326,288	4,937	331,225	12	329,396	4,823	334,219	13
March 31, 2009	290,912	4,172	295,084	12	292,588	4,211	296,799	13	301,480	4,268	305,748	13
June 30, 2009	302,469	4,040	306,509	13	301,126	3,835	304,961	13	314,258	4,110	318,368	13
September 30, 2009	300,872	4,209	305,081	14	299,520	4,238	303,758	13	309,241	4,287	313,528	13