



General Information

Report Type: Initial, 3-Month Applied, Interim, 3-Month Interim, Annual. Reporting period - Report covers: (mm/yyyy) to (mm/yyyy)

Name of publication, Address, Phone, Fax, E-Mail, Publisher, Circulation Manager

Frequency of publication, Publication day, # issues in reporting period

1. Basic Subscription Prices (Do not include GST)

Single copy price, Within Trading Area, Within Canada, Outside Canada. 1 year, 6 months, 1 month

2. Circulation: (check all that apply)

Type: Paid, Controlled. Method: Mail, Carriers, Dealers, Distributors, Street Boxes, Honour Boxes, Other, Electronic

3. Distribution Areas

Using Form X.3 or equivalent, select an issue during the reporting period that is representative of your average circulation and list the towns, cities, rural routes, etc., that receive 25 or more copies, and the NET number of copies distributed to each place.

Issue selected: (mm/dd/yyyy)

4. Geographic Breakdown

For the same issue in #3, list the NET number of copies in each category requested. Total circulation as shown in column Q = within the community of publication, within the trading area, excluding community of publication, within the province, but outside the trading area, outside the province of publication, but inside Canada, outside Canada, Electronic

5. Returns and Special Campaigns (attach a separate sheet if necessary)

Were returns counted and deducted so that only net circulation is shown? Did you offer any premiums with subscription? Did you offer any reduced rates? Did you offer any other incentives? Did you operate any subscription campaigns? Did your publication day(s) change since your last report? Were there any publishing days when no issue was published? Were there any publishing days when you circulated extraordinary distribution (10% difference from normal circ. for papers with under 10,000 circ., 5% difference for papers with over 10,000 circ.)?



# Canadian Media Circulation Audit

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	Controlled Circulation								Extra Distribution			Press Run
	J. Mail	K. Carriers	L. Dealers & Distributors	M. Counter & Street Box	N. Other Controlled	O. Electronic	P. Total Controlled Circulation (J to O)	Q. Total Circulation (I+P)	R. Service & Sample Copies	S. Total Distribution (Q+R)	T. Subscription Drives	U. Press Run
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3												
4												
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**7. Publisher's Statement**

We certify that all statements and data set forth in these documents are true and correct and in accordance with the Rules and Regulations of Canadian Media Circulation Audit, to the best of our knowledge. We certify that cash subscriptions have been received for all paid circulation claimed, and that our circulation records are maintained in an accounting system approved by the CMCA program.

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Circulation Manager's Signature

Publisher's Signature

Date

**8. Audit Checklist**

**Publisher:** Include supporting documentation for the entire audit period. **Auditor:** Check-mark boxes where documentation has been used to verify the figures claimed in each column of #6 - Distribution Summary. Record your comments and findings below. In addition to the information on this form, verify any issues not included but reported on form Z.1.

**PAID CIRCULATION**

- Column B - Mailed (subscriptions)**  
 Publisher's Statement of Mailing or Statement of Mailing with Canada Post signature showing copies mailed and cash receipt for each issue published for six months.  
 Supply current subscriber list and proof of payment
  - Column C - Carriers**  
 a) Draws, returns and net distribution for each carrier  
 b) Carrier Payroll: Total dollars divided by cost (cents per paper) = number of papers delivered
  - Column D - Dealers**  
 Dealer bill showing gross, returns, net and dollars collected. Supply list of dealers showing number of copies sold and
  - Column E - Third Party Bulk Sales**  
 Letter stating bulk sales distribution. Must be signed and dated by publisher. NIE copies or Sponsored copies should be reported here.
  - Column F - Counter and Street Box Sales**  
 Number of copies sold on a weekly basis and the net dollars collected
  - Column G - Other**  
 These include subscriptions picked up from the newspaper office and/or copies delivered by a third-party company.
  - Column H - Electronic**  
 Only replica electronic editions in portable document format (PDF) can be claimed. Documentation must include a list of subscribers, contact information and e-mail addresses. Proof of payment may be requested by the Auditor.
  - Column I - Total Paid Circulation**  
 Sum of columns B through H.
- CONTROLLED CIRCULATION**
- Column J - Mailed**  
 Publisher's Statement of Mailing or Statement of Mailing with Canada Post signature showing copies mailed.
  - Column K - Carriers**  
 a) List of supervisors and/or carriers, with phone numbers, plus gross papers given to them to distribute weekly.  
 b) List of net totals (Number of copies given to each issue less returns - See form G)

- Column L - Dealers and Distributors**  
 a) List of dealers/distributors, with phone numbers.  
 b) List of net totals (Number of copies given to each per issue less returns - See form G)
  - Column M - Street Boxes and Counter Pick-ups**  
 a) List of net total street box pick-ups (Number of copies given to each per issue less returns - See form G)  
 b) List of net total counter pick-ups (gross deposited on counter, less those not picked up = counter circulation - See form G)
  - Column N - Other**  
 Only one copy per individual/company may be claimed. To qualify as controlled circulation, documentation may include a list showing name, address, phone numbers, for each  
 Publication Employees \_\_\_\_\_ Agents \_\_\_\_\_  
 Correspondents/Reporters \_\_\_\_\_ Advertisers \_\_\_\_\_  
 Columnists/Editors \_\_\_\_\_ (tearsheets)
  - Column O - Electronic**  
 Submit a list of subscribers, contact information and e-mail addresses. Hard copies of written or e-mailed requests must be supplied to the auditor.
  - Column P - Total Controlled Circulation**  
 Sum of columns J through O.
  - Column Q - Total Circulation**  
 The sum of columns I and P.
- EXTRA DISTRIBUTION**
- Column R - Service and Sample Copies**  
 Submit a list containing the name of each individual/company claimed in this column.  
 \_\_\_\_\_ Sample promotion \_\_\_\_\_ Office  
 \_\_\_\_\_ Prospecting \_\_\_\_\_ File (maximum 50)  
 \_\_\_\_\_ "Welcome Wagon" \_\_\_\_\_ Complimentary  
 \_\_\_\_\_ Other (explain)
  - Column S - Total Distribution**  
 Sum of columns Q and R.
  - Column T - Subscription Drives**  
 List total. These copies are not included in the total distribution.
- PRESS RUN**
- Column U - Total Net Press Run**  
 a) Printer's invoices showing number of copies charged.  
 b) Detailed press run certificate, signed (Form Y).

**Auditor's Comments/Findings:**

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**9. Canadian Media Circulation Audit Auditor's Statement and Verification**

I have examined the circulation report of \_\_\_\_\_ for the reporting period from \_\_\_\_\_ to \_\_\_\_\_ . In my opinion, the report presents fairly the circulation of this newspaper. My examination included a general review of the circulation procedures and such tests of circulation records and other supporting evidence as checked above, which I considered necessary in the circumstances.

Auditor's Signature

Date