

THE WESTERN STANDARD OFFERS INDEPENDENT NEWS, VIEWS, AND ANALYSIS FROM A WESTERN PERSPECTIVE

OUR MAGAZINE

The *Western Standard* is a general interest newsmagazine that is read by affluent Canadians and, as part of our approximate **40,000 circulation, 5,000 copies are distributed on Air Canada business class flights and in their exclusive Maple Leaf lounges.** This partnership with Air Canada allows us to reach thousands of business and political leaders every day and helps bring our **total readership to over 320,000.**

OUR EDITORIAL SCOPE IS NATIONAL. OUR PERSPECTIVE IS WESTERN.

We deliver the best content to our readers in order to deliver the best readers to our advertisers.

OUR READERS:

LOYAL

Western Standard readers are loyal. Our paid circulation model attracts enthusiastic readers who are loyal to the magazine and our advertisers.

AFFLUENT

Western Standard readers are affluent. In addition to valuable Air Canada business class travellers, our readers have above average incomes and educations. Serving the Edmonton-Calgary corridor puts us in the heart of Canada's hottest economy.

WESTERN

Western Standard readers are Western. While we have a large and growing national circulation, our readers live and work primarily in Western Canada.

OUR MISSION

The *Western Standard* aims to become the leading national newsmagazine in Canada, providing fair and balanced reporting on current events, politics, business and the arts combined with the best editorial columnist in the country.

PHONE TOLL FREE: 1-866-520-5222 FAX: 1-403-216-2277

E-MAIL: ads@westernstandard.ca

WEBSITE: www.westernstandard.ca

THE WESTERN STANDARD IS HOME TO
CANADA'S TOP NEWS AND OPINION WRITERS.
TAKE A LOOK AT OUR TALENTED TEAM.

JOE WOODARD, Editor in Chief

Joe Woodard began adult life teaching politics and philosophy at a half-dozen universities and colleges in the United States and Canada. He then slid into journalism at the *Alberta Report*, before moving to the *Calgary Herald*. He has freelanced for publications like *Reader's Digest*, *Challenge*, *Canadian Defence Review*, *Global Affairs* and *Crisis*. A father of nine, whenever he had time, he was active in family advocacy groups.

RIC DOLPHIN, Alberta Bureau Chief

Ric covers the provincial political scene with passion—he loves the West, and it shows. His column is called Albumbia—a word he invented to describe his dream super-province of the West. Expect a good read from Ric, with the inside track on provincial affairs—and be ready for his laugh-out-loud sense of humour!

TERRY O'NEILL, B.C. Bureau Chief

Terry made a name for himself as the keen-eyed senior reporter and editor of *B.C. Report*. He's our main man in a province that just seems to generate the most surprising news stories, month after month!

KEVIN STEEL, Reporter

Kevin is a talented reporter who, along with Ric and Terry, cut his teeth at the *Alberta Report* magazine. That's your guarantee that he's a great news man—and a solid advocate for the West.

TED BYFIELD, Chief Columnist

Ted is the founder of the Report family of magazines that, over the past 30 years, set the standard for Western magazines. He was the driving force behind the best-selling Alberta in the 20th Century History Book series and is the publisher of an even more ambitious Christian History Books series. His columns are a staple for Westerners and conservatives everywhere.

MARK STEYN, Senior Columnist

Mark Steyn is probably the most influential columnist in the world. His passionate arguments, laugh-out-loud humour and incredible breadth of knowledge make him a favourite in such newspapers as the *London Telegraph*, *Washington Times*, *New York Sun*, *National Review*, *Jerusalem Post*, *Irish Times*, and *Thai Nation*—just to name a few. Mark was the readers' favourite at the *National Post* newspaper where he wrote from 1999 to 2003. We are delighted to bring this great Canadian back to a Canada where his wisdom and wit was sorely missed. His original, made-for-Canada columns will be worth a subscription on their own!

THE WESTERN STANDARD IS HOME TO
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KAREN SELICK & MICHAEL COREN "Head to Head" Debaters

Karen is an accomplished lawyer and one of Canada's most eloquent libertarian voices; Michael is a broadcaster and a Christian conservative. Both have been called "right wing" —but they have very different views. In each issue, Karen and Michael will have a back-and-forth debate on the topic of the hour – you'll have a tough time knowing who to root for!

DAVID WARREN, Columnist

David writes about whatever catches his eye – and since 9/11, that means writing a lot about the clash of civilizations, the fate of the West and the future of freedom. His far-ranging foreign travels and command of the Great Books of the Western World make his opinions resonate with a unique gravitas.

ANN COULTER, MICHELLE MALKIN & WALTER WILLIAMS

Ann, Michelle and Walter are three of the spiciest columnists in America. Given the new prominence that U.S. issues play in our daily lives in Canada, you can count on our American all-stars to give you a good blast of U.S. news and views.

PIERRE LEMIEUX, Columnist

Pierre has never met a government regulation he didn't resist or a government bureaucrat he didn't try to foil. He's our watchdog against the ever-growing power of the state.

NEAL MCLENNAN, "At the Movies"

Neal is a true movie lover – as everyone who listens to his popular reviews on the radio knows. He's a movie history buff, too – but he isn't afraid to enjoy an explosion or two on the big screen.

Our editorial policy is simple: we deliver the best content to readers in order to deliver the best readers to advertisers. Our Advertising Supplement Calendar enables us to deliver the right readers to the right advertisers with focused content—and focused content means focused marketing.

January

Mining & Metals: Invest in Silver
Debt Management
Winter Getaways
Platinum

February

A Focus on Gold
Rocky Mountain Retreats & Adventures
Regional Airlines: Connecting Canada's Rural Communities
Debt Management & Financial Planning
Aboriginal Enterprise
Going Physical—Buying Gold & Precious Metals
PDAC Special (Prospectors and Developers Association of Canada)

March

Alternative Energy
A Focus on Silver
Oil and Gas: A Look at the Tar Sands
The Fraser Institute—Survey on Mining Business in Africa

April

Mining & Metals: The Gold Story
Gardening: Sculpting Your Landscape
Mining & Metals: A Profile on Nickel
Golf Vacation Destinations
Platinum in the Spotlight

May

Western Festivals
Mining & Metals: A Focus on Copper
Estate Planning: Leaving Your Legacy
Oil & Gas: A Focus on Natural Gas

June

Recreational Property
Mining & Metals: A Profile on Chile
Insurance
Mining and Metals: A Profile on Quebec

July

Mining & Metals: Exploring Alaska & the Yukon
Invest in the West: BC, AB, SK
Oil & Gas—A Technology Update

August

Pheasants Forever: Bird Hunting in the West
Biotech Companies
Defence Companies
Campaigns & Elections

September

Canadian Beef Industry
Oil & Gas: Outlook for Oil
Western Equestrian: The New Horse
Trade
Mining & Metals—A Focus on Uranium

October

The Ring: Boxing & Martial Arts
Deloitte & Touche—Technology Report
Women in Business
Spirits of the West: Beer, Wine and Spirits

November

Alternative Energy: Biofuels
Consumer Electronics: Emerging Technology
Business in the Yukon
Winter Getaways

December

Wholistic Health: Medicine for Body & Mind
Luxury Living in Canada
Faith: A Look at Spiritual Diversity

THE WESTERN STANDARD WEBSITE HAS BEEN
RANKED THE #1 GROUP BLOG IN CANADA!

We have 2 million page views and 250,000 unique visits per month to WWW.WESTERNSTANDARD.CA—and that number is growing every day. Our news and editorial archive, blog and fun contests keep our online readers coming back day after day.

Pick an online package that works for you and reach our affluent, loyal and highly educated online readers:

PLATINUM ONLINE ADVERTISING PACKAGE

"Skyscraper" ad
Dimensions: 120 x 600 pixels
Format: GIF or Flash
Size: 30K
Price: \$650 per 98,000 impressions*

GOLD ONLINE ADVERTISING PACKAGE

"Super Banner" ad
Dimensions: 728 x 90 pixels
Format: GIF or Flash
Size: 30K
Price: \$640 per 98,000 impressions*

SILVER ONLINE ADVERTISING PACKAGE

"Big Box" ad
Dimensions: 250 x 250 pixels
Format: GIF or Flash
Size: 30K
Price: \$625 per 98,000 impressions*

BRONZE ONLINE ADVERTISING PACKAGE

"Standard Banner" ad
Dimensions: 468 x 60 pixels
Format: GIF or Flash
Size: 20K
Price: \$500 per 98,000 impressions*

**CALL US TODAY ABOUT ADVERTISING OPPORTUNITIES:
1-866-520-5222 EXT 231.**

"The Western Standard website is home to some of Canada's most popular 'bloggers' and their legions of loyal fans. Advertising on the Western Standard website is an affordable way to reach millions of readers who have formed an online community in Canada's best virtual neighbourhood. Their shared address is www.westernstandard.ca."

Issue #	Booking Date	Material Date	Street Date	Cover Date
1	Feb 21, 2006*	Feb 27, 2006	Mar 13, 2006	Mar 27, 2006
2	Mar 6, 2006	Mar 13, 2006	Mar 27, 2006	Apr 10, 2006
3	Mar 20, 2006	Mar 27, 2006	Apr 10, 2006	Apr 24, 2006
4	Apr 3, 2006	Apr 10, 2006	Apr 24, 2006	May 8, 2006
5	Apr 17, 2006	Apr 24, 2006	May 8, 2006	May 22, 2006
6	May 1, 2006	May 8, 2006	May 23, 2006*	Jun 5, 2006
7	May 15, 2006	May 23, 2006*	Jun. 5, 2006	Jun 19, 2006
8	May 29, 2006	Jun 5, 2006	Jun 19, 2006	Jul 3, 2006
9	Jun 12, 2006	Jun 19, 2006	Jul 3, 2006	Jul 31, 2006
10	Jun 12, 2006*	Jun 19, 2006*	Jul 31, 2006	Aug 14, 2006
11	Jul 24, 2006	Jul 31, 2006	Aug 14, 2006	Aug 28, 2006
12	Aug 7, 2006	Aug 14, 2006	Aug 28, 2006	Sep 11, 2006
13	Aug 21, 2006	Aug 28, 2006	Sep 11, 2006	Sep 25, 2006
14	Sep 5, 2006*	Sep 11, 2006	Sep 25, 2006	Oct 9, 2006
15	Sep 18, 2006	Sep 25, 2006	Oct 10, 2006*	Oct 23, 2006
16	Oct 2, 2006	Oct 10, 2006*	Oct 23, 2006	Nov 6, 2006
17	Oct 16, 2006	Oct 23, 2006	Nov 6, 2006	Nov 20, 2006
18	Oct 30, 2006	Nov 6, 2006	Nov 20, 2006	Dec 4, 2006
19	Nov 13, 2006	Nov 20, 2006	Dec 4, 2006	Dec 18, 2006
20	Nov 27, 2006	Dec 4, 2006	Dec 18, 2006	Jan 1, 2007
21	Jan 2, 2007	Jan 2, 2007	Jan 15, 2007	Jan 29, 2007
22	Jan 8, 2007	Jan 15, 2007	Jan 29, 2007	Feb 12, 2007
23	Jan 22, 2007	Jan 29, 2007	Feb 12, 2007	Feb 26, 2007
24	Feb 5, 2007	Feb 12, 2007	Feb 26, 2007	Mar 12, 2007

Booking Date: Date which sales are concluded for the issue

Material Date: Date which ad materials and articles are due

Street Date: Date on which the magazine is released for sale

Cover Date: Date which appears on the magazine cover

 Issue 10 and 20 indicates issues that are available on the newstands for 30 days

*Indicates shift in normal schedule because of holidays

Editorial Breaks: July 1 - 12, 2006 and Dec 16 - 31, 2006

STANDARD POSITIONS FOUR COLOUR (BLEEDS & NON-BLEEDS)

# OF ADS	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE	DOUBLE PAGE SPREAD
1-3	\$5,325	\$4,401	\$3,760	\$2,640	\$1,886	\$9,981
4-7	\$5,111	\$4,225	\$3,698	\$2,535	\$1,811	\$9,580
8-10	\$4,954	\$4,091	\$3,581	\$2,456	\$1,755	\$9,285
11-13	\$4,793	\$3,960	\$3,465	\$2,378	\$1,698	\$8,984
14+	\$4,631	\$3,829	\$3,351	\$2,299	\$1,641	\$8,681

PREMIUM POSITIONS FOUR COLOUR, FULL PAGE (BLEEDS & NON-BLEEDS)

# OF ADS	INSIDE BACK COVER/ INSIDE FRONT COVER	OUTSIDE BACK COVER	INSIDE FRONT COVER DOUBLE PAGE SPREAD
1-3	\$6,051	\$6,600	\$10,395
4-7	\$5,809	\$6,338	\$9,981
8-10	\$5,628	\$6,139	\$9,670
11-13	\$5,445	\$5,940	\$9,356
14+	\$5,265	\$5,741	\$9,045

REQUIREMENTS: You must supply both Print and Digital formatted ads.

They will be placed into the online Digital magazine (Zinio.com) as well as the Print magazine.

PRINT				DIGITAL	
DPI 300 BLEED Minimum 1/4" (.25") beyond AD SIZE CROP MARKS Minimum 1/4" (.25") beyond AD SIZE COLOUR CMYK (Change all spots to CMYK) TEXT Convert to outlines when possible; when not, embed fonts. Black text should be 100% black. LIVE AREA (unless otherwise stated) Allow 3/8" (.375") inside AD SIZE area for artwork and text not intended to be trimmed.				DPI see below BLEED none CROP MARKS none COLOUR RGB TEXT & LIVE AREA same as Print specs	
Submission Formats	Ad Description	Bleed AD SIZE	Non-Bleed AD SIZE	Ad Size	Dpi
pdf only <i>Prefer pdf/x, no OPI</i>	Full Page	8" x 10.75" <i>Live area: 7" x 9.75"</i>	7" x 9.75" <i>Crop marks at 8" x 10.75"</i>	8" x 10.75"	144
<i>Crop marks MUST BE at least 1/4" beyond 'Bleed AD SIZE' for Full Page Bleed ads.</i>					
tif, eps or psd	2/3 Pg	5.125" x 10.75"	4.875" x 10.25"	5.125" x 10.75"	600
tif, eps or psd	1/2 Pg Horizontal	8" x 5.25"	7.5" x 5"	8" x 5.25"	600
tif, eps or psd	1/2 Pg Vertical	5.125" x 8"	4.875" x 7.75"	5.125" x 8"	600
tif, eps or psd	1/3 Pg Horizontal	8" x 3.625"	7.5" x 3.375"	8" x 3.625"	600
tif, eps or psd	1/3 Pg Vertical	2.625" x 10.75"	2.375" x 10.25"	2.625" x 10.75"	600
tif, eps or psd	1/6 Pg	2.625" x 5.25"	2.375" x 5"	2.625" x 5.25"	600

Material Submissions

There are several ways you can submit your art-ready ads. Please notify your Account Executive once the file(s) has been sent and how. Print ads should be accompanied by hard colour proofs (Iris or Fuji). If not supplied, colour satisfaction cannot be guaranteed. Where pdf is required, submit pdf/x files or ask for our easy-to-follow printer pdf specifications.

1. **FTP** at ftp.westernstandard.ca or <http://www.westernstandard.ca/advertising>
Username: western Password: standard
2. **CD** to Shelley Ng at 205, 1550 Fifth Street SW, Calgary, Alberta T2R 1K3
3. **EMAIL** to shelley@westernstandard.ca (8 Megs max)

Files are to be built in either QuarkXPress, InDesign, Adobe Illustrator, or Photoshop (merge layers). We **do not** accept Pagemaker, Microsoft Word and Excel files.

Double Page Spread

Supply as two full page ads according to the Full Page ad specifications.

Inserts, Reply Cards, Gatefolds, Split Run...

Ask your Account Executive about these or any other special printing runs for mechanical specifications.

Production Process and Specifications

Printer high speed, web-offset, coated. Line screen used is 150 lpi. Highlights to be no less than 3% and maximum of 90% for shadows. Reverse type on single colour screens to be no less than 6 point. Reverse san-serif type on multi-colour builds to be no less than 10 point, and serif type no less than 14 point. Binding is saddle-stitched. **Trim size (page size) is 8" x 10.75"**. Colour and black & white ads are accepted. Printer meets ISO 14001 standards.

If you should have any technical concerns, please contact Shelley Ng at 403-216-2270 x238.

**PAID &
ANALYZED
NON-PAID
MAGAZINE**

PUBLISHER'S STATEMENT

Subject to Audit



Audit Bureau
of Circulations

Western Standard

For the six months ended December 31, 2005

Field Served: An independent news magazine with top columnists.

Definition of Recipient Qualification:

Method of Circulation for Analyzed Non-Paid Circulation: Mailed to individuals via Canada Post.

Published by JMCK Western Publishing Corp.
Frequency: 24 times/year

ABC Member # 04-1513-9

Western Standard

Paid & Analyzed Non-Paid Magazine
Publisher's Statement

For 6 months ended December 31, 2005

AVERAGE PAID & ANALYZED NON-PAID CIRCULATION

1	Total Average Paid Circulation:		24,529
		% of Total	
	Subscriptions (Individual):	23,828	97.1
	Single Copy Sales:	701	2.9
	Total Paid	24,529	100.0
	Paid Advertising Rate Base/Circulation Guarantee:	None Claimed	
	% Above/Below Rate Base (+/-)		
	Total Average Analyzed Non-Paid Circulation:		7,551
	Non-Paid Advertising Rate Base/Circulation Guarantee:	None Claimed	
	% Above/Below Rate Base (+/-)		
	Total Average Paid and Analyzed Non-Paid Circulation:		32,080
	Combined Rate Base/Circulation Guarantee:	None Claimed	
	% Above/Below Rate Base (+/-)		

PRICES

2	Prices effective during the six month period ending December 31, 2005		
	Publisher's Suggested 1 year price	\$80.25	
	Average Single Copy cover price	\$4.95	

2A AVERAGE PRICE

Represents the price of individual subscriptions sold during the 12 month period ending June 30, 2005

Average subscription price: See Par. 9(c)

2B SUPPLEMENTAL ANALYSIS OF PRICES

Gross individual subscriptions sold in the six month period ended December 31, 2005 at below 35% of average net price.

None Claimed

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

3

Total gross individual subscriptions (new and renewal) sold in the six month period ended December 31, 2005

<p>A. DURATION</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">(a) One to six months (1 to 12 issues).....</td> <td style="width: 10%; text-align: right;">7</td> <td style="width: 10%; text-align: right;">0.1</td> <td style="width: 10%;"></td> </tr> <tr> <td>(b) Seven to eleven months (13 to 23 issues)</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(c) Twelve months (24 issues)</td> <td style="text-align: right;">4,807</td> <td style="text-align: right;">91.2</td> <td></td> </tr> <tr> <td>(d) Thirteen to twenty-four months.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(e) Twenty-five months and more</td> <td style="text-align: right;">456</td> <td style="text-align: right;">8.7</td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">5,270</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table> <p>B. USE OF PREMIUMS</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">(a) Ordered without premium.....</td> <td style="width: 10%; text-align: right;">4,390</td> <td style="width: 10%; text-align: right;">83.3</td> <td style="width: 10%;"></td> </tr> <tr> <td>(b) Ordered with material reprinted from this publication.....</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td>(c) Ordered with other premiums, See Par. 9(d).....</td> <td style="text-align: right;">880</td> <td style="text-align: right;">16.7</td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">5,270</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) One to six months (1 to 12 issues).....	7	0.1		(b) Seven to eleven months (13 to 23 issues)	None			(c) Twelve months (24 issues)	4,807	91.2		(d) Thirteen to twenty-four months.....	None			(e) Twenty-five months and more	456	8.7		Total Subscriptions Sold in Period.....	5,270	100.0		(a) Ordered without premium.....	4,390	83.3		(b) Ordered with material reprinted from this publication.....	None			(c) Ordered with other premiums, See Par. 9(d).....	880	16.7		Total Subscriptions Sold in Period.....	5,270	100.0		<p>C. CHANNELS</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)</td> <td style="width: 10%; text-align: right;">1,662</td> <td style="width: 10%; text-align: right;">31.5</td> <td style="width: 10%;"></td> </tr> <tr> <td colspan="4">(b) Ordered through salespeople:</td> </tr> <tr> <td>1. Catalog agencies and individual agents - includes institutional and library subscriptions.....</td> <td style="text-align: right;">119</td> <td style="text-align: right;">2.3</td> <td></td> </tr> <tr> <td>2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions</td> <td style="text-align: right;">3,257</td> <td style="text-align: right;">61.8</td> <td></td> </tr> <tr> <td>3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals</td> <td style="text-align: right;">232</td> <td style="text-align: right;">4.4</td> <td></td> </tr> <tr> <td>(c) Association members</td> <td style="text-align: right;">None</td> <td></td> <td></td> </tr> <tr> <td style="border-top: 1px solid black;">Total Subscriptions Sold in Period.....</td> <td style="text-align: right; border-top: 1px solid black;">5,270</td> <td style="text-align: right; border-top: 1px solid black;">100.0</td> <td></td> </tr> </table>	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television, direct mail agents, Internet and e-mail, etc.)	1,662	31.5		(b) Ordered through salespeople:				1. Catalog agencies and individual agents - includes institutional and library subscriptions.....	119	2.3		2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts for consumer and trade subscriptions	3,257	61.8		3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals	232	4.4		(c) Association members	None			Total Subscriptions Sold in Period.....	5,270	100.0	
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ANALYSIS OF AVERAGE CIRCULATION

4A

Paid and Analyzed Non-Paid by Issues

Issue	Subscriptions	Single Copy Sales	Total Paid	Analyzed Non-Paid	Total Paid and Analyzed Non-Paid	
July	11	24,311	557	24,868	7,529	32,397
Aug.	8	24,081	883	24,964	20,124	45,088
	22	23,604	682	24,286	5,785	30,071
Sept.	5	23,406	837	24,243	6,330	30,573
	19	23,585	523	24,108	7,530	31,638
Oct.	3	23,687	642	24,329	7,517	31,846
	17	23,821	688	24,509	6,974	31,483
	31	26,422	652	27,074	4,106	31,180
Nov.	14	26,398	730	27,128	3,067	30,195
	28	21,938	752	22,690	10,149	32,839
Dec.	12	22,107	757	22,864	4,281	27,145
	26	22,573	703	23,276	7,218	30,494
Averages		23,828	701	24,529	7,551	32,080

4A

Analyzed Non-Paid Circulation by Issues and Analyzed Non-Paid Removals and Additions

Issue	Direct Request	Other Than Direct Request	Subtotal	Market Coverage Copies, See Par. 9(e)	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid	Analyzed Non-Paid Removed*	Analyzed Non-Paid Added*
July	11			7,529			7,529		
Aug.	8			20,124			20,124		
	22			5,785			5,785		
Sept.	5			6,330			6,330		
	19			7,530			7,530		
Oct.	3			7,517			7,517		
	17			6,974			6,974		
	31			4,106			4,106		
Nov.	14			3,067			3,067		
	28			10,149			10,149		
Dec.	12			4,281			4,281		
	26			7,218			7,218		

*This publication only reports analyzed non-paid market coverage, delivered with host products and/or non-paid bulk, therefore reporting of non-paid removals and additions is not required.

4B Supplemental Analysis of Average Paid Circulation

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

Subscriptions:

Sponsored Sales 6,672

AVERAGE CIRCULATION of Regional, Metro and Demographic Editions

5

None

POST EXPIRATION COPIES

6

(a) Average number of copies served on subscriptions not more than three months after expiration. 311 1.3%

GEOGRAPHIC DATA for the December 26, 2005 Issue

7A

Paid circulation of this issue was 5.1% less than the total average paid circulation.

Analyzed non-paid circulation of this issue was 4.4% less than the total average analyzed non-paid circulation.

Analysis by ABCD County

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

Analysis by State/Province

PROVINCE	PAID CIRCULATION			TOTAL ANALYZED NON-PAID	TOTAL PAID AND ANALYZED NON-PAID	% OF CIRC.
	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID			
Newfoundland.....	24		24	20	44	0.1
Nova Scotia.....	101	15	116	54	170	0.6
Prince Edward Island.....	23		23	8	31	0.1
New Brunswick	77		77	41	118	0.4
Quebec	133		133	519	652	2.1
Ontario	4,378	228	4,606	1,442	6,048	19.8
Manitoba	561		561	86	647	2.1
Saskatchewan.....	2,554		2,554	76	2,630	8.6
Alberta.....	9,282	330	9,612	4,690	14,302	47.0
British Columbia.....	5,349	130	5,479	273	5,752	19.0
Northwest Territories	37		37	7	44	0.1
Nunavut.....	3		3		3	0.0
Yukon Territory	51		51	2	53	0.1
Canadian Unclassified						
TOTAL CANADA	22,573	703	23,276	7,218	30,494	100.0
Canadian Circ. Percent of Grand Total						100.0
British Commonwealth						
United States						
International						
Other Unclassified.....						
Military or Civilian Personnel Overseas						
GRAND TOTAL	22,573	703	23,276	7,218	30,494	100.0