

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2009**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Official Publication of: Association of Universities and Colleges of Canada  
Established: 1959  
Issues Per Year: 10

**FIELD SERVED**

A bilingual publication serving those in Canada and abroad with an interest in Canadian higher education.

**DEFINITION OF RECIPIENT QUALIFICATION**

Faculty members, university administrators, students and others allied to the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	1,126
<b>TOTAL</b>	<b>1,126</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,029	89.5	15,029	89.5	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,769	10.5	1,769	10.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,798</b>	<b>100.0</b>	<b>16,798</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____	485	324			17,114	June/ July _____	976	274			16,450
May _____	230	268			17,152	August/ September _____	273	300			16,477
						<b>TOTAL</b>	<b>1,964</b>	<b>1,166</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2009**  
 This issue is 2.5% or 428 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS/INDUSTRY This publication's business/occupational breakout conforms to CCAB's standard classification No. 560	SINGLE	MULTI-COPY SAME ADDRESSEE	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Federal and Provincial Education Officials _____	4	-	4	-	4	-
3. Elementary and Secondary Schools _____	-	-	-	-	-	-
4. Community Colleges _____	-	-	-	-	-	-
5. Universities and Affiliated Colleges _____	14,925	1,513	16,438	-	16,438	99.8
6. Manufacturers and Suppliers _____	-	-	-	-	-	-
7. Others Allied to the Field _____	35	-	35	-	35	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,964</b>	<b>1,513</b>	<b>16,477</b>	<b>-</b>	<b>16,477</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2009**

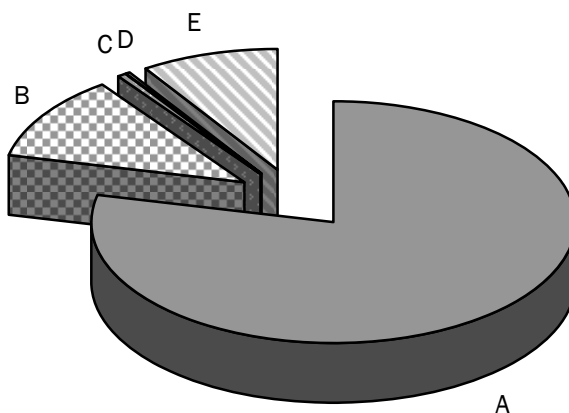
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>4,595</b>	<b>2,116</b>	<b>1,935</b>			<b>8,646</b>	<b>52.5</b>
II. Request from recipient's company: _____	<b>632</b>	<b>149</b>	<b>79</b>			<b>860</b>	<b>5.2</b>
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	<b>951</b>	<b>360</b>	<b>105</b>			<b>1,416</b>	<b>8.6</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>649</b>	<b>1,541</b>	<b>3,365</b>			<b>5,555</b>	<b>33.7</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	649	1,541	3,365			5,555	33.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,827</b>	<b>4,166</b>	<b>5,484</b>			<b>16,477</b>	<b>100.0</b>
<b>PERCENT</b>	<b>41.4</b>	<b>25.3</b>	<b>33.3</b>			<b>100.0</b>	

\*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			12,927	78.5
Individuals by name only _____			1,896	11.5
Titles or functions only _____			107	0.6
Company names only _____			34	0.2
Multi-Copy Same Addressee copies _____			1,513	9.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,477</b>	<b>100.0</b>

**3C. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION**

	Mailing Address	Copies	%
A	Individuals by name and title and/or function _____	12,927	78.5
B	Individuals by name only _____	1,896	11.5
C	Titles or functions only _____	107	0.6
D	Company names only _____	34	0.2
E	Multi-Copy Same Addressee copies _____	1,513	9.2
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,477</b>	<b>100.0</b>



4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2009				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			312	1.9
Prince Edward Island _____			123	0.7
Nova Scotia _____			1,190	7.2
New Brunswick _____			742	4.5
Quebec _____			3,285	19.9
Ontario _____			6,369	38.7
Manitoba _____			694	4.2
Saskatchewan _____			703	4.3
Alberta and N.W.T. _____			1,022	6.2
B.C. and Yukon _____			2,037	12.4
<b>TOTAL FOR CANADA</b>			<b>16,477</b>	<b>100.0</b>
United States _____			-	-
Other Foreign _____			-	-
<b>TOTAL OUTSIDE CANADA</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,477</b>	<b>100.0</b>

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	March 2008	April-September 2008	October 2008 - March 2009	April-September 2009*
Total Audit Average Qualified: _____	16,882	16,522	18,020	18,413	17,545	16,798
Qualified Non-Paid: _	16,882	16,522	18,020	18,413	17,545	16,798
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: April-September 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 9. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

Multi-Copy Same Addressee circulation is audited only to the point of distribution, not to the end recipient. A distribution agreement not more than three years old, indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution, has been obtained.

##### PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 649 copies or 3.9% to 3,365 copies or 20.4%, including Universities Telephone Directory 2007, Universities Telephone Directory 2008 and Universities Telephone Directory 2009.

##### PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

#### 8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

L. Huot, Publisher

Stella Mazzarolo, Circulation Officer

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed October 5, 2009

City Ottawa

Received by CCAB October 5, 2009

Type PM

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