

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED MARCH 2010**

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.

Canadian Circulations Audit Board
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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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UA/AU University Affairs
Affaires universitaires

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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 _____	-
Digital _____	-
All Other _____	513
TOTAL	513

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,478	89.0	15,478	89.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,898	10.9	1,898	10.9	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,376	100.0	17,376	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009/2010 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____	296	517			16,698
November _____	270	1,495			17,923
December _____	303	542			18,162
January _____	251	126			18,037
February _____	2,732	930			16,235
March _____	116	1,084			17,203
TOTAL	3,968	4,694			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
October _____	191,893	53,437	34,625	1.54	00:39	02:20
November _____	200,909	55,160	36,084	1.53	00:41	02:30
December _____	163,318	45,648	30,069	1.52	00:42	02:29
January _____	199,742	57,331	37,511	1.53	00:47	02:43
February _____	186,043	55,797	36,313	1.54	00:48	02:39
March _____	221,060	65,712	41,665	1.58	00:45	02:31
AVERAGE:	193,828	55,514	36,045	1.54	00:44	02:32

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010
 This issue is 7.8% or 1,370 copies below the average of the other 5 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 _____	2	-	2	-	2	-
3. Elementary and Secondary Schools _____	-	-	-	-	-	-
4. Community Colleges _____	-	-	-	-	-	-
5. Universities and Affiliated Colleges _____	14,135	1,942	16,077	-	16,077	99
6. Manufacturers and Suppliers _____	-	-	-	-	-	-
7. Others Allied to the Field _____	156	-	156	-	156	0.9
TOTAL QUALIFIED CIRCULATION	14,293	1,942	16,235	-	16,235	100.0

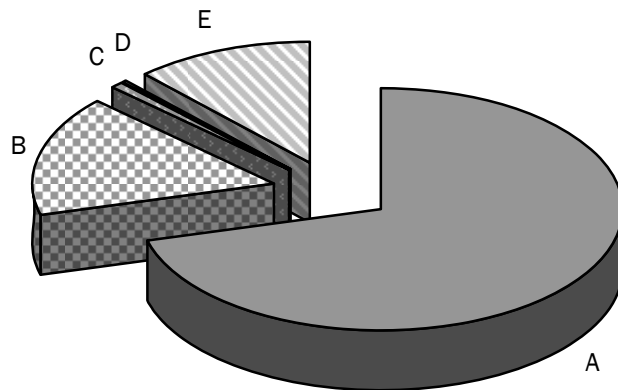
3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	5,015	4,064	1,644			10,723	66.0
a. Written _____	1,293	1,821	613			3,727	22.9
b. Telecommunication _____	9	30	6			45	0.2
c. Electronic _____	3,713	2,213	1,025			6,951	42.8
II. TOTAL – Request from recipient's company: _____	746	153	99			998	6.1
a. Written _____	433	37	9			479	2.9
b. Telecommunication _____	3	11	2			16	-
c. Electronic _____	310	105	88			503	3.0
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	40	895	367			1,302	8.0
a. Written _____	36	855	165			1,056	6.5
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	4	40	202			246	1.5
V. TOTAL – Sources other than above (listed alphabetically): _____	1,287	454	1,471			3,212	19.7
Association rosters and directories _____	-	-	-			-	-
Business directories _____	1,286	454	1,471			3,211	19.7
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	1	-	-			1	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,088	5,566	3,581			16,235	100.0
PERCENT	43.6	34.2	22.0			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			11,455	70.5
Individuals by name only _____			2,642	16.2
Titles or functions only _____			155	0.9
Company names only _____			41	0.2
Multi-Copy Same Addressee copies _____			1,942	11.9
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,235	100.0

3C. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION

	Mailing Address	Copies	%
A	Individuals by name and title and/or function _____	11,455	70.5
B	Individuals by name only _____	2,642	16.2
C	Titles or functions only _____	155	0.9
D	Company names only _____	41	0.2
E	Multi-Copy Same Addressee copies _____	1,942	11.9
	TOTAL QUALIFIED CIRCULATION	16,235	100.0



4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			307	1.8
Prince Edward Island _____			116	0.7
Nova Scotia _____			1,376	8.4
New Brunswick _____			667	4.1
Quebec _____			3,185	19.6
Ontario _____			6,286	38.7
Manitoba _____			681	4.1
Saskatchewan _____			625	3.8
Alberta and N.W.T. _____			999	6.1
B.C. and Yukon _____			1,993	12.2
TOTAL FOR CANADA			16,235	100.0
United States _____			-	-
Other Foreign _____			-	-
TOTAL OUTSIDE CANADA			-	-
TOTAL QUALIFIED CIRCULATION			16,235	100.0

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	Circulation Claim	Circulation Claim
	October 2007- March 2008	April - September 2008	October 2008- March 2009	April - September 2009*	October 2009-March 2010*
Total Audit Average Qualified: _____	18,020	18,413	17,545	16,798	17,376
Qualified Non-Paid: _____	18,020	18,413	17,545	16,798	17,376
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: April 2009 – March 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods of data 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 454 copies or 2.8% to 1,471 copies or 9.1%, including Universities Telephone Directory 2008, Universities Telephone Directory 2009, Universities Telephone Directory 2010

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

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.		
Christine Tausig Ford, Publisher	Date signed	April 6, 2010
Stella Mazzarolo, Circulation Officer	City	Ottawa
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB	April 6, 2010
IMPORTANT NOTE:	Type	PM
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	U054POM0