

**COMMUNITY NEWSPAPER 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.

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



Laurentian Publishing Limited  
158 Elgin Street  
Sudbury, Ontario  
P3E 3N5  
Telephone: (705) 673 - 5667  
Fax: (705) 673 - 4652  
Established: 1973  
E-mail: [ahomayed@northernlife.ca](mailto:ahomayed@northernlife.ca)  
Web Site: <http://www.northernlife.ca>  
Frequency: Twice weekly:  
Tuesday and Thursday

**PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION**  
NORTHERN LIFE is a community newspaper serving the greater Sudbury region.

Primary Market C.A.R.D. Class 43 - Community Newspaper

**1. AVERAGE QUALIFIED CIRCULATION FOR THE 6 MONTH PERIOD ENDING SEPTEMBER 2009**

	Tuesday Edition	Thursday Edition
<b>A. Paid Circulation</b>		
Subscriptions		
Carrier _____	-	-
Mail _____	41	46
Electronic Edition _____	-	-
Bulk _____	-	-
Single Copy Sales _____	199	1,087
<b>Total Paid Circulation</b>	<b>240</b>	<b>1,133</b>
<b>B. Voluntary Paid Circulation</b> _____	<b>10,087</b>	<b>10,068</b>
<b>C. Non-Paid Circulation</b>		
Carrier Delivery _____	28,531	35,907
Mail Delivery _____	15	15
Electronic Edition _____	-	-
<b>Total Non-Paid Individual Circulation</b>	<b>28,546</b>	<b>35,922</b>
<b>D. Bulk Distribution (non-paid)</b>		
Carrier Bulk _____	325	1,025
Drop Boxes - Residential/Public _____	-	-
<b>Total Bulk Distribution</b>	<b>325</b>	<b>1,025</b>
<b>Total Non-Paid</b>	<b>28,871</b>	<b>36,947</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,198</b>	<b>48,148</b>

**2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY**

	Tuesday Edition	Thursday Edition
Advertisers, Agencies _____	65	80
Other _____	1,109	861

Northern Life / September 2009

3. AVERAGE MONTHLY CIRCULATION – TUESDAY EDITION								
Month	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions	Single-copy Sales	Total Paid	Voluntary/ Optional Paid	Individual	Bulk	Total Non-Paid	
April _____	46	225	271	10,616	28,041	325	28,366	39,253
May _____	43	199	242	10,823	27,849	325	28,174	39,239
June _____	41	205	246	9,972	28,644	325	28,969	39,187
July _____	40	181	221	9,608	28,973	325	29,298	39,127
August _____	38	186	224	9,664	28,932	325	29,257	39,145
September _____	36	195	231	9,838	28,838	325	29,163	39,232

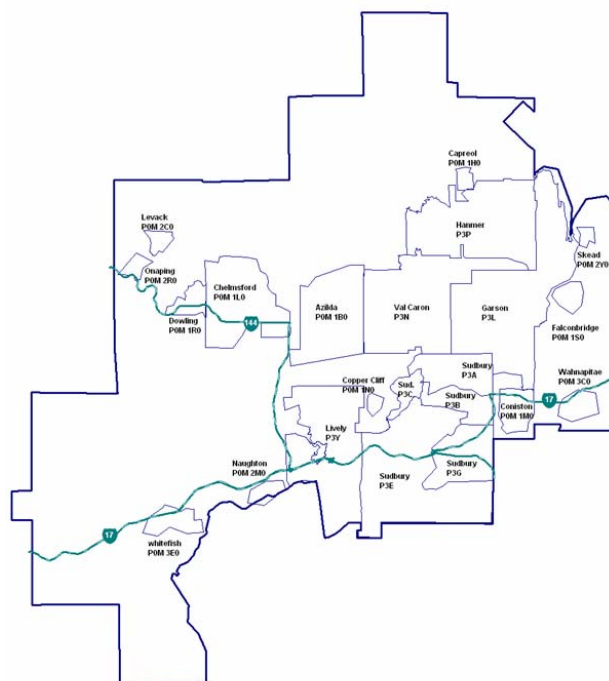
3. AVERAGE MONTHLY CIRCULATION – THURSDAY EDITION								
Month	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions	Single-copy Sales	Total Paid	Voluntary/ Optional Paid	Individual	Bulk	Total Non-Paid	
April _____	50	1,142	1,192	10,644	35,360	1,025	36,385	48,221
May _____	47	1,145	1,192	10,855	35,172	1,025	36,197	48,244
June _____	46	1,109	1,155	9,744	36,214	1,025	37,239	48,138
July _____	44	1,040	1,084	9,624	36,311	1,025	37,336	48,044
August _____	44	1,014	1,058	9,655	36,307	1,025	37,332	48,045
September _____	42	1,074	1,116	9,884	36,167	1,025	37,192	48,192

4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS								
Month	March 2005			March 2007			March 2009	
	Wednesday Edition	Friday Edition	Sunday Edition	Wednesday Edition	Friday Edition	Sunday Edition	Tuesday Edition	Thursday Edition
	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid
Paid Circulation _____	12,970	13,551	12,968	11,862	12,495	10,723	10,033	10,030
Non-Paid Circulation _____	28,644	33,387	27,442	29,742	34,527	24,665	31,597	36,582
Non-Paid Bulk _____	795	815	275	795	815	244	897	946
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,409</b>	<b>47,753</b>	<b>40,685</b>	<b>42,399</b>	<b>47,837</b>	<b>35,632</b>	<b>42,842</b>	<b>48,679</b>

5. ANALYSIS OF CIRCULATION FOR THE ISSUES OF AUGUST 11, 13, 2009			
	*Total Homes Commercial & Professional Operations in Selected Coverage Area	Tuesday Edition August 11 Total Circulation	Thursday Edition August 13 Total Circulation
<b>PAID CIRCULATION:</b>			
Subscriptions _____		-	-
Mail delivery _____		38	44
Electronic editions _____		-	-
Single copy sales _____		180	975
<b>TOTAL PAID</b>		<b>218</b>	<b>1,019</b>
<b>VOLUNTARY/OPTIONAL CIRCULATION</b>			
Carrier delivery to households Zones 1-21, and Zones 23-27 _____		9,655	9,655
<b>NON-PAID CIRCULATION:</b>			
Carrier delivery to households: Zone 1-27 _____		28,916	36,291
Mail delivery _____		15	15
Electronic editions _____		-	-
<b>Total Non-Paid Individual Circulation</b>		<b>28,931</b>	<b>36,306</b>
<b>Bulk distribution to:</b>			
Carrier bulk _____		325 (9 locations)	1,025 (23 locations)
Drop boxes - Res. / Public _____		-	-
<b>Total Bulk Distribution</b>		<b>325</b>	<b>1,025</b>
<b>TOTAL NON-PAID</b>		<b>29,256</b>	<b>37,331</b>
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>39,129</b>	<b>48,005</b>
<b>TOTAL</b>	<b>43,249</b>		

\*\*Source Canada Post Householder Figures July 2008. Figures include Post Office Box holders.

**Map of Distribution**



**6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR DELIVERED, LEFT OVER AND UNSOLD COPIES?**

Yes

**7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS**

Voluntary Paid subscribers receive \$4.00 off their classified word ads, as well as a chance to win \$500.00 in a monthly draw

**ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD:** April to September 2009**8. ARREARS UNDER THREE MONTHS AS OF:** September 30, 2009**9. PRICES**

Basic:	Subscriptions	1 year	\$74.22
		6 months	\$41.36
		3 months	\$27.93
Other offers made during the statement period:	3 months	1/week	\$14.52
		2/week	\$27.93
	6 months	1/week	\$22.35
		2/week	\$41.36
	1 year	1/week	\$39.06
		2/week	\$74.22
outside Canada	6 months / issue	\$32.42	
	1 Year/ issue	\$64.84	
Voluntary Paid prices:	Single Copy	Dealer Rack:	\$0.75
		4 weeks	\$4.00
		13 Draws	\$48.00
		6 Draws	\$24.00

or equivalent to \$4.00 per 4 week draw period  
customers can pre paid for any  
amount of draws

**10. ADDITIONAL DATA****PUBLISHER'S AFFIDAVIT**

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

A. Homayed, Publisher

G. Perrin, Circulation Manager

(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 CCAB.

Date signed October 22, 2009

City Sudbury

Received by CCAB October 22, 2009

ID Number N804POS9