

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.

# Coverings

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Website: [www.coveringscanada.ca](http://www.coveringscanada.ca)

Official Publication of: None  
Established: 1955  
Issues per year: 8

**FIELD SERVED**

Canadian flooring industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Flooring Retailers, Flooring Wholesalers, Flooring Installers, Architects, Interior Designers, Building Contractors, Manufacturers, Facilities and Institutional Management, and Others allied to the field.

Primary Market C.A.R.D. Class Paint, Wall Coverings, Floorings

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	253
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	-
<b>TOTAL</b>	<b>253</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,995	100.0	7,995	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,995</b>	<b>100.0</b>	<b>7,995</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____					8,011	October _____					7,941
September _____					8,011	November/ December _____					8,016
						<b>TOTAL</b>					

\*See Paragraph 11

Coverings / December 2008

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008**  
**This issue is 0.4% or 28 copies above the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Flooring Wholesalers & Retailers, including home building centers _____	4,122	-	4,122	51.5
C. Flooring Installer _____	1,001	-	1,001	12.5
D. Architect _____	899	-	899	11.2
E. Interior Designer _____	577	-	577	7.2
F. Building Contractor _____	335	-	335	4.2
G. Manufacturers, including resilient, wood, carpets/rugs _____	353	-	353	4.4
H. Facilities and Institutional Management, including government, schools, banks, hospitals _____	164	-	164	2.0
I. Other allied to the field _____	565	-	565	7.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,016</b>	<b>-</b>	<b>8,016</b>	<b>100.0</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>2,447</b>	<b>1,032</b>	-			<b>3,479</b>	<b>43.4</b>
a. Written _____	147	67	-			214	2.7
b. Telecommunication _____	2,191	964	-			3,155	39.3
c. Electronic _____	109	1	-			110	1.4
II. <b>TOTAL</b> – Request from recipient's company: _____	<b>1,442</b>	<b>421</b>	-			<b>1,863</b>	<b>23.2</b>
a. Written _____	51	-	-			51	0.6
b. Telecommunication _____	1,391	421	-			1,812	22.6
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	<b>14</b>	<b>60</b>	-			<b>74</b>	<b>0.9</b>
a. Written _____	8	26	-			34	0.4
b. Telecommunication _____	6	34	-			40	0.5
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>1,601</b>	<b>999</b>	-			<b>2,600</b>	<b>32.5</b>
*Association rosters and directories _____	249	5	-			254	3.2
*Business directories _____	1,352	994	-			2,346	29.3
Independent field reports _____	-	-	-			-	-
Licensees – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>*See Paragraph 11</b>							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,504</b>	<b>2,512</b>	-			<b>8,016</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.7</b>	<b>31.3</b>	-			<b>100.0</b>	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			5,108	63.8
Individuals by name only _____			541	6.7
Titles or functions only _____			-	-
Company names only _____			2,367	29.5
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>8,016</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			116	1.4
Prince Edward Island _____			33	0.4
Nova Scotia _____			216	2.7
New Brunswick _____			200	2.5
Quebec _____			1,500	18.7
Ontario _____			3,463	43.2
Manitoba _____			295	3.7
Saskatchewan _____			206	2.6
Alberta, N.W.T and Nunavut _____			889	11.1
B.C. and Yukon _____			1,098	13.7
<b>TOTAL FOR CANADA</b>			<b>8,016</b>	<b>100.0</b>
United States _____			-	-
Other Foreign _____			-	-
<b>TOTAL OUTSIDE CANADA</b>			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>8,016</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 THROUGH 8 ARE NOT REQUIRED

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Circulation Claim	Circulation Claim
	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	8,063	7,995
Qualified Non-Paid: _____	8,063	7,995
Qualified Paid: _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

**\*NOTE: March-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

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

**11. ADDITIONAL DATA****PARAGRAPH 2:**

The publisher states that additions and removals are not available and therefore not reported herein.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for quantities of 254 copies or 3.2%  
Business directories include 1 source of circulation for quantities of 2,346 copies or 29.3%, including Pro Select Phone.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED****PUBLISHER'S AFFIDAVIT**

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

Kerry Knudsen, Circulation

Adrian Holland, Circulation

(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 March 2, 2009

City Toronto

Received by CCAB Inc. March 2, 2009

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