

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 for the latest audit reports, membership information and publishing and advertising industry news.

Coverings

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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 _____	276
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
TOTAL	276

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,031	100.0	8,031	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,031	100.0	8,031	100.0	-	-

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
July/ August _____	6	43			7,969	October _____	568	540			8,063
September _____	1,029	1,151			8,091	November/ December _____	729	668			8,002
						TOTAL	2,332	2,402			

*See Paragraph 9

Coverings / December 2009

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
This issue is 0.5% or 39 copies below 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 _____	3,449	1	3,450	43.2
C. Flooring Installer _____	1,017	11	1,028	12.8
D. Architect _____	1,380	-	1,380	17.2
E. Interior Designer _____	576	-	576	7.2
F. Building Contractor _____	448	-	448	5.6
G. Manufacturers, including resilient, wood, carpets/rugs _____	546	-	546	6.8
H. Facilities and Institutional Management, including government, schools, banks, hospitals _____	84	2	86	1.1
I. Other allied to the field _____	480	8	488	6.1
TOTAL QUALIFIED CIRCULATION	7,980	22	8,002	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,629	1,326	779			3,734	46.7
II. Request from recipient's company: _____	849	658	316			1,823	22.8
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	46	9	44			99	1.2
V. TOTAL - Sources other than above (listed alphabetically): _____	1,762	584	-			2,346	29.3
*Association rosters and directories _____	85	146	-			231	2.9
*Business directories _____	1,674	424	-			2,098	26.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3	14	-			17	0.2
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,286	2,577	1,139			8,002	100.0
*See Paragraph 9	PERCENT	53.6	32.2	14.2		100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			6,328	79.1
Individuals by name only _____			1,239	15.5
Titles or functions only _____			-	-
Company names only _____			435	5.4
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			8,002	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			99	1.2
Prince Edward Island _____			27	0.3
Nova Scotia _____			203	2.5
New Brunswick _____			153	1.9
Quebec _____			1,222	15.3
Ontario _____			3,922	49.0
Manitoba _____			252	3.2
Saskatchewan _____			182	2.3
Alberta, N.W.T and Nunavut _____			848	10.6
B.C. and Yukon _____			1,072	13.4
TOTAL FOR CANADA			7,980	99.7
United States _____			22	0.3
Other Foreign _____			-	-
TOTAL OUTSIDE CANADA			22	0.3
TOTAL QUALIFIED CIRCULATION			8,002	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	Circulation Claim	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	8,063	7,995	8,054	8,031
Qualified Non-Paid: _____	8,063	7,995	8,054	8,031
Qualified Paid: _____	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

8. 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)

***NOTE: January-December 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

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 16 copies or 0.2% to 116 copies or 1.4%
 Business directories include 3 sources of circulation for quantities of 421 copies or 5.3% to 867 copies or 10.8%, including Scott's Directory.
 Other sources include 2 sources of circulation for quantities of 8 copies or 0.1% and 9 copies or 0.1%

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Kerry Knudsen, Publisher	Date signed	February 26, 2010
Adrian Holland, Circulation Manager	City	Toronto
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB Inc.	February 26, 2010
IMPORTANT NOTE:	Type	PD
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	C771POD9