



General Information

Report Type: Annual 3-Month Applied 3-Month Interim 3-Month Interim Initial
Reporting period: Report covers _____ to _____
(mm/yyyy) (mm/yyyy)

Name of publication _____
Address _____
Phone _____ Fax _____ E-Mail _____
Publisher _____ Circulation Manager _____

Frequency of publication _____ Publication day Su M Tu W Th F Sa

1. Basic Subscription Prices (Do not include GST)

Single copy price _____
Within Trading Area 1 year _____ 6 months _____ 1 month _____
Within Canada 1 year _____ 6 months _____ 1 month _____
Outside Canada 1 year _____ 6 months _____ 1 month _____

2. Circulation: (check all that apply)

Type: Paid Controlled
Method: Mail Dealer Street Boxes Other
 Carrier Distributor Honour Boxes Electronic

3. Distribution Areas

Using Form X.3 or equivalent, select an issue during the reporting period that is representative of your average circulation and list the towns, cities, rural routes, etc., that receive 25 or more copies, and the NET number of copies distributed to each place. Also list the number distributed within the town or city of publication.

Issue selected: _____
mm/dd/yyyy

4. Geographic Breakdown

For the same issue in #3, list the NET number of copies in each category requested. The sum of these figures should equal the entry in column Q (total circulation), for that issue. Total circulation as shown in column Q: _____
_____ within the community of publication _____ within the trading area, excluding community of publication
_____ within the province, but outside the trading area _____ outside the province of publication, but inside Canada
_____ outside Canada _____ Electronic

5. Returns and Special Campaigns (attach a separate sheet if necessary)

Were returns counted and deducted so that only net circulation is shown? No -25% deduction to columns L and M will apply
 Yes - Submit Form G for issue selected in #3 (controlled circ.)
Did you offer any premiums with subscription? No Yes - List premiums: _____
Did you offer any reduced rates? No Yes - List rates: _____
Did you offer any other incentives? No Yes - List incentives: _____
Did you operate any subscription campaigns? No Yes - List rates: _____
Did your publication day(s) change since your last report? No Yes - List changes: _____
Were there any publishing days when no issue was published? No Yes - List dates: _____
Were there any publishing days when you circulated extraordinary distribution (10% difference from normal circ. for papers with under 10,000 circ., 5% difference for papers with over 10,000 circ.)? No Yes - List dates and submit form Z.1 for each issue

Form X - Publisher's Circulation Report

6. Distribution Summary

Transfer figures from form Z for each issue. Do not include form Z.1.

A. Date of issue/No of pages	Paid Circulation							I. Total Paid Circulation (Sum of B to H)
	B. Mail	C. Carriers	D. Dealers	E. Third Party Bulk Sales	F. Counter & Street Box Sales	G. Other Paid	H. Electronic	
First Quarter (first three months of six-month reporting period)								
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
First-Quarter Totals (total of lines 1 to 13)								
Net Averages (First-Quarter Totals ÷ # of issues)								
Second Quarter (Last three months of six-month reporting period)								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
26								
Second-Quarter Totals (total of lines 14 to 26)								
Net Averages (Second-Quarter Totals ÷ # of issues)								
First-Quarter Results Totals								
Second-Quarter Results Totals								
Six-Month Results Totals (sum of 1st & 2nd Quarter results)								
Six-Month Average Circulation (six-month totals ÷ # issues in six-month period)								

