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# Publicity Report

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## January 2002 to December 2002

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BOWDENS MEDIA 100  
2206 EGLINTON AVE. EAST  
SUITE 190  
SCARBOROUGH, ON  
M1L 4T5



**Order Number:** 19015,  
**Client Number:** 73740  
**Client Name:** BOWDENS MEDIA 100

*This report has been generated using Exposure date*

### Content Summary:

#### 1. Publicity

Monthly number of exposures by media type for the selection period or since start of order.

#### 2. Province Summary - Current Month

Number of exposures by province for the ending month of the selection period, including quantities.

#### 3. Media Type - Current Month

Percentage allocation of exposures by media type for the ending month of the selection period, including quantities.

#### 4. Province Summary - Cumulative

Number of exposures by Province for the selection period or since start of order, expressed as a percentage, including quantities.

#### 5. Media Type - Cumulative

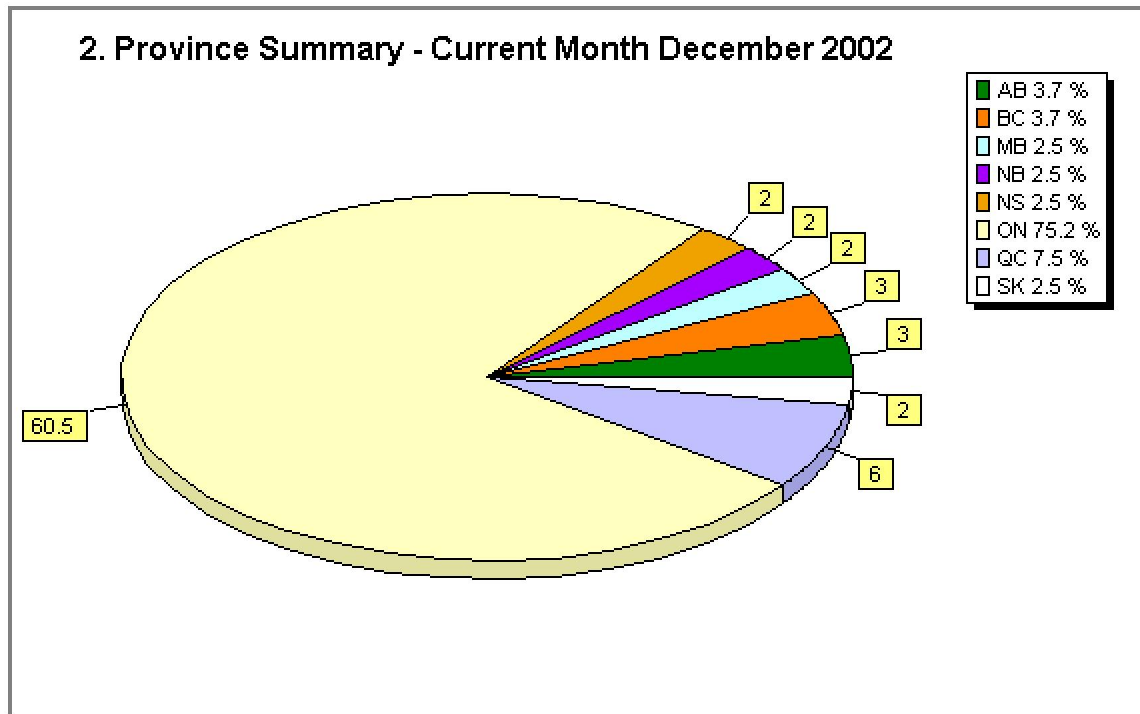
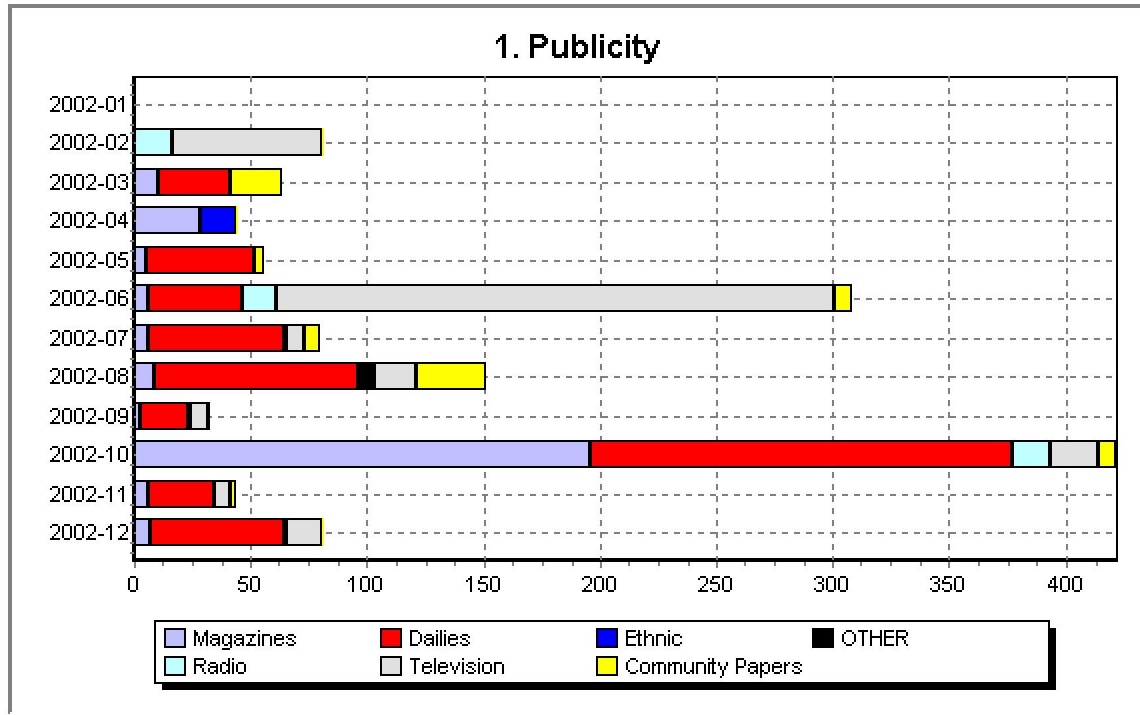
Percentage allocation of exposures by media type for the selection period or since the start of the order.

#### 6. Circulation Summary by Type

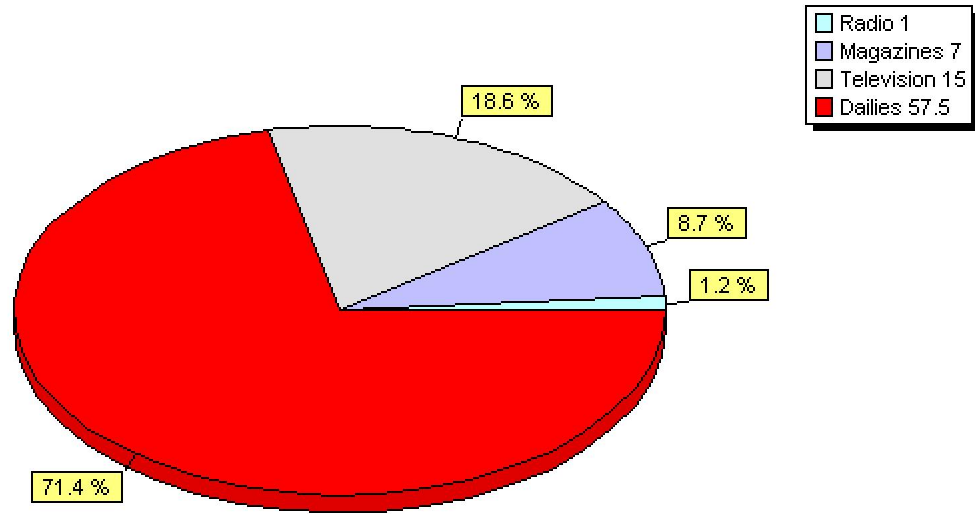
The monthly totals of known circulation for all media for the selection period or from the start of the order by media type.

#### 7. Province Summary Map

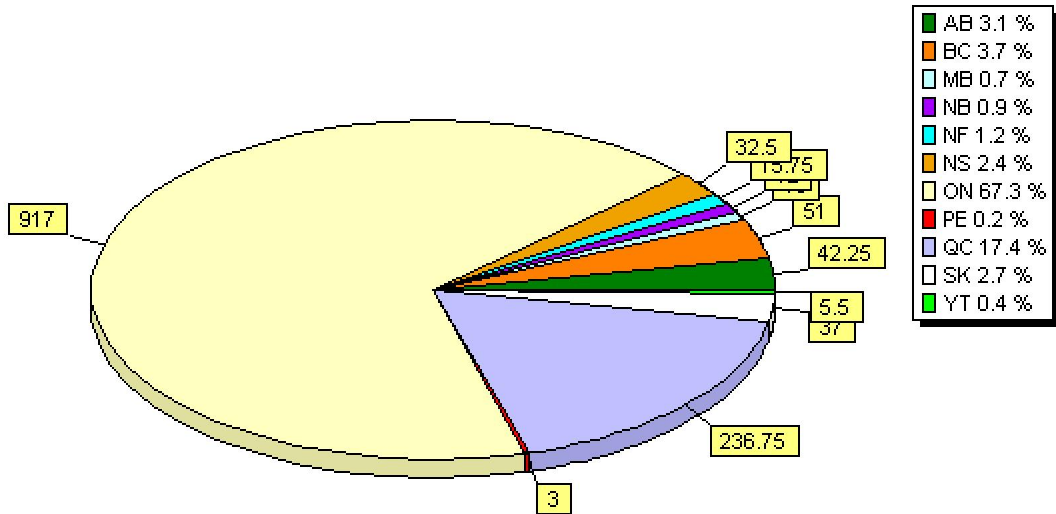
Percentage allocation of exposures and quantities by Province for the selection period or since the start of the order.



### 3. Media Type - Current Month December 2002

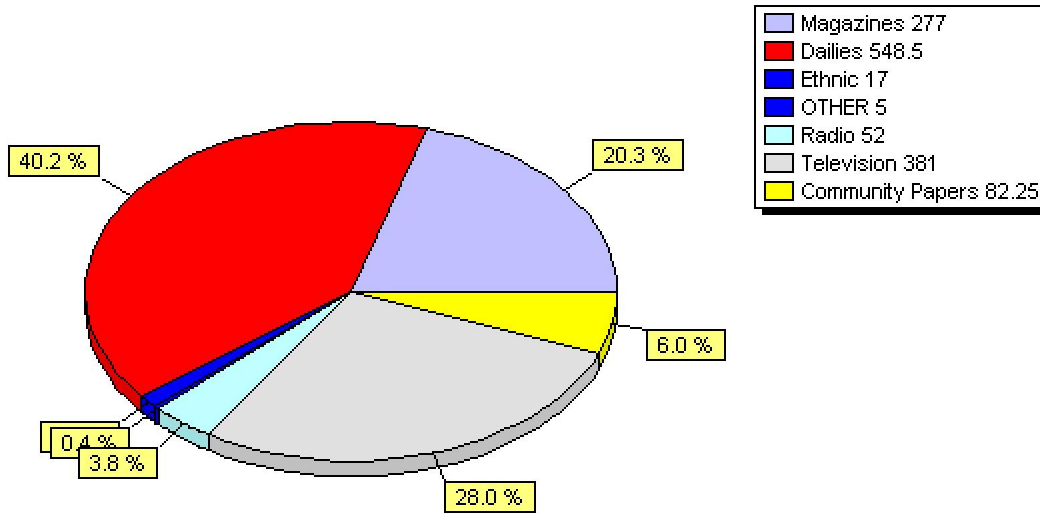


### 4. Province Summary - Cumulative



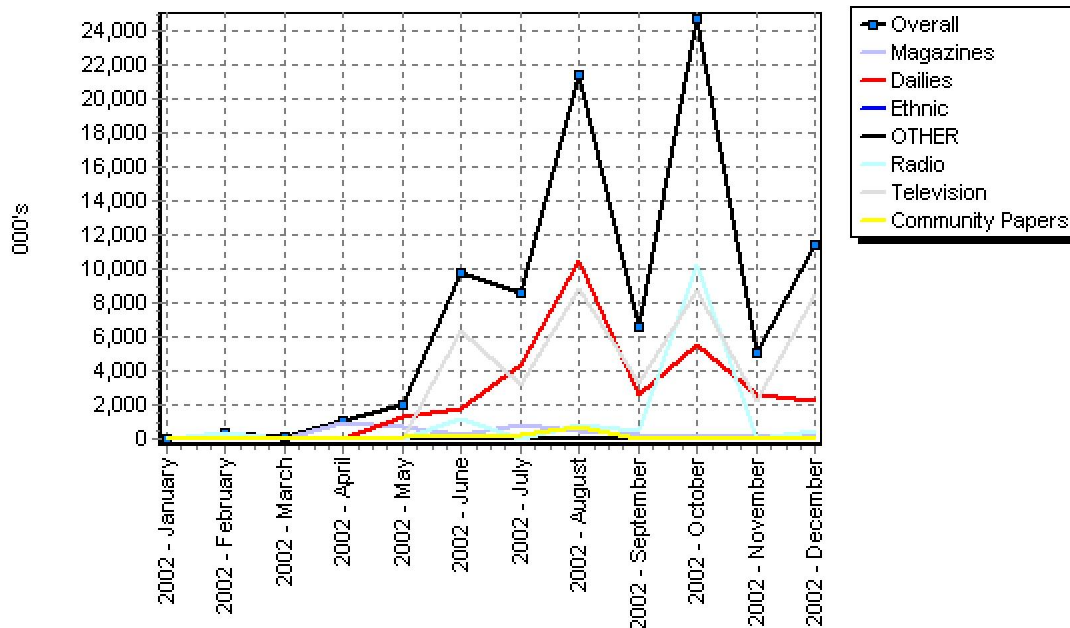
Based on report range or since order start date

### 5. Media Type - Cumulative














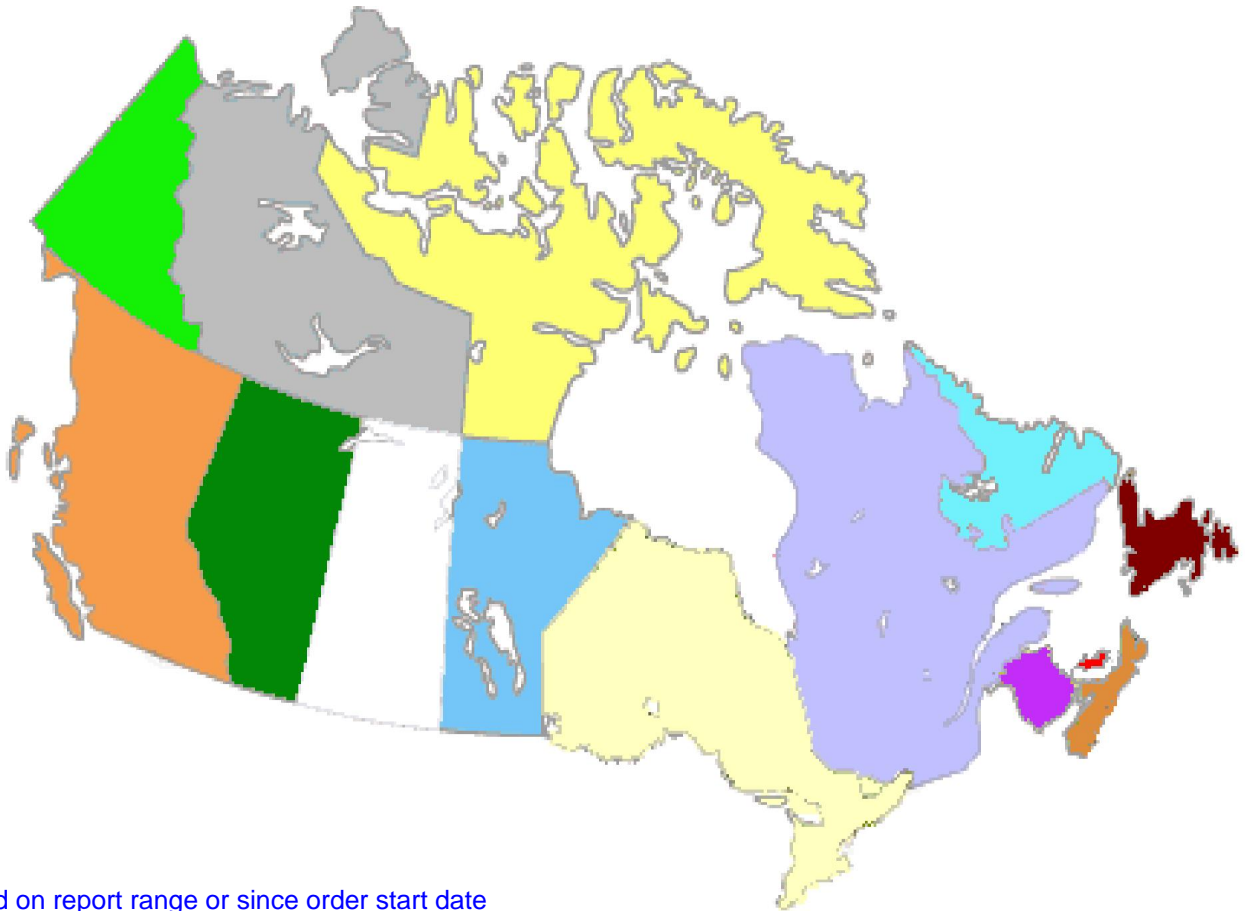
Based on report range or since order start date

### 6. Circulation Summary by Type



## Province Summary

Province	Colour	Current	%	Year-To-Date	%
ALBERTA		3.0	3.7%	42.3	3.1%
BRITISH COLUMBIA		3.0	3.7%	51.0	3.7%
MANITOBA		2.0	2.5%	10.0	0.7%
NEW BRUNSWICK		2.0	2.5%	12.0	0.9%
NEWFOUNDLAND		0.0	0.0%	15.8	1.2%
NOVA SCOTIA		2.0	2.5%	32.5	2.4%
ONTARIO		60.5	75.2%	917.0	67.3%
PRINCE EDWARD ISLAND		0.0	0.0%	3.0	0.2%
QUEBEC		6.0	7.5%	236.8	17.4%
SASKATCHEWAN		2.0	2.5%	37.0	2.7%
YUKON TERRITORY		0.0	0.0%	5.5	0.4%
<b>Totals</b>		<b>80.5</b>		<b>1,362.8</b>	



Based on report range or since order start date

# Exposure Details

Exposure Date	Media	Audience/ Circulation	Media Type	Quantity
12/1/2002	Info Presse Communications, Montreal, QC	22,500	Magazines	3
12/2/2002	CBL-FM, TORONTO, ON	474,600	Radio	1
12/2/2002	Strategy, Toronto, ON	14,000	Magazines	1
12/3/2002	Moose Jaw Times-Herald, Moose Jaw, SK	10,250	Dailies	1
12/5/2002	La Terre De Chez Nous, Longueuil, QC	43,213	Magazines	1
12/11/2002	The Edmonton Sun, Edmonton, AB	75,775	Dailies	1
12/14/2002	The National Post, Toronto, ON	2,878,380	Dailies	10
12/16/2002	Business Examiner (S. Is. Ed.), Victoria, BC	12,200	Magazines	1
12/16/2002	Kitchener-Waterloo Record, Kitchener, ON	66,614	Dailies	1
12/19/2002	The Toronto Star, Toronto, ON	10,692,312	Dailies	24
12/20/2002	CBLT-TV, TORONTO, ON	63,000	Television	1
12/20/2002	CITY-TV, TORONTO, ON	4,680,000	Television	8
12/23/2002	La Tribune, Sherbrooke, QC	33,000	Dailies	1
12/23/2002	The Edmonton Journal, Edmonton, AB	138,700	Dailies	1
12/26/2002	Brandon Sun, Brandon, MB	17,500	Dailies	1
12/26/2002	Hour, Montreal, QC	70,000	Magazines	1
12/26/2002	The Beacon Herald, Stratford, ON	11,800	Dailies	1
12/27/2002	CFTO-TV, TORONTO, ON	1,893,000	Television	3
12/27/2002	CITY-TV, TORONTO, ON	585,000	Television	1
12/27/2002	Daily Herald-Tribune, Grande Prairie, AB	8,600	Dailies	1
12/27/2002	Nanaimo Daily News, Nanaimo, BC	8,500	Dailies	1
12/27/2002	The Expositor, Brantford, ON	24,200	Dailies	1
12/27/2002	The Recorder and Times, Brockville, ON	13,800	Dailies	1
12/27/2002	The Sault Star, Sault Ste. Marie, ON	23,500	Dailies	1
12/28/2002	CFTO-TV, TORONTO, ON	1,262,000	Television	2
12/28/2002	New Brunswick Telegraph-Jrnl., Saint John, NB	48,000	Dailies	1
12/28/2002	Saint John Telegraph-Journal, Saint John, NB	48,000	Dailies	1
12/28/2002	The Chronicle-Herald, Halifax, NS	110,000	Dailies	1
12/28/2002	The Expositor, Brantford, ON	26,000	Dailies	1
12/28/2002	The Mail-Star, Halifax, NS	18,854	Dailies	1
12/28/2002	The Prince George Citizen, Prince George, BC	20,000	Dailies	1
12/28/2002	The Toronto Star, Toronto, ON	672,484	Dailies	1
12/29/2002	Brandon Sun, Brandon, MB	17,500	Dailies	1
12/30/2002	The Kingston Whig-Standard, Kingston, ON	28,000	Dailies	1
12/30/2002	The Nugget, North Bay, ON	18,300	Dailies	1
12/31/2002	Barrie Examiner, Barrie, ON	11,900	Dailies	1
12/31/2002	The Leader Post, Regina, SK	51,921	Dailies	1

**Grand Totals****24,193,403****81**

# Province Summary

Media Type	Audience/ Circulation	Exposure
<b>INT'L</b>		
Community Papers	424,760	26
Dailies	102,487,947	349
Ethnic	1,632,000	16
Magazines	31,328,600	235
Radio	29,715,000	37
Television	61,067,000	305
<b>Total</b>	<b>226,655,307</b>	<b>968</b>

<b>ALBERTA</b>		
Community Papers	15,925	3
Dailies	760,930	11
<b>Total</b>	<b>776,855</b>	<b>14</b>

<b>BRITISH COLUMBIA</b>		
Community Papers	84,466	4
Dailies	930,370	15
Magazines	28,200	4
<b>Total</b>	<b>1,043,036</b>	<b>23</b>

<b>MANITOBA</b>		
Dailies	127,000	4
Magazines	30,000	1
<b>Total</b>	<b>157,000</b>	<b>5</b>

<b>NEW BRUNSWICK</b>		
Dailies	310,759	7
<b>Total</b>	<b>310,759</b>	<b>7</b>

<b>NEWFOUNDLAND</b>		
Dailies	204,065	6
<b>Total</b>	<b>204,065</b>	<b>6</b>

<b>NOVA SCOTIA</b>		
Dailies	739,684	15
<b>Total</b>	<b>739,684</b>	<b>15</b>

# Province Summary

Media Type	Audience/ Circulation	Exposure
<b>ONTARIO</b>		
Addenda	0	5
Community Papers	1,051,039	45
Dailies	17,874,771	110
Ethnic	46,593	1
Magazines	1,292,378	24
Radio	8,522,700	15
Television	34,578,000	76
<b>Total</b>	<b>63,365,481</b>	<b>276</b>

<b>PRINCE EDWARD ISLAND</b>		
Dailies	41,500	3
<b>Total</b>	<b>41,500</b>	<b>3</b>

<b>QUEBEC</b>		
Community Papers	66,900	2
Dailies	2,828,846	19
Magazines	185,213	12
<b>Total</b>	<b>3,080,959</b>	<b>33</b>

<b>SASKATCHEWAN</b>		
Community Papers	4,170	2
Dailies	543,392	10
Magazines	86,000	1
<b>Total</b>	<b>633,562</b>	<b>13</b>

**Grand Totals** **297,008,208** **1,363**

# Media Type Summary

Media Type	Audience/ Circulation	Exposure
Addenda	0	5
Community Papers	1,647,260	82
Dailies	126,849,264	549
Ethnic	1,678,593	17
Magazines	32,950,391	277
Radio	38,237,700	52
Television	95,645,000	381
<b>Total</b>	<b>297,008,208</b>	<b>1,363</b>