

**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED MARCH 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  
L'Office canadien de vérification de la diffusion  
90 Eglinton Ave. East, Suite 980  
Toronto, Ontario M4P 2Y3  
Telephone: +1 416.487.2418  
Fax: +1 416.487.6405  
[www.bpaww.com](http://www.bpaww.com)

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.

canadian  
**health & lifestyle**

Merit Marketing  
One Greensboro Drive, Suite 405  
Toronto, ON  
M9W 1C8  
Tel.: 416-245-6302  
Fax: 416-245-7144  
Web Site: [www.healthandlifestyle.ca](http://www.healthandlifestyle.ca)

Official Publication of: None  
Established: 2003

Primary Market C.A.R.D. Class 0325 Health & Fitness

**MARKET SERVED**

Women and men interested in health and wellness, fitness, self-improvement and nutrition.

**AVERAGE QUALIFIED CIRCULATION**

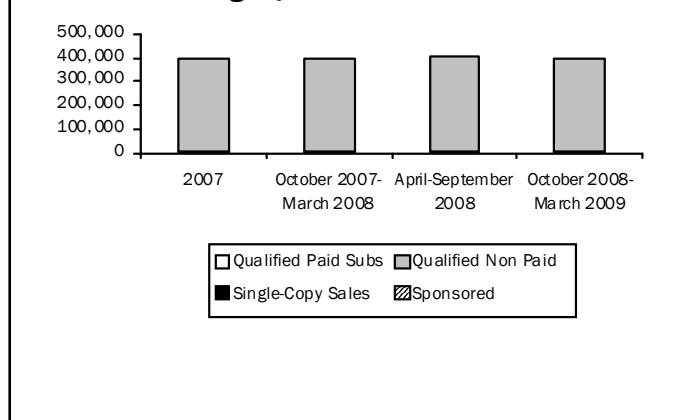
<b>Total Qualified</b>	<b>395,510</b>
Qualified Paid	1,597
Subscriptions	1,586
Sponsored	11
Single Copy Sales	-
Qualified Non-Paid	393,914

\*\*NC = None Claimed

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
4	Issues Per Year
**NC	All Single Copy Sales Prices for the Period

**Average Qualified Circulation Trend**



Canadian Health and Lifestyle / March 2009

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,586	0.4	65	-	1,651	0.4
Delivered Unlabeled Single Copies _____	-	-	114,690	29.0	114,690	29.0
Multi-Copy Same Addressee _____	-	-	279,158	70.6	279,158	70.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	11	-	-	-	11	-
<b>Sub-Total Subscriptions _____</b>	<b>1,597</b>	<b>0.4</b>	<b>393,913</b>	<b>99.6</b>	<b>395,510</b>	<b>100.0</b>
Single Copy Sales _____	-	-	-	-	-	-
Sponsored Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>1,597</b>	<b>0.4</b>	<b>393,913</b>	<b>99.6</b>	<b>395,510</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>					
2008/2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions	Total		
Winter _____	-	1,551	1,551	394,695	396,246
Spring _____	-	1,643	1,643	393,132	394,775

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

3A. PRICES

3B. LENGTH OF SUBSCRIPTIONS

3C. USE OF FREE PROMOTIONAL INCENTIVES

PARAGRAPHS 3A THROUGH 3D ARE NOT REQUIRED WHEN THE PAID CIRCULATION  
IS LESS THAN 50% OF THE AVERAGE CIRCULATION

3D. HOW ORDERED

<b>4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF SPRING 2009</b>				
<b>This issue is 0.4% or 1,471 copies below the other issue reported in Paragraph two.</b>				
CLASSIFICATIONS	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>PAID CIRCULATION</b>				
Paid Individuals _____	1,643	-	1,643	0.4
Single Copy Sales _____	-	-	-	-
<b>TOTAL PAID</b>	<b>1,643</b>	<b>-</b>	<b>1,643</b>	<b>0.4</b>
<b>NON-PAID CIRCULATION</b>				
Multi-copies distributed to Pharmacies (1,032 locations) _____	230,000	-	230,000	58.3
Multi-copies distributed to Hospitals/Clinics (65 locations - IDS) _____	20,000	-	20,000	5.1
Delivered unlabelled single copies delivered to residences _____	113,719	-	113,719	28.8
Public Place (Doctor Offices) _____	27,533	-	27,533	7.0
Magazine Donations (Hospitals, events, stores, fundraisers) _____	1,750	-	1,750	0.4
Individual Non-Paid Media Copies _____	130	-	130	-
<b>TOTAL NON-PAID</b>	<b>393,132</b>	<b>-</b>	<b>393,132</b>	<b>99.6</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>394,775</b>	<b>-</b>	<b>394,775</b>	<b>100.0</b>

<b>5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SPRING 2009</b>							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL - Personal direct request from the recipient:</b> _____	<b>1,751</b>	<b>-</b>	<b>-</b>	<b>130</b>	<b>1,621</b>	<b>1,751</b>	<b>0.4</b>
a. Written _____	1,751	-	-	130	1,621	1,751	0.4
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>II. TOTAL - Request from recipient's company:</b> _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b> _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or redistributor (other than request):</b> _____	<b>251,750</b>	<b>-</b>	<b>-</b>	<b>251,750</b>	<b>-</b>	<b>251,750</b>	<b>63.8</b>
a. Written _____	251,750	-	-	251,750	-	251,750	63.8
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>141,274</b>	<b>-</b>	<b>-</b>	<b>141,252</b>	<b>22</b>	<b>141,274</b>	<b>35.8</b>
*Rosters and directories _____	27,533	-	-	27,533	-	27,533	7.0
Licenses - National, State or Local Government _____	-	-	-	-	-	-	-
Delivered unlabelled single copies _____	113,719	-	-	113,719	-	113,719	28.8
Other sources _____	22	-	-	-	22	22	-
<b>VI. TOTAL - Single Copy Sales:</b> _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>394,775</b>	<b>-</b>	<b>-</b>	<b>393,132</b>	<b>1,643</b>	<b>394,775</b>	<b>100.0</b>
<b>*See Paragraph 8</b>	<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>99.6</b>	<b>0.4</b>	<b>100.0</b>	<b>-</b>

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

<b>6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SPRING 2009</b>				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____	2,645	12	2,657	0.7
Prince Edward Island _____	1,960	3	1,963	0.5
Nova Scotia _____	6,388	5	6,393	1.6
New Brunswick _____	6,471	5	6,476	1.6
Quebec _____	783	43	826	0.2
Ontario _____	237,203	1,430	238,633	60.4
Manitoba _____	17,160	20	17,180	4.4
Saskatchewan _____	10,132	15	10,147	2.6
Alberta, N.W.T and Nunavut _____	71,368	44	71,412	18.1
B.C. and Yukon _____	39,022	66	39,088	9.9
<b>TOTAL FOR CANADA</b>	<b>393,132</b>	<b>1,643</b>	<b>394,775</b>	<b>100.0</b>
United States _____	-	-	-	-
Other Foreign _____	-	-	-	-
<b>TOTAL OUTSIDE CANADA</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>393,132</b>	<b>1,643</b>	<b>394,775</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	October 2007 - March 2008	April-September 2008	October 2008 - March 2009*
Total Audit Average Qualified: _____	392,159	397,857	403,285	395,510
Qualified Paid : _____	1,030	913	1,252	1,597
Subscriptions _____	1,030	913	1,252	1,586
Sponsored _____	-	-	-	11
Single-Copy Sales _____	-	-	-	-
Qualified Non-Paid: _____	391,129	396,944	402,033	393,913
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

**\*NOTE: October 2008 – March 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. ADDITIONAL DATA****METHOD OF DISTRIBUTION**

Multi copy same addressee circulation and distribution to trade shows, consumer shows and conventions are audited only to the point of distribution or event, not to the end recipient. A distribution agreement not more than three years old indicating that the recipient at point of distribution agent agrees to accept the magazine for redistribution has been obtained. The publisher has provided a paid contract for exhibit space. Distribution to the event is supported by delivery receipts from a third party.

1. Paid individual subscribers
2. Delivered unlabelled single copies
3. Public place distribution to doctors' offices
4. Multi-copy same addressee distribution to hospitals and pharmacies
5. Trade show distribution

**AVERAGE NON-QUALIFIED CIRCULATION: 4,740 COPIES****PARAGRAPH 5:**

Rosters and directories include 1 source of circulation for a quantity of 27,533 copies or 7.0%.

90 recipients reported as request circulation in paragraph 5 were obtained through the use of a sweepstakes offer. The prize offered was Friday Night Dinners by Bonnie Stern cookbook valued at \$50.00.

**PUBLISHER'S AFFIDAVIT**

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

Joe Vecili, Publisher

Tammy Momney, Publisher's Assistant

(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 May 6, 2009

City Toronto

Received by CCAB May 6, 2009

Type PS

ID Number C760POM9