

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**
(Including Unit Data)

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.

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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.

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Official Publication of: None
Established: 1995
Issues Per Year: 6



FIELD SERVED

Retailers, Wholesalers, and Manufacturers of Hardware, Building Supplies, Kitchen and Bath, Paint and Decorating, Lawn and Garden, and Other Allied Products.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Hardware Stores, Building Supply Dealers, Department Stores, Grocery and Drug Chains' Head Offices, Other Retailers and Wholesalers of Hardware and related products, and others allied to the field.

DEFINITION OF A UNIT

A Unit is an establishment primarily engaged in one type of economic activity at a single physical location.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | - |
| Advertiser and Agency _____ | 108 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 133 |
| Digital _____ | - |
| All Other _____ | 140 |
| TOTAL | 381 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 14,652 | 100.0 | 14,652 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 14,652 | 100.0 | 14,652 | 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 |
| *September _____ | 3,144 | 2,831 | | | 14,575 | *December _____ | 7,633 | 7,743 | | | 14,746 |
| October _____ | 1,030 | 1,091 | | | 14,636 | TOTAL | 11,807 | 11,665 | | | |

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2009**This issue is 1.0% or 140 copies above the average of the other 2 issues reported in Paragraph two.**

| BUSINESS AND INDUSTRY | CANADA | | OUTSIDE CANADA | | TOTAL QUALIFIED | | PERCENT OF TOTAL |
|---|---------------|---------------|----------------|------------|-----------------|---------------|------------------|
| | Units | Copies | Units | Copies | Units | Copies | |
| 1. Hardware Retailers _____ | 2,379 | 2,882 | 37 | 38 | 2,416 | 2,920 | 19.8 |
| 2. Department and Chain Stores (Hardware Departments) _____ | 142 | 168 | 1 | 1 | 143 | 169 | 1.1 |
| 4. Building Supply Dealers _____ | 4,219 | 5,229 | 50 | 51 | 4,269 | 5,280 | 35.9 |
| 5. General Stores _____ | 283 | 319 | 1 | 1 | 284 | 320 | 2.2 |
| 6. Paint and Wallpaper Retailers _____ | 1,001 | 1,040 | 14 | 15 | 1,015 | 1,055 | 7.2 |
| 9. Lawn and Garden Retailers _____ | 700 | 715 | - | - | 700 | 715 | 4.8 |
| 10. Kitchen and Bath Retailers _____ | 27 | 39 | 9 | 9 | 36 | 48 | 0.3 |
| 12. Home Improvement Contractors _____ | 359 | 554 | 14 | 15 | 373 | 569 | 3.9 |
| 13. Hardware Wholesalers and their Salesmen _____ | 313 | 413 | 4 | 4 | 317 | 417 | 2.8 |
| 14. Lumber and Building Supply Wholesalers and their Salesmen _____ | 651 | 904 | 26 | 27 | 677 | 931 | 6.3 |
| 15. Hardware, Building Materials Manufacturers and their Salesmen _____ | 880 | 1,438 | 170 | 173 | 1,050 | 1,611 | 10.9 |
| 16. Others Allied to the Field, including Schools, Libraries, Government Associations _____ | 289 | 403 | 39 | 43 | 328 | 446 | 3.0 |
| SUBTOTAL | 11,243 | 14,104 | 365 | 377 | 11,608 | 14,481 | 98.2 |
| Additional classification reported beyond the standard of classification | | | | | | | |
| Home Builders _____ | 264 | 265 | - | - | 264 | 265 | 1.8 |
| TOTAL QUALIFIED CIRCULATION | 11,507 | 14,369 | 365 | 377 | 11,872 | 14,746 | 100.0 |

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

| QUALIFICATION SOURCE | Qualified Within | | | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|--|------------------|--------------|--------------|--------------------|----------------|-----------------|--------------|
| | 1 year | 2 years | 3 years | | | | |
| I. TOTAL - Direct Request: _____ | 739 | 715 | 546 | | | 2,000 | 13.6 |
| a. Written _____ | 377 | 491 | 396 | | | 1,264 | 8.6 |
| b. Telecommunication _____ | - | - | - | | | - | - |
| c. Electronic _____ | 362 | 224 | 150 | | | 736 | 5.0 |
| II. TOTAL - Request from recipient's company: _____ | 2,020 | 1,107 | 100 | | | 3,227 | 21.9 |
| a. Written _____ | 130 | 262 | 27 | | | 419 | 2.9 |
| b. Telecommunication _____ | - | - | - | | | - | - |
| c. Electronic _____ | 1,890 | 845 | 73 | | | 2,808 | 19.0 |
| III. TOTAL - Membership Benefit: _____ | - | - | - | | | - | - |
| a. Individual _____ | - | - | - | | | - | - |
| b. Organizational _____ | - | - | - | | | - | - |
| IV. TOTAL - Communication from recipient or recipient's company (other than request): _____ | - | - | - | | | - | - |
| a. Written _____ | - | - | - | | | - | - |
| b. Telecommunication _____ | - | - | - | | | - | - |
| c. Electronic _____ | - | - | - | | | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | 8,005 | 1,086 | 428 | | | 9,519 | 64.5 |
| *Association rosters and directories _____ | 2,775 | 1 | 316 | | | 3,092 | 21.0 |
| *Business directories _____ | 4,646 | 55 | 22 | | | 4,723 | 32.0 |
| *Manufacturer's, distributor's and wholesaler's lists _____ | 559 | 693 | 48 | | | 1,300 | 8.8 |
| *Other sources _____ | 25 | 337 | 42 | | | 404 | 2.7 |
| VI. TOTAL - Single Copy Sales: _____ | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 10,764 | 2,908 | 1,074 | | | 14,746 | 100.0 |
| *See Paragraph 9 | PERCENT | 73.0 | 19.7 | 7.3 | | 100.0 | |

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

| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ | | | 9,878 | 67.0 |
| Individuals by name only _____ | | | 3,325 | 22.5 |
| Titles or functions only _____ | | | 1,535 | 10.4 |
| Company names only _____ | | | 8 | 0.1 |
| Multi-Copy Same Addressee copies _____ | | | - | - |
| Single Copy Sales _____ | | | - | - |
| TOTAL QUALIFIED CIRCULATION | | | 14,746 | 100.0 |

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

| Province | Units Covered | Qualified Copies Covered | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|------------------------------------|---------------|--------------------------|--------------------|----------------|-----------------|--------------|
| Newfoundland and Labrador _____ | 257 | 297 | | | 297 | 2.0 |
| Prince Edward Island _____ | 62 | 70 | | | 70 | 0.5 |
| Nova Scotia _____ | 374 | 423 | | | 423 | 2.9 |
| New Brunswick _____ | 361 | 403 | | | 403 | 2.7 |
| Quebec _____ | 1,689 | 403 | | | 1,921 | 13.0 |
| Ontario _____ | 4,858 | 1,921 | | | 6,651 | 45.1 |
| Manitoba _____ | 511 | 6,651 | | | 580 | 3.9 |
| Saskatchewan _____ | 508 | 559 | | | 559 | 3.8 |
| Alberta, N.W.T. and Nunavut _____ | 1,254 | 1,375 | | | 1,375 | 9.3 |
| B.C. and Yukon _____ | 1,633 | 2,090 | | | 2,090 | 14.2 |
| TOTAL FOR CANADA | 11,507 | 14,369 | | | 14,369 | 97.4 |
| United States _____ | 365 | 377 | | | 377 | 2.6 |
| Other Foreign _____ | - | - | | | - | - |
| TOTAL OUTSIDE CANADA | 365 | 377 | | | 377 | 2.6 |
| TOTAL QUALIFIED CIRCULATION | 11,872 | 14,746 | | | 14,746 | 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 | Audited Data | Audited Data | Audited Data | Circulation Claim |
|--|--------------|--------------|---------------------|----------------------|---------------------|-----------------------|
| | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009 | July - December 2009* |
| Total Audit Average Qualified: _____ | 15,685 | 15,400 | 15,242 | 14,812 | 14,718 | 14,652 |
| Qualified Non-Paid: ___ | 15,685 | 15,400 | 15,242 | 14,812 | 14,718 | 14,652 |
| Qualified Paid: _____ | - | - | - | - | - | - |
| Post Expire Copies included in Paid Circulation: _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: _____ | **NC | **NC | **NC | **NC | **NC | **NC |

***NOTE: July-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

| | |
|------|--|
| **NC | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 6 | Issues Per Year |
| **NC | All Single Copy Sales Prices for the Period |
| **NC | Renewal Rate of Paid Subscribers (Optional) |

9. ADDITIONAL DATA**LATE MAILING ISSUES:**

13,068 copies or 89.0% of the September issue were mailed on 02/10/09.

1,621 copies or 11.0% of the September issue were mailed on 05/10/09.

PARAGRAPH 2:

Number Removed and Number Added for the December 2009 issue includes electronic replacement of names from D&B and Toronto Board Of Trade. (7,743 Added and 7,633 Removed)

PARAGRAPH 3b:

Association rosters and directories include 7 sources of circulation for quantities of 25 copies or 0.2% to 895 copies or 6.1%.

Business directories include 3 sources of circulation for quantities of 77 copies or 0.5% to 3,289 copies or 22.3%, including Dun & Bradstreet, Toronto Board of Trade.

Manufacturer's, distributor's, and wholesaler's lists includes 12 sources of circulation for quantities of 7 copies or -% and 294 copies or 2.0%

Other Sources include 3 sources of circulation for quantities of 62 copies or 0.4% to 239 copies or 1.6%.

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.

Sanaz Gharavi, Assistant Circulation Manager

Cathy McKerchar, VP 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 January 29, 2010

City Toronto

Province Ontario

Received by BPA Worldwide January 29, 2010

Type PJ

ID Number H149POD9