

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 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 Circulation 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.

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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
All Other _____	287
TOTAL	528

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,718	100.0	14,718	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,718	100.0	14,718	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
February 2009 _____	1131	1028	14652	0	14652						
June 2009 _____						June 2009 _____	2101	2374	14888	0	14888
April 2009 _____	468	431	14615	0	14615						
TOTAL						TOTAL	3700	3833			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009 2009

This issue is 1.7% or 254 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Canada (Units)	Canada (Copies)	Outside Canada (Units)	Outside Canada (Copies)	Total Qualified (Units)	Total Qualified (Copies)
1. Hardware Retailers _____	2,454	16.5	2,001	2,414	38	40	2,039	-
2. Department and Chain Stores (Hardware Departments) _____	828	5.6	790	827	1	1	791	-
4. Building Supply Dealers _____	5,968	40.1	4,906	5,910	56	58	4,962	-
5. General Stores _____	409	2.7	344	408	1	1	345	-
6. Paint and Wallpaper Retailers _____	1,100	7.4	1,042	1,084	14	16	1,056	-
9. Lawn and Garden Retailers _____	93	0.6	80	92	1	1	81	-
10. Kitchen and Bath Retailers _____	40	0.3	27	31	9	9	36	-
12. Home Improvement Contractors _____	395	2.7	313	377	17	18	330	-
13. Hardware Wholesalers and their Salesmen _____	393	2.6	287	389	4	4	291	-
14. Lumber and Building Supply Wholesalers and their Salesmen _____	976	6.6	688	949	26	27	714	-
15. Hardware, Building Materials Manufacturers and their Salesmen _____	1,607	10.8	952	1,429	175	178	1,127	-
16. Others Allied to the Field, including Schools, Libraries, Government Associations _____	340	2.3	242	300	36	40	278	-
SUB TOTAL	14,603	98.1	11,672	14,210	378	393	12,050	-
ADDITIONAL CLASSIFICATION REPORTED BEYOND THE STANDARD CLASSIFICATION								
- Home Builders _____	285	1.9	283	285	-	-	283	-
TOTAL QUALIFIED CIRCULATION	14,888	100.0	11,955	14,495	378	393	12,333	-
PERCENT	100.0	-	80.3	97.4	2.5	2.6	82.8	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct request: _____	1,089	776	640	-	-	2,505	16.8
a. Written _____	743	538	543	-	-	1,824	12.3
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	346	238	97	-	-	681	4.6
II. TOTAL – Request from recipient's company: _____	1,815	1,261	225	-	-	3,301	22.2
a. Written _____	272	93	11	-	-	376	2.5
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	1,543	1,168	214	-	-	2,925	19.6
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): _____	5,197	2,914	971	-	-	9,082	61.0
Association rosters and directories _____	226	2,014	805	-	-	3,045	20.5
Business directories _____	4,149	58	26	-	-	4,233	28.4
Manufacturer's, distributor's and wholesaler's lists _____	737	563	47	-	-	1,347	9.0
Other sources _____	85	279	93	-	-	457	3.1
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,101	4,951	1,836	-	-	14,888	100.0
PERCENT	54.4	33.3	12.3	-	-	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	-	9,841	66.1
Individuals by name only _____	-	-	3,210	21.6
Titles or functions only _____	-	-	1,740	11.7
Company names only _____	-	-	97	0.7
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	-	14,888	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2009 2009		
Province	Total Qualified	Percent
Newfoundland and Labrador	344	2.3
Prince Edward Island	73	0.5
Nova Scotia	470	3.2
New Brunswick	443	3.0
Quebec	1,977	13.3
Ontario	6,246	42.0
Manitoba	571	3.8
Saskatchewan	661	4.4
Alberta, N.W.T. and Nunavut	1,539	10.3
B.C. and Yukon	2,171	14.6
TOTAL FOR CANADA	14,495	97.4
United States	391	2.6
Other Foreign	2	0.0
TOTAL OUTSIDE CANADA	393	2.6
TOTAL QUALIFIED CIRCULATION	14,888	100.0

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6 Month Period Ended:	2005	2006	2007	June 2008	December 2008*	June 2009*
Total Audit Average Qualified	15,354	15,685	15,400	15,242	14,812	14,718
Qualified Non-Paid	15,354	15,685	15,400	15,242	14,812	14,718
Print Only _____	15,354	15,685	15,400	15,242	14,812	14,718
Digital Only _____	-	-	-	-	-	-
Qualified Paid	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

8. PAID CIRCULATION DATA

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

9. ADDITIONAL DATA**PARAGRAPH 3B:**

Association rosters and directories include 7 sources of circulation for quantities of 26 copies or 0.2% to 970 copies or 6.5%.

PARAGRAPH 3B:

Business directories include 3 sources of circulation for quantities of 84 copies or 0.6% to 3,372 copies or 22.6%.

PARAGRAPH 3B:

Manufacturer's, distributor's, and wholesaler's lists includes 11 sources of circulation for quantities of 26 copies or 0.2% and 229 copies or 1.5%.

PARAGRAPH 3B:

Other Sources include 4 sources of circulation for quantities of 25 copies or 0.2% to 248 copies or 1.7%.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED**PUBLISHER'S AFFIDAVIT**

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

Sanaz Gharavi, Assistant Manager Circulation

Cathy Mc Kerchar, 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 July 31, 2009

City Toronto

Province Ontario

Received by BPA Worldwide July 31, 2009

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