

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
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CRITERION

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PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION

The Criterion is a daily newspaper distributed Monday to Saturday serving the areas of Orillia, Mnjikaning, Oro-Medonte, Ramara & Severn townships and the communities of Fergus Hill, Cumberland Beach, Washago, Coldwater, Warminster, Brechin, Lagoon City, Hawkestone and Severn Bridge.

Also the Wednesday & Friday editions are distributed free of charge to non-subscribers of The Criterion in the same townships and communities as above.

1. AVERAGE CIRCULATION FOR THE 6 MONTH PERIOD ENDING SEPTEMBER 2005

	The Criterion Daily Edition (Monday – Friday)	The Criterion Saturday Edition
PAID CIRCULATION		
I. Sold at half rate or greater		
Subscriptions:		
Carrier _____		
Mail _____		
Digital _____		
Bulk _____		
Single Copy Sales _____		
Sub-Total		
II. Sold at less than half rate		
Subscriptions:		
Carrier _____		
Mail _____		
Digital _____		
Bulk _____		
Single Copy Sales _____		
Sub-Total		
III. Sponsored – Third Party Sales		
Subscriptions:		
Carrier _____		
Mail _____		
Digital _____		
Bulk _____		
Single Copy Sales _____		
Sub-Total		
I, II & III. Total Paid Circulation		
IV. Non-Paid Circulation		
Individual _____		
Bulk _____		
IV. Total Non-Paid Circulation		
TOTAL QUALIFIED CIRCULATION		

2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY			
	The Criterion Monday to Saturday	The Criterion Wednesday Edition	The Criterion Friday Edition
Advertisers, Agencies _____			
Other _____			

3. AVERAGE MONTHLY CIRCULATION THE CRITERION DAILY EDITION (MONDAY - SATURDAY)								
Month	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Sold at Half Rate or Greater	Sold at Less than Half Rate	Sponsored-Third Party Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
April _____								
May _____								
June _____								
July _____								
August _____								
September _____								

THE CRITERION WEDNESDAY EDITION								
Month	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Sold at Half Rate or Greater	Sold at Less than Half Rate	Sponsored-Third Party Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
April _____								
May _____								
June _____								
July _____								
August _____								
September _____								

THE CRITERION FRIDAY EDITION								
Month	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Sold at Half Rate or Greater	Sold at Less than Half Rate	Sponsored-Third Party Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
April _____								
May _____								
June _____								
July _____								
August _____								
September _____								

4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS			
Month	March 2000	March 2002	March 2004
	Total Paid & Non-Paid	Total Paid & Non-Paid	Total Paid & Non-Paid
Paid Circulation _____			
Non-Paid Circulation _____			
TOTAL QUALIFIED CIRCULATION			

5. ANALYSIS OF AVERAGE CIRCULATION FOR THE 6 MONTH PERIOD ENDING SEPTEMBER 2005				
	*Total Homes Commercial & Professional Operations in Selected Coverage Area	The Criterion Monday to Saturday	The Criterion Wednesday Edition	The Criterion Friday Edition
SOLD AT HALF RATE OR GREATER CITY TRADING ZONE (CTZ) Carrier _____ Mail _____ Single Copy Sales _____ Bulk Subscriptions _____ Employee Copies _____ NIE _____				
TOTAL CITY TRADING ZONE				
RETAIL TRADING ZONE (RTZ) Fergus Hill, Cumberland Beach, Warminster, Brechin, Lagoon City, Coldwater, Washago, Hawkstone, Kilworthy and Severn Bridge Carrier _____ Mail _____ Single Copy Sales _____ NIE _____				
TOTAL RETAIL TRADING ZONE				
OTHER TRADING ZONE (OTZ) Carrier _____ Mail _____ Single Copy Sales _____ NIE _____				
TOTAL OTHER TRADING ZONE				
SUB-TOTAL SOLD AT HALF RATE OR GREATER				
SOLD AT LESS THAN HALF RATE NIE _____ Bulk _____				
SUB-TOTAL PAID AT LESS THAN 50%				
SPONSORED – THIRD PARTY SALES Carrier _____ Mail _____ Digital _____ Bulk _____ Single Copy Sales _____				
TOTAL SPONSORED – THIRD PARTY SALES				
TOTAL PAID CIRCULATION				
NON-PAID CIRCULATION Orillia, Fergus Hill, Cumberland Beach, Warminster, Brechin, Lagoon City, Coldwater, Washago, Hawkstone, Kilworthy and Severn Bridge Carrier _____ Mail _____ Single Copy Sales _____				
TOTAL NON-PAID CIRCULATION				
TOTAL				

* Source Canada Post Householder Figures April 2004. Figures include Post Office Box Holders.

6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR DELIVERED, LEFT OVER AND UNSOLD COPIES?

ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD: April to September 2005

7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

8. ARREARS UNDER THREE MONTHS AS OF: September 30, 2005

9. PRICES

10. ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

(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 CCAB.

Date signed October 27, 2005

City

Received by CCAB November 3, 2005

ID Number 0803POS5