



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2009**



**Field Served:**

L'AUTOMOBILE CARROSSERIE ET MÉCANIQUE is a French language publication serving companies engaged in the automotive repair business in the province of Quebec.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 8,998**

**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual .....	
Association .....	
Sponsored Individually Addressed .....	
Multi-Copy Same Addressee .....	
Single Copy Sales .....	
<b>Total Average Qualified Paid Circulation .....</b>	<b>8,998</b>

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Print Only, See Par. 11(a) .....	8,919	
Digital Only, See Par. 11(b) .....	26	
Print & Digital (Unduplicated) .....		
Total Individual .....	8,945	
Association .....		
Multi-Copy Same Addressee, See Par. 11(c) .....		53
<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>8,998</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies .....	
Allocated For Shows & Conventions .....	
Miscellaneous, Including Staff Copies, See Par. 11(d) .....	801
<b>Total Average Non-Qualified Circulation .....</b>	<b>801</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2009 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Feb.	9,135		9,135		9,135	888	91	
Apr.	9,011		8,971	40	9,011	431	307	
June	8,847		8,810	37	8,847	810	646	
					<b>Total</b>	<b>2,129</b>	<b>1,044</b>	

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE, 2009 ISSUE IN WHICH:  
• QUALIFIED NON-PAID CIRCULATION WAS 1.7% LESS THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Qualified Non-Paid Multi-Copy	Units*	Classification by Title						
								A	B	C	D	E	F	G
1. New Car and Truck Dealers.....	738	8.3	733	5			650	545	49	37	14		69	24
2. General Service and Repair Garages.....	4,280	48.7	4,262	18			4,072	3,804	30	263	7	2	119	55
3. Specialized Service and Repair Shop.....	1,611	18.2	1,604	7			1,553							
a) Body and Paint	852	828						764	7	46	2		19	14
b) Brake and Alignment	64	61						55	1	7				1
c) Electrical Service	48	46						38		3	1		2	4
d) Muffler	81	76						69		10				2
e) Tire	203	192						150	7	36	3	1	6	
f) Other Specialized Service & Repair Shops	363	350						288	3	28	1		9	34
4. Service Stations with Repair Facilities.....	1,106	12.6	1,103	3			1,058	873	3	201			18	11
5. Service Stations with automotive products/supplies.....	105	1.2	104	1			104	74		28				3
6. Service Stations only.....	238	2.7	238				236	152		85				1
7. Fleet Owners with Repair Facilities.....	40	0.5	40				39	28		3			3	6
8. Fleet Owners without Repair Facilities.....	1	0.0	1				1	1						
9. Retail Parts and Accessories Stores.....	91	1.0	89	2			90	39	2	46	3			1
10. Wholesale Automotive Jobbers or Warehouse Distributors.....	189	2.1	188	1			116	58	6	46	44	8		27
11. Distributors and Manufacturers Agents'.....	38	0.4	38			25	13	10		1				2
12. Automotive and Vehicle Manufacturers.....	11	0.1	11				11	6	1	2				2
13. Oil Company Marketing Personnel.....														
14. Others Allied to the Field (Government, Educational, Ordnance Centres and Trade Associations).....	216	2.1	216			28	185	147		9	3			29
Sub-Total Standard Classifications	8,664	97.9	8,627	37		53	8,128	7,101	109	850	79	11	245	216
ADDITIONAL CLASSIFICATIONS REPORTED BEYOND THE STANDARD CLASSIFICATIONS														
Tire Dealers.....	102	1.2	102				97	70	2	27			1	2
Radiator Shops.....	62	0.7	62				62	60		1			1	
Oil & Lube Shops.....	19	0.2	19				17	16		2			1	
Other Paid Circulation														
Subscriptions.....														
Single Copy Sales.....														
<b>Total Qualified Circulation.....</b>	<b>8,847</b>	<b>100.0</b>	<b>8,810</b>	<b>37</b>		<b>53</b>	<b>8,304</b>	<b>7,247</b>	<b>111</b>	<b>880</b>	<b>79</b>	<b>11</b>	<b>248</b>	<b>218</b>

\*Definition of a Unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

Key to Classification by Title:

- A. Owner, president, general manager, vice president, director, partner, associate, chairman, chief executive officer, chief operations officer, executive vice president, assistant general manager, co-owner.
- B. Vice president of finance, controller, secretary-treasurer, operations manager, fixed operations manager, bookkeeper, accountant, buyer, purchaser, account manager.
- C. Vice president of marketing, vice president of sales, sales manager, marketing manager, regional sales manager, territory manager, sales representative.
- D. Manager, distribution manager, district manager, warehouse manager, branch manager, corporate division manager, assistant manager, supervisor, superintendent, division manager, store manager, regional manager.
- E. Parts manager, counter person, parts clerk.
- F. Service/maintenance manager, mechanic, technician, rebuilder, bodyshop painter, bodyshop repairmen, service bay operator, store/shop foreman, foreman.
- G. Other qualified personnel N.E.C. copies addressed by company name only including libraries.

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	8,288	37		7,715	610		8,325	94.1
Written .....	1,409	9		1,289	129		1,418	16.0
Telecommunication .....	5,937	19		5,502	454		5,956	67.3
Internet and E-mail .....	942	9		924	27		951	10.8
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Total Communication other than request:	165			19	146		165	1.9
Written .....	3			1	2		3	0.1
Telecommunication .....	162			18	144		162	1.8
Internet and E-mail .....								
Association .....								
Business Directories, See Par. 11(e) .....	318			202	116		318	3.6
Lists, See Par. 11(f) .....	10			10			10	0.1
Acquired Circulation .....								
Other Sources, See Par. 11(g) .....	29			18	11		29	0.3
<b>Total Qualified Non-Paid Circulation .....</b>	<b>8,810</b>	<b>37</b>		<b>7,964</b>	<b>883</b>		<b>8,847</b>	<b>100.0</b>
<b>Percent .....</b>	<b>99.6</b>	<b>0.4</b>		<b>90.0</b>	<b>10.0</b>		<b>100.0</b>	
Paid Subscription Circulation .....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>8,847</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation .....	8,709	98.4	8,673	36	
Individual by name only .....	50	0.6	50		
Title or occupation only .....	6	0.1	5	1	
Company name only .....	29	0.3	29		
Multi-Copy Same Addressee .....	53	0.6	53		
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>8,847</b>	<b>100.0</b>	<b>8,810</b>	<b>37</b>	
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>8,847</b>				

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**GEOGRAPHIC ANALYSIS**

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador .....	4	0.1	4		
Nova Scotia .....	10	0.1	10		
Prince Edward Island .....	1	0.0	1		
New Brunswick .....	128	1.5	127	1	
Quebec .....	8,601	97.2	8,566	35	
Ontario .....	100	1.1	99	1	
Manitoba .....					
Saskatchewan .....					
Alberta .....					
British Columbia .....					
Northwest Territories .....					
Nunavut .....					
Yukon Territory .....					
Canadian Unclassified .....					
<b>Total Canada .....</b>	<b>8,844</b>	<b>100.0</b>	<b>8,807</b>	<b>37</b>	
British Commonwealth .....					
United States .....	3	0.0	3		
Military or Civilian Personnel Overseas .....					
Other International .....					
<b>Total International .....</b>	<b>3</b>	<b>0.0</b>	<b>3</b>		
E-Mail Address Only .....					
Other Unclassified .....					
<b>Grand Total .....</b>	<b>8,847</b>	<b>100.0</b>	<b>8,810</b>	<b>37</b>	



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2009**

<b>5</b>	<b>PRICE DATA</b> Basic Prices: Subscriptions: Single Copy: Sales include Premium Values Basic & higher than basic: ..... 75% - 99% of basic: ..... 50% - 74% of basic: ..... 25% - 49% of basic: ..... Less than 25% of basic: ..... Not <b>Total</b> ..... applicable
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<b>7</b>	<b>SALES CHANNELS</b> Ordered by mail and/or directly requested by subscriber: ..... Ordered through salespeople: Catalog agencies and individual agents ..... Publisher's own and other publishers' salespeople .. Independent agencies' salespeople ..... Association memberships ..... All other channels ..... Not <b>Total</b> ..... applicable
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<b>6</b>	<b>TERM DATA</b> Three years or more ..... Two years or more but less than three ..... One year or more but less than two ..... Less than one year ..... Not <b>Total</b> ..... applicable
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<b>8</b>	<b>PREMIUM USAGE</b> Ordered without premium ..... Ordered with reprinted material from this publication ..... Ordered with other premiums ..... Not <b>Total</b> ..... applicable
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**ADDITIONAL CIRCULATION INFORMATION**

<b>9</b>	<b>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</b> Not applicable
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<b>10</b>	<b>RENEWAL ANALYSIS OF PAID CIRCULATION</b> Not applicable
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**11**

**EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only individual subscriptions, averaging 8,919 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of L'AUTOMOBILE CARROSSERIE ET MÉCANIQUE.

(b) Digital Only individual subscriptions, averaging 26 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of L'AUTOMOBILE CARROSSERIE ET MÉCANIQUE is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 53 copies per issue, represent copies distributed in quantities of 2 or more to distributors and manufacturers' agents and educational centres.

(d) Miscellaneous includes checking and promotion copies, averaging 206 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from Info Canada and Scotts Directory.

(f) Lists represent copies served to subscribers obtained from Best Buy Distribution Lists.

(g) Other Sources represent copies served to names obtained from questionnaires, trade show and convention attendees lists, and mailed individuals in the served as selected by the publisher.

**Definition of Recipient Qualification:**

Qualified recipients are: service stations, new car and truck dealerships, general service garages, specialized automotive repair outlets such as auto body repair shops, brake and alignment shops, tire dealers, muffler shops and electrical service shops. Also, wholesalers and warehouse distributors, mass merchandisers, and other business and organizations allied to the field.

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**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: Business Information Group

**SELINA RAHAMAN**

Circulation Manager

**MARC GADBOIS**

Publisher

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