



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**

CANADA'S MAGAZINE FOR COLLISION REPAIR PROFESSIONALS SINCE 1970

Bodyshop

Field Served:

BODYSHOP serves the Canadian autobody and repair market.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 10,027



1A

AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B

AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	8,549
Digital Only, See Par. 11(b)	503
Print & Digital (Unduplicated), See Par. 11(c)	975
Total Individual	10,027
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	10,027

1C

AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d)	619
Total Average Non-Qualified Circulation	619

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

2011 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.	10,000		8,630	439	931	10,000	148	95
Apr.	9,951		8,427	529	995	9,951	316	267
June	10,130		8,591	541	998	10,130	580	759
							1,044	1,121

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 2011 ISSUE IN WHICH:
• QUALIFIED NON-PAID CIRCULATION WAS 1.0% GREATER THAN THE PERIOD AVERAGE.

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid		Qualified Non-Paid Print & Digital (Unduplicated)
			Print Only	Digital Only	
1. Bodyshops: Independent, Franchise and Chain Operations	4,916	48.5	4,146	215	555
2. New Car Dealers.....	2,557	25.3	2,244	125	188
3. Claims Manager/Claims Adjuster Company & Independent, Insurance Brokers/Agencies, Appraisers	192	1.9	147	27	18
4. Fleet Service/Maintenance Shops (with body repair facilities).....	172	1.7	135	11	26
5. Specialized Repairs including Custom/Performance, Car/Detail Shops....	334	3.3	275	33	26
6. Wholesalers of Bodyshop Supplies	1,578	15.6	1,381	85	112
7. Manufacturers, Sales Agents, Distributors.....	163	1.6	82	26	55
8. Schools.....	31	0.3	25	1	5
9. Others Allied to the Field.....	187	1.8	156	18	13
Other Paid Circulation					
Subscriptions					
Single Copy Sales.....					
Total Qualified Circulation.....	10,130	100.0	8,591	541	998

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:								
Direct Request.....	7,685	541	998	8,334	890		9,224	91.1
Direct Request from recipient's company.....								
Communication other than request								
Association								
Business Directories, See Par. 11(e).....	906			800	106		906	8.9
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Non-Paid Circulation	8,591	541	998	9,134	996		10,130	100.0
Percent	84.8	5.3	9.9	90.2	9.8		100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							10,130	

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	10,071	99.5	8,551	526	994
Individual by name only	49	0.5	30	15	4
Title or occupation only	5	0.0	5		
Company name only	5	0.0	5		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	10,130	100.0	8,591	541	998
Single Copy Sales					
Total Qualified Circulation	10,130				

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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	173	1.7	151	4	18
Nova Scotia	305	3.0	250	13	42
Prince Edward Island	74	0.7	61	4	9
New Brunswick	336	3.3	296	12	28
Quebec	2,075	20.5	1,806	109	160
Ontario	3,634	35.9	3,011	197	426
Manitoba	426	4.2	370	23	33
Saskatchewan	506	5.0	443	25	38
Alberta	1,239	12.2	1,074	61	104
British Columbia	1,300	12.9	1,096	68	136
Northwest Territories	14	0.1	11	2	1
Nunavut	1	0.0			1
Yukon Territory	17	0.2	15		2
Canadian Unclassified					
Total Canada	10,100	99.7	8,584	518	998
British Commonwealth					
United States	19	0.2	4	15	
Military or Civilian Personnel Overseas					
Other International	11	0.1	3	8	
Total International	30	0.3	7	23	
E-Mail Address Only					
Other Unclassified					
Grand Total	10,130	100.0	8,591	541	998

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

Sold During 6 Month Period Ended June 30, 2011

5

PRICE DATA Reporting not required

7

SALES CHANNELS Reporting not required

6

TERM DATA Reporting not required

8

PREMIUM USAGE Reporting not required



ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

11 EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 8,549 copies per issue, represent copies served to individuals receiving the print version only of BODYSHOP.

(b) Digital Only Individual subscriptions, averaging 503 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of BODYSHOP 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) Print & Digital (Unduplicated) subscriptions, averaging 975 copies per issue, represent copies served to individuals receiving the print and digital versions of BODYSHOP. The digital version 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.

(d) Miscellaneous includes checking and promotion copies, averaging 91 copies per issue, served to advertisers and agencies.

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

Definition of Recipient Qualification:

Qualified recipients are: independent, franchise and chain bodyshops, car dealerships, fleets with their own bodywork/refinishing facilities, wholesalers of autobody supplies and equipment, trim, glass and upholstery shops, educational institutions, and other businesses 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

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