

**CONSUMER MAGAZINE 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 Circulations Audit Board
L'Office canadien de verification de la diffusion
1 Concorde Gate, Suite 800
Toronto, Ontario M3C 3N6
Telephone: +1 416.487.2418
Fax: +1 416.487.6405
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Publimedia Communications Inc.
187 Rondoval Crescent
North Vancouver, British Columbia
V7N 2W6
Tel.: 604.986.5352
Fax: 604.986.5309
Email: sdietrich@backbonemag.com
Web Site: www.backbonemag.com

Official Publication of: None
Established: 2001

Primary Market C.A.R.D. Class 526 Business

MARKET SERVED

Business technology and lifestyle magazine.

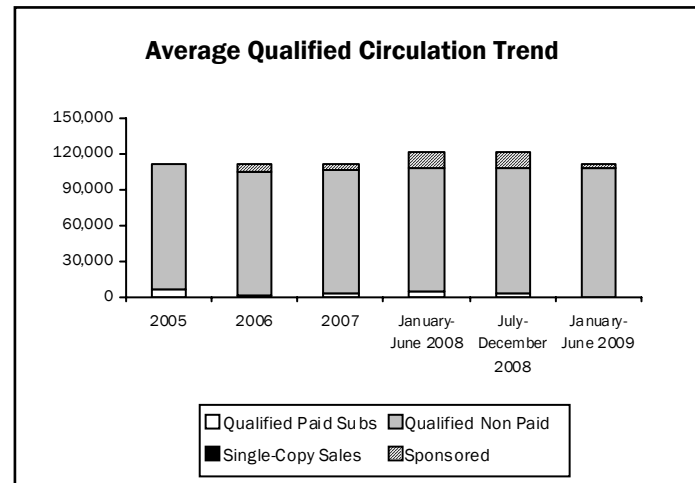
AVERAGE QUALIFIED CIRCULATION

Total Qualified _____	110,902
Qualified Paid _____	2,746
Subscriptions _____	-
Sponsored _____	2,542
Single Copy Sales _____	204
Qualified Non-Paid _____	108,156

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period

**NC = None Claimed



Backbone Magazine / June 2009

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Delivered Unlabelled Single Copies _____	-	-	97,340	87.8	97,340	87.7
Multi-Copy Same Addressee _____	-	-	10,816	9.8	10,816	9.8
Sponsored Individually Addressed _____	2,542	2.3	-	-	2,542	2.3
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	2,542	2.3	108,156	97.6	110,698	99.8
Single-Copy Sales _____	204	0.2	-	-	204	0.2
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	2,746	2.5	108,156	97.6	110,902	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified	
	Single Copy Sales	Subscriptions	Total			
February/March _____	134	2,600	2,734	111,900	114,634	
April/May _____	480	2,600	3,080	111,462	114,542	
June/July _____	-	2,426	2,426	101,106	103,532	

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

3A. PRICES

PARAGRAPHS 3A AND 3B ARE NOT REQUIRED WHEN THE PAID CIRCULATION

3B. LENGTH OF SUBSCRIPTIONS

IS LESS THAN 50% OF THE AVERAGE CIRCULATION

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF JUNE/JULY 2009 (SEE PARAGRAPH 8)				
This issue is 11.2% or 13,049 copies below the average of the other 2 issues reported in Paragraph two. (See Paragraph 8)				
CLASSIFICATIONS	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
PAID CIRCULATION				
Sponsored Individually Addressed copies sent to various companies and organizations for redistribution to their clients and members _____	2,426	-	2,426	2.3
Multi-copy same addressee copies sent to various companies and organizations for redistribution to their clients and members _____	-	-	-	-
TOTAL PAID	2,426	-	2,426	2.3
NON-PAID CIRCULATION				
Unaddressed copies delivered to subscribers of the Globe and Mail for distribution in the following areas:				
Kitchener _____	4,700	-	4,700	4.5
Barrie _____	1,310	-	1,310	1.3
Greater Toronto Area _____	40,055	-	40,055	38.7
Ottawa _____	10,430	-	10,430	10.1
Montreal _____	7,960	-	7,960	7.7
Halifax _____	3,500	-	3,500	3.4
Edmonton _____	3,965	-	3,965	3.8
Calgary _____	7,665	-	7,665	7.4
Kelowna _____	1,510	-	1,510	1.5
Victoria _____	3,460	-	3,460	3.3
Greater Vancouver Area _____	12,785	-	12,785	12.3
TOTAL	97,340	-	97,340	94.0
*Copies distributed at trade shows in the following cities:				
Markham _____	300	-	300	0.3
TOTAL	300	-	300	0.3
Multi-copy same addressee copies distributed to Air Canada for re-distribution to in-flight passengers: Mississauga (1 location) _____	1,000	-	1,000	1.0
Multi-copy same addressee copies sent to various organisations for redistribution to their clients _____	2,466	-	2,466	100.0
Sponsored Individually Addressed copies sent to various individuals _____	-	-	-	-
TOTAL	3,466	-	3,466	3.3
TOTAL NON-PAID	101,106	-	101,106	97.7
TOTAL QUALIFIED CIRCULATION	103,532	-	103,532	100.0

*See Paragraph 8

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2009 (SEE PARAGRAPH 8)							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	-	-	-			-	-
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	3,766	-	-			3,766	3.7
V. TOTAL – Sources other than above (listed alphabetically): _____	97,340	-	-			97,340	96.3
Rosters and directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Delivered Unlabeled Single copies _____	97,340	-	-			97,340	96.3
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	101,106	-	-			101,106	100.0
PERCENT	100.0	-	-			100.0	

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2009 (SEE PARAGRAPH 8)						
Provinces	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Multi-Copy Same Addressee	Sponsored Individually Addressed	Total Paid			
Newfoundland _____	-	5	5	25	30	-
Prince Edward Island _____	-	1	1	2	3	-
Nova Scotia _____	-	13	13	3,563	3,576	3.5
New Brunswick _____	-	-	-	9	9	-
Quebec _____	-	134	134	8,335	8,469	8.2
Ontario _____	-	2,066	2,066	58,682	60,748	58.7
Manitoba _____	-	16	16	65	81	0.1
Saskatchewan _____	-	3	3	16	19	-
Alberta, N.W.T and Nunavut _____	-	147	147	11,873	12,020	11.6
B.C. and Yukon _____	-	41	41	18,516	18,557	17.9
TOTAL FOR CANADA	-	2,426	2,426	101,086	103,512	100.0
United States _____	-	-	-	4	4	-
Other Foreign _____	-	-	-	16	16	-
TOTAL OUTSIDE CANADA	-	-	-	20	20	-
TOTAL QUALIFIED CIRCULATION	-	2,426	2,426	101,106	103,532	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January-June 2009*
Total Audit Average Qualified: _____	111,997	111,851	121,607	121,335	110,902
Qualified Paid : _____	7,890	7,740	16,981	15,330	2,746
Subscriptions _____	6,074	2,725	4,284	2,730	-
Sponsored _____	6094	5,015	12,697	12,600	2,542
Single-Copy Sales _____	-	-	-	-	204
Qualified Non-Paid: _____	104,107	104,111	104,626	106,005	108,156
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

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

**NC = None Claimed.

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

- A. Sponsored individually addressed copies sent to corporate clients, association members and corporate individuals.
 - B. Unaddressed single copies delivered to subscribers of the Globe and Mail in selected city centers.
 - C. Copies distributed to trade shows listed in paragraph 4.
 - D. Multi-copy same addressee copies distributed to Air Canada for re-distribution in Maple Leaf lounges to passengers.
 - E. Paid multi-copy same addressee copies sent to various organizations for redistribution to their clients.
- Distribution to trade shows is audited only to the event and to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution

AVERAGE NON-QUALIFIED CIRCULATION: 1,145 COPIES

PARAGRAPH 4:

The June 2009 issue is 11.2% or 13,049 copies below the average of the other 2 issues reported in Paragraph two.

PARAGRAPHS 4, 5 & 6:

Due to an Issue Name change, the June/July issue was analyzed instead of the April/May issue.

TRADESHOW DISTRIBUTION:

Copies	Issue	Event*	Place	Date
20	February/March	IDC Roundtable	Toronto	January-28
40	February/March	York Technology Association	Markham	January-29
60	February/March	CVCA Networking Reception	Saskatoon	February-04
250	February/March	Cloud Computing	Thornhill	February-11
40	February/March	Open Dialogue	Toronto	February-18
100	February/March	Canadian Institute	Toronto	February-25
20	February/March	CVCA Professional Development	Toronto	February-26
60	February/March	CORE	Toronto	March-04
100	February/March	Financial Forum	Vancouver	March-13
50	February/March	IM 09	Toronto	March-17
50	February/March	Saskinteractive	Saskatoon	March-19
100	April/May	CVCA Conference	Calgary	May-27
50	February/March	Canadian Institute	Calgary	March-30
50	February/March	London Tech Week	London	March-30
150	April/May	Discovery 09	Toronto	May-11
40	April/May	Webcom	Montreal	May-13
50	April/May	You Me and Green IT	Toronto	May-13
300	June/July	Canadian Telecom Summit	Markham	June-15

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	September 10, 2009
Steve Dietrich, Publisher	City	North Vancouver
Andrea Paul, Publishing Assistant	Received by BPA Worldwide	September 10, 2009
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Type	PD
IMPORTANT NOTE:	ID Number	B237P0J9
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		