



Audit Bureau  
of Circulations

CANADIAN NEWSPAPER  
AUDIT REPORT  
01-5680-0

# LE SOLEIL

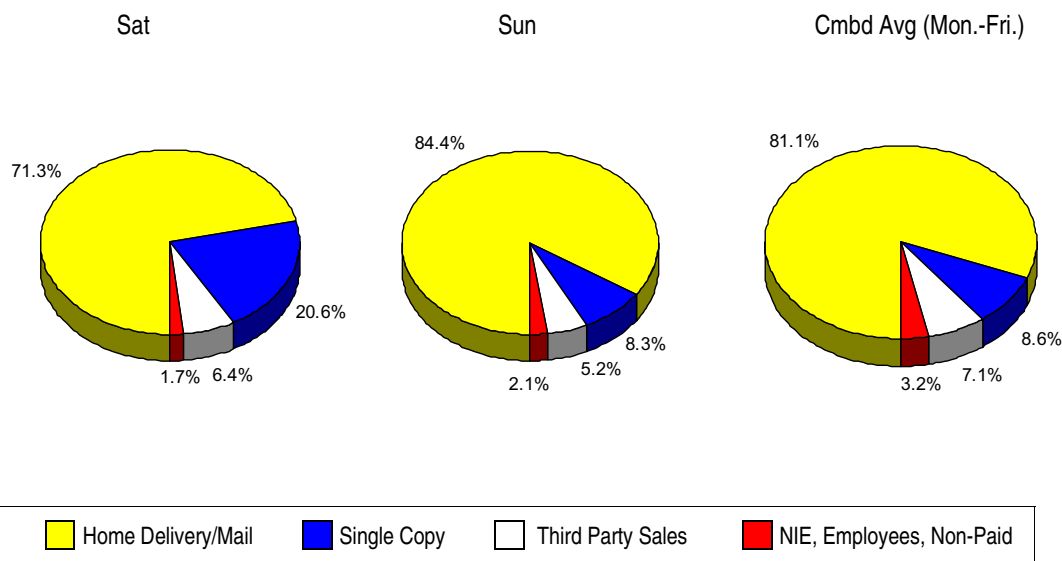
Quebec (Communaute Urbaine de Quebec  
Census Division (MRC)), Quebec

For 12 months ended March 31, 2009

	Sat	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
<b>1A. AVERAGE PAID CIRCULATION:</b> (Sold at half of basic price or more)								
Home Delivery .....	79,725	75,465	67,121	67,073	67,101	67,137	67,189	67,107
Home Delivery - Electronic Editions .....	147	149	136	138	138	132	133	137
Single Copy Sales .....	22,602	7,468	7,134	6,849	6,870	7,223	7,269	7,451
Single Copy Sales - Electronic Editions .....	4	2	3	3	3	3	2	2
Mail Subscriptions .....	26	23	53	53	53	53	53	53
Newspapers in Education .....	10	4	1,273	1,212	1,345	1,329	1,342	1,137
Employee/Independent Carrier Copies .....	295	294	292	290	297	290	291	290
<b>Sub-Total .....</b>	<b>102,809</b>	<b>83,405</b>	<b>76,012</b>	<b>75,618</b>	<b>75,807</b>	<b>76,167</b>	<b>76,279</b>	<b>76,177</b>
<b>1B. AVERAGE PAID CIRCULATION</b> (Sold at less than half of basic price) <b>See Pars. 1G(a), 1G(b) &amp; 7</b>								
Home Delivery .....	648	663	78	67	65	85	88	86
Single Copy Sales .....	589							
Mail Subscriptions .....								
<b>Sub-Total .....</b>	<b>1,237</b>	<b>663</b>	<b>78</b>	<b>67</b>	<b>65</b>	<b>85</b>	<b>88</b>	<b>86</b>
<b>1C. AVERAGE THIRD PARTY SALES: See Par. 1G(c).....</b>	7,236	4,733	5,938	4,368	4,706	4,794	11,035	4,848
AVERAGE THIRD PARTY SALES - Payment made with barter: .....								
<b>Sub-Total .....</b>	<b>7,236</b>	<b>4,733</b>	<b>5,938</b>	<b>4,368</b>	<b>4,706</b>	<b>4,794</b>	<b>11,035</b>	<b>4,848</b>
<b>TOTAL AVERAGE PAID CIRCULATION.....</b>	<b>111,282</b>	<b>88,801</b>	<b>82,028</b>	<b>80,053</b>	<b>80,578</b>	<b>81,046</b>	<b>87,402</b>	<b>81,111</b>
<b>1D. AVERAGE NON-PAID CIRCULATION .....</b>	1,641	1,637	1,111	1,119	1,071	1,096	1,120	1,151
<b>TOTAL AVERAGE CIRCULATION .....</b>	<b>112,923</b>	<b>90,438</b>	<b>83,139</b>	<b>81,172</b>	<b>81,649</b>	<b>82,142</b>	<b>88,522</b>	<b>82,262</b>

1E.

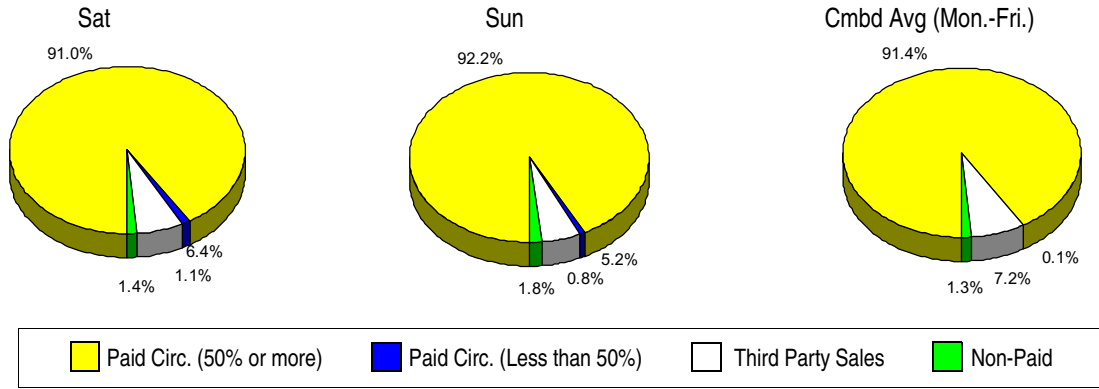
## Percentage of Circulation by Delivery Type





1F.

Percentage of Circulation by Category



1G(a).PRICES: (Less than 50% of Basic)

The following price points were sold during this report period.

Home Delivery	25 wks.	25 wks.	30 wks.	25 wks.	30 wks.	Cmbd Avg. (Mon.-Fri.)	30 wks.
Sat	\$22.58	\$33.86	\$33.86	Sun	\$33.86	\$33.86	\$33.86
% of Basic	40.0	47.0	44.0	% of Basic	47.0	44.0	44.0
Sales	49	6	593	Sales	6	657	78
(b). Par. 1B:		Sat		Sun		Cmbd Avg (Mon.-Fri.)	
SINGLE COPY SALES		69¢		None		None	
TOTAL.....		589					

ANALYSIS OF THIRD PARTY SALES

(c). Par. 1C:	Sat							Sun					Total
THIRD PARTY SALES	1-5¢	6-15¢	16-25¢	26-35¢	62-70¢	76-85¢	Total	1-5¢	6-15¢	16-25¢	26-35¢	Total	
TOTAL.....	1,217	2,125	782	6	1,899	1,207	7,236	532	149	1,828	2,223	4,733	

ANALYSIS OF THIRD PARTY SALES

(c). Par. 1C:	Cmbd Avg (Mon.-Fri.)				
THIRD PARTY SALES	1-5¢	6-15¢	16-25¢	26-35¢	Total
TOTAL.....	151	1,897	1,994	1,896	5,938

2. TOTAL CIRCULATION BY MARKET: (See Explanatory for description of area)		Sat	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
<b>NEWSPAPER DESIGNATED MARKET</b>									
	Population	Occupied							
	Households								
2006 Census:	651,598	290,699							
#1-1-09 Estimate:	686,495	309,172							
Home Delivery.....		57,205	53,787	46,667	46,615	46,646	46,681	46,730	46,663
Home Delivery - Electronic Editions.....		101	103	94	95	95	92	92	94
Single Copy Sales.....		16,317	4,630	4,489	4,267	4,293	4,569	4,621	4,689
Single Copy Sales - Electronic Editions.....		4	2	3	3	3	3	2	2
Mail Subscriptions.....									
Newspapers in Education.....		3	1	569	544	614	576	602	510
Employee/Independent Carrier Copies.....		295	294	292	290	297	290	291	290
Third Party Sales.....		6,207	3,697	4,660	3,184	3,431	3,491	9,711	3,547
Non-Paid Circulation.....		1,132	1,129	767	772	739	756	773	794
<b>TOTAL NEWSPAPER DESIGNATED MARKET.....</b>		<b>81,264</b>	<b>63,643</b>	<b>57,541</b>	<b>55,770</b>	<b>56,118</b>	<b>56,458</b>	<b>62,822</b>	<b>56,589</b>
<b>BALANCE IN RETAIL TRADING ZONE</b>									
	Population	Occupied							
	Households								
2006 Census:	184,591	72,065							
#1-1-09 Estimate:	177,063	71,617							
Home Delivery.....		7,454	7,168	6,465	6,464	6,460	6,468	6,469	6,465
Home Delivery - Electronic Editions.....		15	15	14	14	14	12	13	14
Single Copy Sales.....		1,607	550	454	430	425	454	468	492
Mail Subscriptions.....				12	12	12	12	12	12
Newspapers in Education.....		5	3	364	330	405	406	402	275
Third Party Sales.....		321	324	402	372	401	410	417	409
Non-Paid Circulation.....		164	164	111	112	107	110	112	115
<b>TOTAL BALANCE IN RETAIL TRADING ZONE.....</b>		<b>9,566</b>	<b>8,224</b>	<b>7,822</b>	<b>7,734</b>	<b>7,824</b>	<b>7,872</b>	<b>7,893</b>	<b>7,782</b>
	Population	Occupied							
	Households								
2006 Census:	836,189	362,794							
#1-1-09 Estimate:	863,558	380,789							
<b>TOTAL NEWSPAPER DESIGNATED MARKET &amp; BALANCE IN RETAIL TRADING ZONE.....</b>		<b>90,830</b>	<b>71,867</b>	<b>65,363</b>	<b>63,504</b>	<b>63,942</b>	<b>64,330</b>	<b>70,715</b>	<b>64,371</b>
<b>ALL OTHER</b>									
Home Delivery.....		15,714	15,173	14,067	14,061	14,060	14,073	14,078	14,065
Home Delivery - Electronic Editions.....		31	31	28	29	29	28	28	29
Single Copy Sales.....		5,267	2,288	2,191	2,152	2,152	2,200	2,180	2,270
Mail Subscriptions.....		26	23	41	41	41	41	41	41
Newspapers in Education.....		2		340	338	326	347	338	352
Third Party Sales.....		708	712	876	812	874	893	907	892
Non-Paid Circulation.....		345	344	233	235	225	230	235	242
<b>TOTAL ALL OTHER.....</b>		<b>22,093</b>	<b>18,571</b>	<b>17,776</b>	<b>17,668</b>	<b>17,707</b>	<b>17,812</b>	<b>17,807</b>	<b>17,891</b>
<b>TOTAL AVERAGE CIRCULATION.....</b>		<b>112,923</b>	<b>90,438</b>	<b>83,139</b>	<b>81,172</b>	<b>81,649</b>	<b>82,142</b>	<b>88,522</b>	<b>82,262</b>

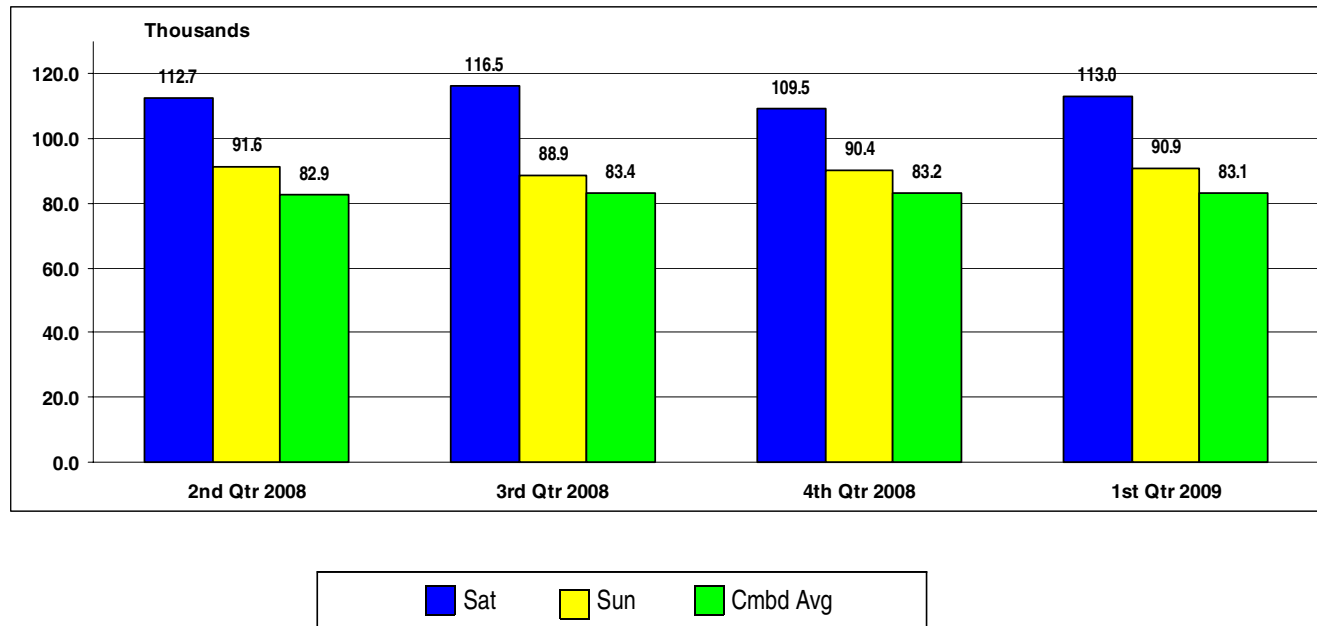
#Source: Pitney Bowes Software Inc., See Par. 8.

### 3. PERCENTAGE OF TOTAL CIRCULATION AND HOUSEHOLD COVERAGE PERCENT:

	Occupied Households (1-1-09 Estimate)	Sat		Sun		Cmbd Avg (Mon.-Fri.)				
		Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
Newspaper Designated Market	309,172	81,264	71.9	26.3%	63,643	70.4	20.6%	57,541	69.2	18.6%
Balance in Retail Trading Zone	71,617	9,566	8.5	13.4%	8,224	9.1	11.5%	7,822	9.4	10.9%
Total Newspaper Designated Market & Balance in Retail Trading Zone	380,789	90,830	80.4	23.9%	71,867	79.5	18.9%	65,363	78.6	17.2%
All Other		22,093	19.6		18,571	20.5		17,776	21.4	
<b>TOTAL CIRCULATION</b>		<b>112,923</b>	<b>100.0%</b>		<b>90,438</b>	<b>100.0%</b>		<b>83,139</b>	<b>100.0%</b>	

**4. TOTAL AVERAGE CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY QUARTERS for the previous audits and period covered by this report:**

Calendar Quarter Ended	Sat			Sun			Cmbd Avg (Mon.-Fri.)			Mon			Tue			Wed			Thu			Fri			Total Average Circulation
	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation		
June 30, 2005	109,038	116	109,154	87,724	97	87,821	77,698	92	77,790	76,340	100	76,440	76,501	88	76,589	76,818	65	76,883	81,492	64	81,556	77,194	150	77,344	
September 30, 2005	107,483	2,016	109,499	79,724	370	80,094	75,307	649	75,956	74,054	275	74,329	74,384	396	74,780	74,800	736	75,536	78,769	752	79,521	74,429	1,058	75,487	
December 31, 2005	108,313	1,519	109,832	82,404	218	82,622	78,376	197	78,573	77,604	203	77,807	76,972	189	77,161	77,512	186	77,698	82,985	164	83,149	76,734	241	76,975	
March 31, 2006	117,430	1,784	119,214	85,675	1,772	87,447	80,078	1,360	81,438	78,161	1,370	79,531	78,917	1,259	80,176	78,342	1,410	79,752	86,600	1,388	87,988	78,203	1,374	79,577	
June 30, 2006	108,295	292	108,587	85,804	266	86,070	78,499	281	78,780	76,653	341	76,994	76,866	269	77,135	76,956	265	77,221	81,446	266	81,712	80,291	270	80,561	
September 30, 2006	108,500	4,071	112,571	86,474	3,549	90,023	75,925	1,835	77,760	74,707	1,909	76,616	75,086	1,834	76,920	75,226	1,852	77,078	79,054	1,797	80,851	75,461	1,786	77,247	
December 31, 2006	106,193	2,064	108,257	82,239	1,702	83,941	77,710	1,561	79,271	76,389	1,399	77,788	76,901	1,192	78,093	76,567	1,754	78,321	82,374	1,727	84,101	76,114	1,709	77,823	
March 31, 2007	110,005	2,436	112,441	85,957	2,388	88,345	80,489	1,940	82,429	78,092	1,949	80,041	79,087	1,965	81,052	78,802	1,939	80,741	87,266	1,930	89,196	78,903	1,921	80,824	
June 30, 2007	107,511	1,488	108,999	89,882	1,610	91,492	81,452	1,375	82,827	80,647	1,400	82,047	79,856	1,337	81,193	80,576	1,381	81,957	85,580	1,378	86,958	80,477	1,381	81,858	
September 30, 2007	113,957	1,232	115,189	85,497	1,225	86,722	78,868	1,223	80,091	77,594	1,235	78,829	77,776	1,227	79,003	78,132	1,227	79,359	82,019	1,218	83,237	78,722	1,210	79,932	
December 31, 2007	108,861	1,356	110,217	87,737	1,350	89,087	81,928	342	82,270	80,112	380	80,492	80,543	393	80,936	81,117	315	81,432	87,404	313	87,717	80,356	314	80,670	
March 31, 2008	114,955	1,305	116,260	88,760	1,299	90,059	81,903	1,038	82,941	80,279	1,063	81,342	80,434	1,056	81,490	80,627	1,074	81,701	87,356	1,003	88,359	80,481	999	81,480	
June 30, 2008	111,925	780	112,705	90,803	774	91,577	82,184	742	82,926	80,308	818	81,126	81,030	521	81,551	81,016	798	81,814	87,260	782	88,042	81,075	777	81,852	
September 30, 2008	114,398	2,099	116,497	86,783	2,093	88,876	81,269	2,082	83,351	80,233	1,994	82,227	80,223	2,079	82,302	80,495	2,124	82,619	84,553	2,109	86,662	80,765	2,097	82,862	
December 31, 2008	108,176	1,285	109,461	89,114	1,280	90,394	82,768	450	83,218	80,178	457	80,635	80,905	444	81,349	81,857	443	82,300	89,300	464	89,764	81,973	446	82,419	
March 31, 2009	110,630	2,401	113,031	88,509	2,397	90,906	81,893	1,166	83,059	79,534	1,199	80,733	80,196	1,197	81,393	80,735	1,068	81,803	88,748	1,072	89,820	80,592	1,292	81,884	



## AUDIT STATEMENT

There was no adjustment made in the average paid and non-paid circulation as shown in the Publisher's Statements for the period audited.

This newspaper also participates in the Audit Bureau of Circulations' Coupon Distribution Verification Service. A separate report of that verification is available to all ABC members who subscribe to this service. For more information, contact ABC.

## TOTAL AVERAGE CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY CIRCULATION TYPE for the previous audits and period covered by this report:

	Year	Newspaper Designated Market Home Delivery	Newspaper Designated Market Single Copy Sales	TOTAL Newspaper Designated Market	Balance in Retail Trading Zone Home Delivery	Balance in Retail Trading Zone Single Copy Sales	TOTAL Balance in Retail Trading Zone	TOTAL Average Circulation
Sat	2009	57,205	16,317	81,264	7,454	1,607	9,566	112,923
	2008	56,437	16,104	80,674	7,591	1,637	9,619	112,666
	2007	54,986	16,580	78,029	7,444	1,624	9,683	110,498
	2006 <sup>^</sup>	56,600	16,680	77,647	7,136	1,685	9,457	111,743
	2005	58,440	16,991	78,586	7,794	1,772	9,963	112,249
Sun	2009	53,787	4,630	63,643	7,168	550	8,224	90,438
	2008	52,666	4,297	62,343	7,245	521	8,255	89,298
	2007	50,272	3,699	60,206	7,069	459	8,213	87,010
	2006 <sup>^</sup>	51,275	3,450	57,906	6,511	435	7,379	84,472
	2005	51,607	3,395	57,919	7,222	498	8,001	84,172
Cmbd Avg (Mon.-Fri.)	2009	46,667	4,489	57,541	6,465	454	7,822	83,139
	2008	46,378	4,124	56,261	6,659	423	7,805	82,020
	2007	44,867	3,632	54,419	6,522	356	7,445	79,553
	2006 <sup>^</sup>	45,065	3,425	52,582	6,161	349	7,227	78,441
Monday to Friday	2005	45,749	3,470	53,029	6,695	421	7,670	78,961

<sup>^</sup>Effective with September 30, 2005 reports, a change was made in the reporting format.

## 5. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED CIRCULATION AVERAGES BY COUNTIES, CENSUS DIVISIONS, DISTRICTS OR MUNICIPALITIES:

Sat, February 21, 2009; Sun, February 22, 2009; Tue, February 17, 2009.

(OH's) Occupied Households - #1-1-09 Pitney Bowes Software Inc., See Par. 8.

The listing below gives gross distribution for one day only and is greater or less than the average for the period covered by this report by the following percentages:

	Sat	Sun	Tue	Cmbd Avg (Mon.-Fri.)
Newspaper Designated Market	12.7% greater	8.8% greater	5.1% greater	2.5% greater
Balance in Retail Trading Zone	1.6% greater	2.2% greater	0.8% greater	0.8% greater
All Other	10.5% greater	5.6% greater	8.8% greater	8.4% greater
GRAND TOTAL	11.2% greater	7.3% greater	5.5% greater	3.6% greater

The "Total Average Projected Circulation" (Total Avg. Proj. Circ.) has been arrived at by projecting the averages in Pars. 1 & 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

Province County, Census Division, District or Municipality	OH's #1-1-09 Estimate	Sat			Sun			Tue			Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.*	Hshld. Cov.
		Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.	Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.	Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.		
<b>NEW BRUNSWICK</b>												
MADAWASKA	14,463	197	178	1.2%	122	116	0.8%	126	116	116	0.8%	
Miscellaneous Census Divisions		19	17		24	23		35	32	32		
TOTAL IN NEW BRUNSWICK		216	195		146	139		161	148	148		
<b>ONTARIO</b>												
OTTAWA	349,291	186	168	0.0%	119	113	0.0%	152	140	140	0.0%	
Miscellaneous Census Divisions		7	6		7	7		7	6	6		
TOTAL IN ONTARIO		193	174		126	120		159	146	146		
<b>QUEBEC</b>												
AVIGNON	6,587	464	419	6.4%	354	335	5.1%	368	338	339	5.1%	
BEAUCE-SARTIGAN	21,567	2,051	1,854	8.6%	1,502	1,423	6.6%	1,395	1,282	1,287	6.0%	
BECANCOUR	8,042	159	148	1.8%	132	127	1.6%	99	94	94	1.2%	
BELLECHASSE	13,615	1,651	1,603	11.8%	1,426	1,385	10.2%	1,389	1,369	1,371	10.1%	
BONAVENTURE	7,626	459	415	5.4%	341	323	4.2%	338	311	312	4.1%	
CHARLEVOIX	5,566	831	751	13.5%	675	639	11.5%	627	576	578	10.4%	
CHARLEVOIX-EST	6,928	834	754	10.9%	784	743	10.7%	757	695	698	10.1%	
COMMUNAUTE URBAINE DE MONTREAL	864,806	843	762	0.1%	544	515	0.1%	808	742	745	0.1%	
COMMUNAUTE URBAINE DE QUEBEC	252,622	74,068	65,724	26.0%	55,465	50,979	20.2%	47,371	45,055	46,197	18.3%	
FRANCHEVILLE	67,477	221	200	0.3%	121	115	0.2%	108	99	100	0.1%	
KAMOURASKA	9,084	1,232	1,114	12.3%	1,046	991	10.9%	1,030	946	950	10.5%	
LA COTE DE BEAUPRE	9,029	2,327	2,191	24.3%	2,022	1,919	21.3%	1,564	1,522	1,539	17.0%	
LA COTE DE GASPE	7,451	577	522	7.0%	484	458	6.1%	467	429	431	5.8%	

Province County, Census Division, District or Municipality	OH's #1-1-09 Estimate	Sat			Sun			Tue			Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.*	Hshld. Cov.
		Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.	Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.	Actual Gross Dist.	Total Avg. Proj. Circ.*	Hshld. Cov.		
QUEBEC (Cont'd)												
LA HAUTE COTE NORD	5,149	368	333	6.5%	313	296	5.7%	306	281	282	5.5%	
LA HAUTE GASPESIE	5,296	411	372	7.0%	330	313	5.9%	307	282	283	5.3%	
LA JACQUES CARTIER	12,900	2,306	2,046	15.9%	1,853	1,703	13.2%	1,477	1,405	1,440	11.2%	
LA MATAPEDIA	8,027	420	380	4.7%	357	338	4.2%	376	345	347	4.3%	
LA MITIS	8,359	453	409	4.9%	355	336	4.0%	357	328	329	3.9%	
LA NOUVELLE BEAUCE	12,868	1,309	1,216	9.4%	1,132	1,083	8.4%	1,005	946	949	7.4%	
L'AMIANTE	19,695	1,181	1,068	5.4%	1,034	979	5.0%	951	874	877	4.5%	
LE FJORD DU SAGUENAY	70,866	656	593	0.8%	351	332	0.5%	359	330	331	0.5%	
LE ROCHER-PERCE	7,952	356	322	4.0%	314	297	3.7%	296	272	273	3.4%	
L'ERABLE	9,657	418	378	3.9%	361	342	3.5%	349	321	322	3.3%	
LES BASQUES	4,160	364	329	7.9%	308	292	7.0%	267	245	246	5.9%	
LES ETCHEMINS	7,339	625	565	7.7%	555	526	7.2%	522	480	481	6.6%	
LEVIS	56,670	13,407	11,918	21.0%	10,291	9,471	16.7%	8,909	8,481	8,692	15.3%	
L'ILE D'ORLEANS	3,029	824	731	24.1%	691	635	21.0%	574	546	560	18.5%	
L'ISLET	7,952	1,058	956	12.0%	891	844	10.6%	829	762	765	9.6%	
LOTBINIERE	11,363	1,828	1,800	15.8%	1,609	1,574	13.9%	1,413	1,402	1,402	12.3%	
MANICOUAGAN	14,083	886	801	5.7%	754	714	5.1%	757	695	698	5.0%	
MATANE	10,172	792	716	7.0%	664	629	6.2%	599	550	552	5.4%	
MEKINAC	5,929	51	46	0.8%	42	40	0.7%	31	28	29	0.5%	
MONTMAGNY	10,124	1,423	1,383	13.7%	1,235	1,202	11.9%	1,341	1,317	1,318	13.0%	
PORTNEUF	20,572	3,527	3,455	16.8%	3,064	2,993	14.5%	2,927	2,892	2,891	14.1%	
RIMOUSKI-NEIGETTE	24,140	2,305	2,084	8.6%	1,976	1,872	7.8%	1,926	1,769	1,776	7.4%	
RIVIERE DU LOUP	14,949	1,742	1,575	10.5%	1,532	1,451	9.7%	1,467	1,348	1,353	9.1%	
ROBERT-CLICHE	7,609	611	552	7.3%	548	519	6.8%	552	507	509	6.7%	
SEPT RIVIERES-CANIAPISCAU	16,426	793	717	4.4%	658	623	3.8%	640	588	590	3.6%	

TEMISCOUATA	9,215	802	725	7.9%	666	631	6.8%	701	644	647	7.0%
Miscellaneous Census Divisions (MRC)		160	145		98	93		104	96	96	
TOTAL IN QUEBEC		124,793	112,072		96,878	90,080		85,663	81,192	82,679	
ALL OTHER PROVINCES											
UNDER 25 COPIES		24	22		3	3		14	13	13	
UNITED STATES											
FLORIDA											
BROWARD	699,542	500	450	0.1%	90	85	0.0%	155	141	143	0.0%
Miscellaneous Counties		11	10		11	11		10	9	10	
TOTAL IN UNITED STATES		511	460		101	96		165	150	153	
GRAND TOTAL		125,737	112,923		97,254	90,438		86,162	81,649	83,139	

#County population and household estimates as well as FSA household estimates appearing in ABC Canadian reports area obtained from Pitney Bowes Software Inc. Estimates for ABC defined newspaper markets and census areas below the county level are ABC projections based upon Pitney Bowes Software Inc. estimates.

\*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report.

**5A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, CENSUS DIVISIONS, DISTRICTS OR MUNICIPALITIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:**

Sat, February 21, 2009; Sun, February 22, 2009; Tue, February 17, 2009.

(OH's) Occupied Households - 2006 Census; #1-1-09 Pitney Bowes Software Inc., See Par. 8.

"BALANCE IN COUNTY, CENSUS DIVISION, DISTRICT OR MUNICIPALITY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(MA) (PART MA) designates one of the Census Divisions (MRC) or counties included in or only partially included in the Quebec, Quebec Census Metropolitan Area as defined by Statistics Canada (BELLECHASSE, Communaute Urbaine de Quebec, DESJARDINS, L'Île d'Orleans, LA COTE DE BEAUPRE, LA JACQUES CARTIER and Les Chutes de la Chaudiere Census Divisions (MRC).

Province County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.
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**QUEBEC**

QUEBEC NEWSPAPER DESIGNATED MARKET as described in Explanatory is the following:

(MA) COMMUNAUTE URBAINE DE QUEBEC CENSUS DIVISION (MRC)

L'Acienne Lorette	240,735	252,622	3,359			2,690			1,424			
Quebec	232,805	234,809	68,191			50,568			44,028			
St. Augustin de Desmaures	5,970	6,390	2,439			2,133			1,853			
Wendake			79			74			66			
<b>TOTAL COMMUNAUTE URBAINE DE QUEBEC CENSUS DIVISION (MRC)</b>			<b>74,068</b>	<b>65,724</b>	<b>26.0%</b>	<b>55,465</b>	<b>50,979</b>	<b>20.2%</b>	<b>47,371</b>	<b>45,055</b>	<b>46,197</b>	<b>18.3%</b>

BELLECHASSE CENSUS DIVISION (MRC) (PART) (PART MA)

St. Etienne de Beaumont	855	994	159	141	14.2%	135	124	12.5%	114	108	111	11.2%
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L'ILE D'ORLEANS CENSUS DIVISION (MRC)

St. Francois	2,862	3,029	39			36			27			
St. Jean			112			96			76			
St. Laurent			225			184			167			
St. Pierre			204			154			133			
Ste. Famille			107			91			73			

Ste. Petronille			137			130			98			
TOTAL L'ILE D'ORLEANS CENSUS DIVISION (MRC)			824	731	24.1%	691	635	21.0%	574	546	560	18.5%
<u>LA COTE DE BEAUPRE CENSUS DIVISION (MRC) (PART)</u>												
<u>(PART MA)</u>	3,125	5,263										
Chateau Richer			232			201			171			
L'Ange Gardien			240			320			167			
St. Jean de Boischatel			562			481			404			
NDM IN LA COTE DE BEAUPRE CENSUS DIVISION (MRC)			1,034	918	17.4%	1,002	921	17.5%	742	706	724	13.8%
<u>LA JACQUES CARTIER CENSUS DIVISION (MRC) (PART)</u>												
<u>(PART MA)</u>	11,200	12,900										
Fossambault sur le Lac			109			99			74			
Lac Beauport			794			677			537			
Lac Delage			60			54			39			
Lac St. Joseph			35			34			30			
St. Gabriel de Valcartier			73			68			80			
Ste. Brigitte de Laval			214			173			135			
Ste. Catherine de la Jacques Cartier			383			264			223			
Shannon			108			91			81			
Stoneham et Tewksbury			530			393			278			
TOTAL LA JACQUES CARTIER CENSUS DIVISION (MRC)			2,306	2,046	15.9%	1,853	1,703	13.2%	1,477	1,405	1,440	11.2%
<u>LES JARDINS DE-NAPERVILLE (PART)</u>												
	1,768	1,892										
<u>LEVIS CENSUS DIVISION (MRC) (PART) (PART MA)</u>												
	30,154	32,472										
Charny			930			757			665			
Levis			5,645			4,382			4,003			
St. Etienne de Lauzon			576			478			432			
St. Jean Chrysostome			1,304			1,099			844			
St. Lambert de Lauzon			267			201			170			
St. Nicolas			2,023			1,544			1,259			
St. Redempteur			491			436			356			

Province													
County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<u>LEVIS CENSUS DIVISION (MRC)</u>													
<u>(PART) (PART MA)</u>													
St. Romuald			1,689			974			825				
Ste. Helene de Breakeyville			265			226			171				
NDM IN LEVIS CENSUS DIVISION (MRC)			13,190	11,704	36.0%	10,097	9,281	28.6%	8,725	8,298	8,509	26.2%	
TOTAL NEWSPAPER DESIGNATED MARKET	290,699	309,172	91,581	81,264	26.3%	69,243	63,643	20.6%	59,003	56,118	57,541	18.6%	
<u>AVIGNON CENSUS DIVISION (MRC)</u>													
	6,155	6,587											
Carleton			178			126			138				
Maria			112			88			91				
Nouvelle			70			57			54				
St. Omer			33			27			33				
*BALANCE IN CENSUS DIVISION (MRC)			71			56			52				
TOTAL AVIGNON CENSUS DIVISION (MRC)			464	419	6.4%	354	335	5.1%	368	338	339	5.1%	
<u>BEAUCE-SARTIGAN CENSUS DIVISION (MRC)</u>													
	20,440	21,567											
La Guadeloupe			30			24			22				
Linierie (St. Come)			47			45			43				
Notre Dame des Pins			36			34			28				
St. Benoit Labre			52			49			46				
St. Ephrem de Beauce			38			34			28				
St. Gedeon			29			29			29				
St. Georges			1,695			1,172			1,079				
St. Honore			39			30			29				
St. Martin			51			51			58				
*BALANCE IN CENSUS DIVISION (MRC)			34			34			33				
TOTAL BEAUCE-SARTIGAN CENSUS DIVISION (MRC)			2,051	1,854	8.6%	1,502	1,423	6.6%	1,395	1,282	1,287	6.0%	

BECANCOUR CENSUS DIVISION

<u>(MRC)</u>	7,865	8,042										
Deschaillons sur St. Laurent			52			42			38			
St. Pierre Les Becquets			45			37			16			
*BALANCE IN CENSUS DIVISION (MRC)			62			53			45			
<hr/>												
TOTAL BECANCOUR CENSUS DIVISION (MRC)			159	148	1.8%	132	127	1.6%	99	94	94	1.2%

BELLECHASSE CENSUS DIVI-  
SION (MRC) (PART MA)

	13,335	13,615										
Less included in NDM	855	994										
<hr/>												
BALANCE IN CENSUS DIVISION (MRC)	12,480	12,621										
Armagh			67			48			44			
Buckland			33			40			29			
Honfleur			25			26			25			
La Durantaye			35			32			32			
St. Anselme			172			140			199			
St. Charles			153			134			126			
St. Damien de Buckland			119			96			96			
St. Gervais			100			92			85			
St. Lazare			73			74			68			
St. Leon de Standon			49			43			41			
St. Malachie			58			52			45			
St. Michel			169			137			121			
St. Philemon			30			25			20			
St. Raphael			99			78			89			
St. Vallier			109			96			89			
Ste. Claire			179			157			148			
*BALANCE IN CENSUS DIVISION (MRC)			22			21			18			
<hr/>												
TOTAL BELLECHASSE CENSUS DIVISION (MRC) (EXCLUSIVE OF NDM)			1,492	1,462	11.6%	1,291	1,261	10.0%	1,275	1,261	1,260	10.0%
TOTAL BELLECHASSE CENSUS DIVISION (MRC)			1,651	1,603	11.8%	1,426	1,385	10.2%	1,389	1,369	1,371	10.1%

Province													
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<b>QUEBEC (Cont'd)</b>													
<b><u>BONAVENTURE CENSUS DIVI- SION (MRC)</u></b>	7,480	7,626											
Bonaventure			116			82			80				
Caplan			77			52			52				
New Carlisle			29			24			22				
New Richmond			133			100			100				
Paspebiac			50			41			42				
St. Simeon			39			27			28				
*BALANCE IN CENSUS DIVISION (MRC)			15			15			14				
<b>TOTAL BONAVENTURE CENSUS DIVISION (MRC)</b>			459	415	5.4%	341	323	4.2%	338	311	312	4.1%	
<b><u>CHARLEVOIX CENSUS DIVISION (MRC)</u></b>	5,405	5,566											
Baie St. Paul			491			382			366				
Les Eboulements			70			63			58				
Petite Riviere St. Francois			73			62			53				
St. Bernard Ile Aux Coudres			101			90			83				
St. Joseph de la Rive			24			16			17				
St. Urbain			48			43			33				
*BALANCE IN CENSUS DIVISION (MRC)			24			19			17				
<b>TOTAL CHARLEVOIX CENSUS DIVISION (MRC)</b>			831	752	13.5%	675	639	11.5%	627	576	578	10.4%	
<b><u>CHARLEVOIX-EST CENSUS DIVI- SION (MRC)</u></b>	6,800	6,928											
Clermont			151			132			122				
La Malbaie			528			510			507				
St. Aime des Lacs			35			33			27				
St. Irene			56			50			43				
St. Simeon			36			36			33				

*BALANCE IN CENSUS DIVISION (MRC)			28			23			25			
TOTAL CHARLEVOIX-EST CENSUS DIVISION (MRC)			834	754	10.9%	784	743	10.7%	757	695	698	10.1%
<u>FRANCHEVILLE CENSUS DIVISION (MRC)</u>	64,725	67,477										
Cap de la Madeleine			49			26			24			
Ste. Anne de la Perade			35			20			17			
Trois Rivieres			121			60			60			
*BALANCE IN CENSUS DIVISION (MRC)			16			15			7			
TOTAL FRANCHEVILLE CENSUS DIVISION (MRC)			221	200	0.3%	121	115	0.2%	108	99	100	0.1%
<u>KAMOURASKA CENSUS DIVISION (MRC)</u>	8,990	9,084										
Kamouraska			36			24			24			
La Pocatiere			522			431			448			
Mont Carmel			30			30			36			
Riviere Ouelle			58			48			53			
St. Alexandre			64			52			43			
St. Andre			31			31			30			
St. Denis			41			36			32			
St. Pacome			86			72			64			
St. Pascal			215			183			176			
St. Philippe de Neri			29			27			22			
Ste. Helene			46			44			37			
*BALANCE IN CENSUS DIVISION (MRC)			74			68			65			
TOTAL KAMOURASKA CENSUS DIVISION (MRC)			1,232	1,114	12.3%	1,046	991	10.9%	1,030	946	950	10.5%
<u>L'AMIANTE CENSUS DIVISION (MRC)</u>	18,955	19,695										
Adstock			36			33			26			
Disraeli			33			23			21			
East Broughton Station			79			66			58			
St. Jacques de Leeds			34			32			26			

Province													
County, Census Division (MRC), District or Municipality	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<u>L'AMIANTE CENSUS DIVISION (MRC)</u>													
Thetford Mines			929			820			763				
*BALANCE IN CENSUS DIVISION (MRC)			70			60			57				
TOTAL L'AMIANTE CENSUS DIVISION (MRC)			1,181	1,068	5.4%	1,034	979	5.0%	951	874	877	4.5%	
<u>L'ERABLE CENSUS DIVISION (MRC)</u>													
Inverness	9,590	9,657	30			23			22				
Laurierville			61			58			61				
Lyster			47			39			34				
Plessisville			230			200			193				
St. Ferdinand			49			41			38				
*BALANCE IN CENSUS DIVISION (MRC)			1						1				
TOTAL L'ERABLE CENSUS DIVISION (MRC)			418	378	3.9%	361	342	3.5%	349	321	322	3.3%	
<u>LEVIS CENSUS DIVISION (MRC) (PART MA)</u>													
Less included in NDM	52,625	56,670											
BALANCE IN CENSUS DIVISION (MRC)	30,154	32,472											
St. Henri	22,471	24,198	217			194			184				
TOTAL LEVIS CENSUS DIVISION (MRC) (EXCLUSIVE OF NDM)			217	214	0.9%	194	190	0.8%	184	183	183	0.8%	
TOTAL LEVIS CENSUS DIVISION (MRC)			13,407	11,918	21.0%	10,291	9,471	16.7%	8,909	8,481	8,692	15.3%	

<u>L'ISLET CENSUS DIVISION (MRC)</u>	7,895	7,952										
L'Islet			103			77				70		
L'Islet sur Mer			97			95				95		
St. Aubert			74			64				61		
St. Cyrille de Lessard			42			36				29		
St. Eugene			69			56				54		
St. Jean Port Joli			322			255				226		
St. Pamphile			127			103				100		
St. Roch des Aulnaies			76			70				63		
Ste. Felicite			20			19				19		
Ste. Louise			25			23				19		
Ste. Perpetue			33			26				28		
*BALANCE IN CENSUS DIVISION (MRC)			70			67				65		
<hr/>												
TOTAL L'ISLET CENSUS DIVISION (MRC)			1,058	956	12.0%	891	844	10.6%	829	762	765	9.6%
<u>LA COTE DE BEAUPRE CENSUS DIVISION (MRC) (PART MA)</u>	9,390	9,029										
Less included in NDM	3,125	5,263										
BALANCE IN CENSUS DIVISION (MRC)	6,265	3,766										
Beaupre			423			325				290		
St. Ferreol les Neiges			452			347				230		
St. Joachim			93			92				77		
St. Tite des Caps			65			57				51		
Ste. Anne de Beaupre			260			199				174		
<hr/>												
TOTAL LA COTE DE BEAUPRE CENSUS DIVISION (MRC) (EXCLUSIVE OF NDM)			1,293	1,273	33.8%	1,020	998	26.5%	822	816	815	21.6%
TOTAL LA COTE DE BEAUPRE CENSUS DIVISION (MRC)			2,327	2,191	24.3%	2,022	1,919	21.3%	1,564	1,522	1,539	17.0%
<u>LA COTE DE GASPE CENSUS DIVISION (MRC)</u>	7,285	7,451										
Gaspe			378			308				304		
Grande Vallee			31			26				24		
Murdochville			32			30				32		

Province													
County, Census Division (MRC), District or Municipality	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<u>LA COTE DE GASPE CENSUS</u>													
<u>DIVISION (MRC)</u>													
Riviere Au Renard			93			82			72				
*BALANCE IN CENSUS DIVISION (MRC)			43			38			35				
TOTAL LA COTE DE GASPE CENSUS DIVISION (MRC)			577	522	7.0%	484	458	6.1%	467	429	431	5.8%	
<u>LA HAUTE COTE NORD CENSUS</u>													
<u>DIVISION (MRC)</u>													
Forestville	5,175	5,149	123			99			99				
Grandes Bergeronnes			35			30			28				
Les Escoumins			81			68			63				
Sacre Coeur			64			51			54				
Tadoussac			30			30			29				
*BALANCE IN CENSUS DIVISION (MRC)			35			35			33				
TOTAL LA HAUTE COTE NORD CENSUS DIVISION (MRC)			368	333	6.5%	313	296	5.7%	306	281	282	5.5%	
<u>LA HAUTE GASPESIE CENSUS</u>													
<u>DIVISION (MRC)</u>													
Cap-Cat	5,300	5,296	88			62			63				
Mont-Louis			41			31			24				
Ste-Anne Des Monts			240			198			182				
*BALANCE IN CENSUS DIVISION (MRC)			42			39			38				
TOTAL LA HAUTE GASPESIE CENSUS DIVISION (MRC)			411	372	7.0%	330	313	5.9%	307	282	283	5.3%	
<u>LA MATAPEDIA CENSUS DIVISION</u>													
<u>(MRC)</u>													
Amqui	7,975	8,027	206			175			210				
Causapscal			70			62			60				

Lac au Saumon			30			28			27			
Sayabec			53			45			41			
Val Brillant			30			21			17			
*BALANCE IN CENSUS DIVISION (MRC)			31			26			21			
<hr/>												
TOTAL LA MATAPEDIA CENSUS DIVISION (MRC)			420	380	4.7%	357	338	4.2%	376	345	347	4.3%
<hr/>												
<u>LA MITIS CENSUS DIVISION (MRC)</u>	8,205	8,359										
Mont Joli			250			197			208			
Price			30			25			22			
St. Angele de Merici			30			24			27			
Ste. Luce			73			59			50			
*BALANCE IN CENSUS DIVISION (MRC)			70			50			50			
<hr/>												
TOTAL LA MITIS CENSUS DIVISION (MRC)			453	409	4.9%	355	336	4.0%	357	328	329	3.9%
<hr/>												
<u>LA NOUVELLE BEAUCE CENSUS DIVISION (MRC)</u>	12,180	12,868										
Frampton			22			17			16			
St. Anges			11			11			10			
St. Bernard			50			49			46			
St. Elzear			31			31			30			
St. Isidore			158			135			124			
Ste. Henedine			63			51			54			
Ste. Marguerite			35			32			35			
Ste. Marie			752			634			540			
Scott			76			69			57			
Vallee Jonction			111			103			92			
*BALANCE IN CENSUS DIVISION (MRC)									1			
<hr/>												
TOTAL LA NOUVELLE BEAUCE CENSUS DIVISION (MRC)			1,309	1,216	9.4%	1,132	1,083	8.4%	1,005	946	949	7.4%

Province													
County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<u>LE FJORD DU SAGUENAY CEN- SUS DIVISION (MRC)</u>	69,185	70,866											
Chicoutimi			621			320			327				
Jonquiere			28			25			26				
*BALANCE IN CENSUS DIVISION (MRC)			7			6			6				
TOTAL LE FJORD DU SAGUENAY CENSUS DIVISION (MRC)			656	593	0.8%	351	332	0.5%	359	330	331	0.5%	
<u>LE ROCHER-PERCE CENSUS DIVISION (MRC)</u>	7,900	7,952											
Chandler			123			107			103				
Grande Riviere			65			57			50				
Newport			28			28			27				
Pabos			40			33			42				
Perce			36			31			28				
Port Daniel			27			23			23				
*BALANCE IN CENSUS DIVISION (MRC)			37			35			23				
TOTAL LE ROCHER-PERCE CENSUS DIVISION (MRC)			356	322	4.0%	314	297	3.7%	296	272	273	3.4%	
<u>LES BASQUES CENSUS DIVISION (MRC)</u>	4,100	4,160											
St. Clement			23			22			18				
St. Jean de Dieu			33			30			28				
Trois Pistoles			222			181			168				
*BALANCE IN CENSUS DIVISION (MRC)			86			75			53				
TOTAL LES BASQUES CENSUS DIVISION (MRC)			364	329	7.9%	308	292	7.0%	267	245	246	5.9%	
<u>LES ETCEHEMINS CENSUS DIVISION (MRC)</u>	7,235	7,339											
Lac Etchemin			217			181			172				

St. Camille de Lellis			48			44			37			
St. Magloire de Bellechasse			32			28			25			
St. Prosper			84			82			82			
St. Zacharie			36			34			33			
Ste. Justine			81			70			68			
Ste. Sabine			54			46			43			
*BALANCE IN CENSUS DIVISION (MRC)			73			70			62			
<hr/>												
TOTAL LES ETCHEMINS CENSUS DIVISION (MRC)			625	565	7.7%	555	526	7.2%	522	480	481	6.6%
<hr/>												
<u>LOTBINIERE CENSUS DIVISION (MRC)</u>												
	10,855	11,363										
Laurier Station			158			134			112			
Leclercville			50			42			35			
Lotbiniere			102			95			84			
St. Agapit			196			175			165			
St. Antoine de Tilly			193			167			131			
St. Apollinaire			276			228			196			
St. Edouard de Lotbiniere			87			82			81			
St. Flavien			69			67			53			
St. Gilles			93			74			63			
St. Janvier de Joly			26			25			23			
St. Narcisse de Beauvillage			50			48			51			
St. Octave de Dosquet			26			23			22			
St. Patrice de Beauvillage			69			67			63			
St. Sylvestre			40			37			35			
Ste. Agathe			84			72			70			
Ste. Croix			252			222			193			
Val Alain			57			51			36			
<hr/>												
TOTAL LOTBINIERE CENSUS DIVISION (MRC)			1,828	1,800	15.8%	1,609	1,574	13.9%	1,413	1,402	1,402	12.3%
<hr/>												
<u>MANICOUAGAN CENSUS DIVISION (MRC)</u>												
	13,680	14,083										
Baie Comeau			768			649			672			
Pointe Lebel			42			41			35			
*BALANCE IN CENSUS DIVISION (MRC)			76			64			50			
<hr/>												
TOTAL MANICOUAGAN CENSUS DIVISION (MRC)			886	801	5.7%	754	714	5.1%	757	695	698	5.0%

Province													
County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<b><u>MATANE CENSUS DIVISION</u></b>													
<b><u>(MRC)</u></b>	10,035	10,172											
Les Mechins			40			32			30				
Matane			700			592			537				
*BALANCE IN CENSUS DIVISION (MRC)			52			40			32				
<b>TOTAL MATANE CENSUS DIVISION (MRC)</b>			792	716	7.0%	664	629	6.2%	599	550	552	5.4%	
<b><u>MEKINAC CENSUS DIVISION</u></b>													
<b><u>(MRC)</u></b>	5,810	5,929											
Lac aux Sables			32			23			17				
*BALANCE IN CENSUS DIVISION (MRC)			19			19			14				
<b>TOTAL MEKINAC CENSUS DIVISION (MRC)</b>			51	46	0.8%	42	40	0.7%	31	28	29	0.5%	
<b><u>MONTMAGNY CENSUS DIVISION</u></b>													
<b><u>(MRC)</u></b>	10,000	10,124											
Berthier sur Mer			133			109			91				
Cap St. Ignace			127			104			97				
Montmagny			913			805			933				
St. Fabien de Panet			29			28			26				
St. Francois de la Riviere du Sud			78			62			61				
St. Paul de Montminy			41			30			37				
St. Pierre de la Riviere du Sud			45			45			44				
*BALANCE IN CENSUS DIVISION (MRC)			57			52			52				
<b>TOTAL MONTMAGNY CENSUS DIVISION (MRC)</b>			1,423	1,383	13.7%	1,235	1,202	11.9%	1,341	1,317	1,318	13.0%	
<b><u>PORTNEUF CENSUS DIVISION</u></b>													
<b><u>(MRC)</u></b>	19,650	20,572											
Cap Sante			231			215			193				

Deschambault			155			131			131			
Donnacona			585			502			447			
Grondines			54			48			43			
Lac Sergent			53			48			38			
Neuville			406			359			309			
Notre Dame de Portneuf			72			68			69			
Pont Rouge			481			428			391			
Portneuf			130			109			100			
Riviere a Pierre			44			36			52			
St. Alban			51			42			41			
St. Basile Sud			152			145			142			
St. Casimir			81			73			63			
St. Gilbert			27			27			26			
St. Leonard de Portneuf			57			55			54			
St. Marc des Carrieres			217			181			191			
St. Raymond			559			455			511			
St. Ubalde			138			110			97			
*BALANCE IN CENSUS DIVISION (MRC)			34			32			29			
<hr/>												
TOTAL PORTNEUF CENSUS DIVISION (MRC)			3,527	3,455	16.8%	3,064	2,993	14.5%	2,927	2,892	2,891	14.1%
<hr/>												
<u>RIMOUSKI-NEIGETTE CENSUS DIVISION (MRC)</u>	23,190	24,140										
Le Bic			118			96			86			
Rimouski			2,047			1,758			1,735			
St. Anaclet de Lessard			66			60			44			
St. Fabien			52			42			42			
*BALANCE IN CENSUS DIVISION (MRC)			22			20			19			
<hr/>												
TOTAL RIMOUSKI-NEIGETTE CENSUS DIVISION (MRC)			2,305	2,084	8.6%	1,976	1,872	7.8%	1,926	1,769	1,776	7.4%
<hr/>												
<u>RIVIERE DU LOUP CENSUS DIVISION (MRC)</u>	14,120	14,949										
Cacouna			87			71			64			
L'Isle Verte			50			44			50			
Notre Dame du Portage			84			82			72			
Riviere du Loup			1,267			1,099			1,075			
St. Antonin			78			73			70			

Province													
County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	
<b>QUEBEC (Cont'd)</b>													
<b>RIVIERE DU LOUP CENSUS DIVI- SION (MRC)</b>													
St. Arsen			38			36			30				
St. Cyprien			43			35			32				
St. Hubert			41			40			31				
*BALANCE IN CENSUS DIVISION (MRC)			54			52			43				
TOTAL RIVIERE DU LOUP CENSUS DIVISION (MRC)			1,742	1,575	10.5%	1,532	1,451	9.7%	1,467	1,348	1,353	9.1%	
<b>ROBERT-CLICHE CENSUS DIVI- SION (MRC)</b>													
Beauceville	7,480	7,609	209			188			181				
St. Frederic			25			22			23				
St. Joseph de Beauce			262			239			254				
St. Victor			40			37			36				
Tring Jonction			35			32			30				
*BALANCE IN CENSUS DIVISION (MRC)			40			30			28				
TOTAL ROBERT-CLICHE CENSUS DIVISION (MRC)			611	552	7.3%	548	519	6.8%	552	507	509	6.7%	
<b>SEPT RIVIERES-CANIAPISCAU CENSUS DIVISION (MRC)</b>													
Port Cartier	16,170	16,426	174			140			151				
Sept Iles			597			496			477				
*BALANCE IN CENSUS DIVISION (MRC)			22			22			12				
TOTAL SEPT RIVIERES-CANIAPISCAU CENSUS DIVISION (MRC)			793	717	4.4%	658	623	3.8%	640	588	590	3.6%	
<b>TEMISCOUATA CENSUS DIVISION (MRC)</b>													
Cabano	9,110	9,215	173			137			142				

Degelis	135			113			165			
Notre Dame du Lac	100			83			78			
Pohenegamook	180			152			139			
Riviere Bleue	56			44			41			
St. Louis du Ha Ha	28			26			19			
St. Michel du Squatec	60			48			60			
*BALANCE IN CENSUS DIVISION (MRC)	70			63			57			
<hr/>										
TOTAL TEMISCOUATA CENSUS DIVISION (MRC)	802	725	7.9%	666	631	6.8%	701	644	647	7.0%
<hr/>										
<u>MISCELLANEOUS CENSUS DIVISIONS (MRC)</u>										
Montreal (Communaute Urbaine de Montreal (MRC))	843			544			808			
UNDER 25 COPIES	160			98			104			
<hr/>										
TOTAL MISCELLANEOUS CENSUS DIVISIONS (MRC)	1,003	907		642	608		912	838	841	
TOTAL IN QUEBEC	124,793	112,072		96,878	90,080		85,663	81,192	82,679	
<hr/>										
<u>NEW BRUNSWICK</u>										
<u>MADAWASKA COUNTY</u>	14,310	14,463								
Edmundston	163			101			118			
*BALANCE IN COUNTY	34			21			8			
TOTAL MADAWASKA COUNTY	197	178	1.2%	122	116	0.8%	126	116	116	0.8%
<hr/>										
<u>MISCELLANEOUS CENSUS DIVISIONS</u>										
Campbelton (Restigouche Co)	16			21			21			
UNDER 25 COPIES	3			3			14			
<hr/>										
TOTAL MISCELLANEOUS CENSUS DIVISIONS	19	17		24	23		35	32	32	
TOTAL IN NEW BRUNSWICK	216	195		146	139		161	148	148	

Province County, Census Division (MRC), District or Municipality Town	OH's 2006 Census	OH's #1-1-09 Estimate	Sat	Total Avg. Proj. Circ.	Hshld. Cov.	Sun	Total Avg. Proj. Circ.	Hshld. Cov.	Tue	Total Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.
<b>ONTARIO</b>												
<b>MISCELLANEOUS CENSUS DIVISIONS</b>												
Ottawa			186			119			152			
UNDER 25 COPIES			7			7			7			
TOTAL MISCELLANEOUS CENSUS DIVISIONS			193	174		126	120		159	146	146	
TOTAL IN ONTARIO			193	174		126	120		159	146	146	
<b>ALL OTHER PROVINCES</b>												
<b>MISCELLANEOUS CENSUS DIVISIONS</b>												
UNDER 25 COPIES			24	22		3	3		14	13	13	
<b>UNITED STATES AND INTERNATIONAL</b>												
Dania (Broward Co, Fl)			500			90			155			
UNDER 25 COPIES			11			11			10			
TOTAL IN UNITED STATES AND INTERNATIONAL			511	460		101	96		165	150	153	
<b>SUMMARY</b>												
TOTAL QUEBEC			124,793			96,878			85,663			
" NEW BRUNSWICK			216			146			161			
" ONTARIO			193			126			159			
" ALL OTHER PROVINCES			24			3			14			
" UNITED STATES AND INTERNATIONAL			511			101			165			
GRAND TOTAL			125,737	112,923		97,254	90,438		86,162	81,649	83,139	

**6. PRICES:**

(a) Basic Prices:

	By Mail					By Home Delivery			
	52 Wks.	26 Wks.	13 Wks.	6 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
<b>NEWSPAPER DESIGNATED MARKET*:</b>									
Mon. to Sun.....									
to 12/22/08.....	\$499.57	\$258.68	\$131.18		\$220.54	\$114.58	\$58.95	\$17.79	\$4.43
since 12/22/08 .....	574.51	297.48	150.85		231.57	120.31	61.90	18.68	4.43
Mon. to Sat.....									
to 12/22/08.....	441.61	223.58	113.49		196.29	99.82	51.45	15.90	3.90
since 12/22/08 .....	507.86	257.12	130.51		206.11	104.81	54.02	16.70	3.90
Mon. to Fri.....									
to 12/22/08.....	337.51	176.31	89.36		156.80	82.74	42.19	13.25	3.10
since 12/22/08 .....	388.13	202.76	102.77		164.64	86.88	44.30	13.91	3.10
Sat. & Sun.....									
to 12/22/08.....	213.81	106.91	53.45		120.13	60.32	30.16	10.02	2.32
since 12/22/08 .....	245.87	122.95	61.46		126.14	63.34	31.67	10.52	2.32
Sat. only.....									
to 12/22/08.....	174.31	87.16	43.58		94.64	47.32	23.66	7.88	
since 12/22/08 .....	200.47	100.23	50.12		99.37	49.69	24.84	8.27	

\*By Mail, applicable tax included; by Home Delivery, applicable tax excluded.

**OUTSIDE NEWSPAPER DESIGNATED MARKET\*:**

Mon. to Sun.....									
to 12/22/08.....	\$464.72	\$240.63	\$122.03		\$220.54	\$114.58	\$58.95	\$17.79	\$4.43
since 12/22/08 .....	534.43	276.73	140.33		253.62	131.77	67.79	20.46	5.10
Mon. to Sat.....									
to 12/22/08.....	410.80	207.98	105.57		196.29	99.82	51.45	15.90	3.90
since 12/22/08 .....		Discontinued			225.73	114.79	59.17	18.29	4.49
Mon. to Fri.....									
to 12/22/08.....	313.96	164.01	82.81		156.80	82.74	42.19	13.25	3.10
since 12/22/08 .....		Discontinued			180.32	95.15	48.52	15.24	3.57
Sat. & Sun.....									
to 12/22/08.....	198.89	99.45	49.72		120.13	60.32	30.16	10.02	2.32
since 12/22/08 .....		Discontinued			138.15	69.37	34.68	11.52	2.67
Sat. only.....									
to 12/22/08.....	162.15	81.08	40.54		94.64	47.32	23.66	7.88	
since 12/22/08 .....		Discontinued			108.84	54.42	27.21	9.06	

\*By Mail, applicable tax included; by Home Delivery, applicable tax excluded.

By Motor Route Single Copy  
**NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:**

	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.		
Mon. to Sun.....							
to 12/22/08.....	\$231.46	\$121.86	\$62.59	\$17.79	\$4.43		
since 12/22/08 .....	243.03	127.95	65.72	18.68	4.65		
Mon. to Sat.....						(a)	67¢
to 12/22/08.....	205.65	106.06	54.57	15.90	3.90	(a)	71¢
since 12/22/08 .....	215.93	111.36	57.30	16.70	4.10	(a)	
Mon. to Fri.....						(a)	
to 12/22/08.....	169.80	89.24	45.44	13.25	3.10	(a)	
since 12/22/08 .....	178.29	93.70	47.71	13.91	3.26	(a)	
Sat & Sun.....	131.60	66.07	33.03	10.52	2.44	(a)	
Sat.....						(a)	\$1.77
to 12/22/08.....	97.24	48.62	24.31	7.88		(a)	1.77
since 12/22/08 .....	102.10	51.05	25.53	8.27		(a)	
Sun.....						(a)	70¢
to 12/22/08.....						(a)	75¢
since 12/22/08 .....						(b)	
Mon to Sun.....	266.18	140.14	71.98	20.46	5.10	(b)	
Mon. to Sat.....	236.50	121.97	62.76	18.29	4.49	(b)	
Mon to Fri.....	195.27	102.63	52.26	15.24	3.57	(b)	
Sat & Sun.....	144.13	72.36	36.18	11.52	2.67	(b)	
Sat.....	111.83	55.91	27.96	9.06		(b)	

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

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**6. PRICES:** (Continued)

(b) Special Reduced Prices: Association, Monday to Sunday, 13 wks. \$58.57; 26 wks. \$112.75; 52 wks. \$214.33. Campus offer, 13 weeks for 7 days, \$47.69; 26 weeks for 7 days, \$87.19; 52 weeks for 7 days, \$168.46. Auto renewal Monday to Sunday, \$15.10 per month for first 6 months; Monday to Sunday, 10 wks. \$33.86; 13 wks. \$54.15; 26 wks. \$102.43; 52 wks. 193.10. Automatic renewal, \$20.08 per month. Saturday and Sunday, 15 wks. \$33.53; 30 wks. \$67.05. Saturday to Sunday, 30 wks. \$33.86 Auto renewal; Saturday to Sunday for 7 months \$4.93 per month. Saturday to Sunday, 25 wks. \$33.86; Saturday to Sunday for 6 Months. Saturday. 25 wks, \$22.58. To Employees and family, Monday to Sunday, 1 mo. \$10.05, \$10.56. Newspapers in Education for classroom use, 50% of basic prices. Monday to Friday, 25¢ per day.

(d) Higher Than Basic Prices: By Mail, outside Canada: Monday to Sunday, 13 wks. \$199.94; 26 wks. \$396.62; 52 wks. \$770.80; Monday to Friday, 13 wks. \$133.25; 26 wks. \$264.96; 52 wks. \$509.00; Saturday and Sunday, 13 wks. \$76.70; 26 wks. \$153.40; 52 wks. \$306.80.

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**7. OTHER INDUCEMENTS:**

None of record

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**8. EXPLANATORY:**

Regular publishing days on which no paper was issued:

Sat: None.

Sun: None.

Mon: May 19, 2008; September 1, 2008; October 13, 2008.

Tue: June 24, 2008; July 1, 2008.

Wed: None.

Thu: December 25, 2008; January 1, 2009.

Fri: January 2, 2009.

County population and household estimates as well as FSA household estimates appearing in ABC Canadian reports are obtained from Pitney Bowes Software Inc. Estimates for ABC defined newspaper markets and census areas below the county level are ABC projections based upon Pitney Bowes Software Inc estimates.

Included in Home Delivery and Mail is an average of the following:

	Newspaper Designated Market	Balance in Retail Trading Zone	All Other
Sat	58	8	17
Sun & Cmbd Avg (Mon.-Fri.)	289	42	89

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short term arrears copies served to subscribers whose term has expired.

**MARKET DESCRIPTION:**

NEWSPAPER DESIGNATED MARKET (coextensive with 2001 Quebec Census Metropolitan Area) comprises Census Divisions (MRC) of Communaute-Urbaine-de-Quebec; L'Ile-d'Orleans and Les-Chutes-de-la-Chaudiere; in BELLECHASSE Census Division (MRC), Beaumont Municipality, DESJARDINS Census Division (MRC), less St-Henri Municipality; in LA COTE DE BEAUPRE Census Division (MRC), municipalities of Boischatel and L'Ange-Garden and Chateau-Richer City; and Jacques Cartier Census Division less Lac-Croche Municipality.

BALANCE IN RETAIL TRADING ZONE includes, with exception of Newspaper Designated Market, Census Divisions (MRC) of Desjardins, La-Cote-de-Beaupre, La-Jacques Cartier and Lotbiniere; in BECANCOUR Census Division (MRC), the municipalities of Deschillons-sur-St-Laurent, Fortierville, Parisville and Ste-Francoise; BELLECHASE CENSUS DIVISION (MRC) less Notre-Dame-Auxiliatrice-de-Buckland, St-Leon-de-Standon, St-Nazaire-de-Dorchester and St-Philemon; in L'Erable Census Division (MRC), Villeroy Municipality; in LA-NOUVELLE-BEAUCE Census Division (MRC), municipalities of St-Bernard, Frampton, St-Isidore, Ste-Henedine, Ste-Marguerite and Scott; in LAC-ST-JEAN-EST Census Division (MRC), Lac Moncouche; in LE-HAUT-ST-AURICE CENSUS DIVISION (MRC), municipalities of Kiskissink, Lac-des-Moires, Lac-Edouard and Lac-Tourlay; in MONTMAGNY CENSUS DIVISION (MRC), municipalities of Berthier-sur-Mer, St-Francois-de-la-Riviere-du-Sud and St-Pierre-de-la-Riviere-du-Sud and Montmagny City; and PORTNEUF Census Division (MRC), less municipalities of Lac-Lapeyrere, Linton, Riviere-a-Pierre and St-Ubalde.

**CENSUS METROPOLITAN AREA - COUNTY OF PUBLICATION:**

Analysis optional and not made.

**AVERAGE CIRCULATION IN NEWSPAPER DESIGNATED MARKET:**

Analysis optional and not made.

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**8. EXPLANATORY:** (Continued)

RETURNS POLICY: Not Returnable.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Newspaper Designated Market	Balance in Retail Trading Zone	All Other
Sat	5.1%	6.1%	9.6%
Sun	4.0%	4.5%	7.6%
Cmbd Avg (Mon.-Fri.)	3.9%	4.2%	8.1%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

Any reference to circulation in this report except in Pars. 1A, 1B, 1C, and 1D (average non-paid circulation) includes a total of paid circulation and non-paid distribution.

**If you have any questions regarding this report, contact:**  
**ABC's Canadian Office**  
Telephone (416) 962-5840 - FAX (416) 962-5844  
151 Bloor Street West, Suite 850  
Toronto, ON M5S 1S4

**ADVERTISING CONTACT:**  
**Advertising**  
Telephone (418) 686-3435 - FAX (418) 686-3260  
410 Charest Est, C.P. 1547, Succ. Terminus,  
Quebec, QC G1K 7J6  
email: @lesoleil.com

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

**Audit Bureau of Circulations**

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Calendar Quarter Ended	Sat			Days	Sun			Days	Cmbd Avg (Mon.-Fri.)			Days	Mon			Days	Tue			Days	Wed			Days	Thu			Days	Fri			Days
	Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average		Average Paid	Average Non-Paid	Total Average	
June 30, 2005	109,038	116	109,154		87,724	97	87,821		77,698	92	77,790		76,340	100	76,440		76,501	88	76,589		76,818	65	76,883		81,492	64	81,556		77,194	150	77,344	
September 30, 2005	107,483	2,016	109,499		79,724	370	80,094		75,307	649	75,956		74,054	275	74,329		74,384	396	74,780		74,800	736	75,536		78,769	752	79,521		74,429	1,058	75,487	
December 31, 2005	108,313	1,519	109,832		82,404	218	82,622		78,376	197	78,573		77,604	203	77,807		76,972	189	77,161		77,512	186	77,698		82,985	164	83,149		76,734	241	76,975	
March 31, 2006	117,430	1,784	119,214		85,675	1,772	87,447		80,078	1,360	81,438		78,161	1,370	79,531		78,917	1,259	80,176		78,342	1,410	79,752		86,600	1,388	87,988		76,203	1,374	79,577	
June 30, 2006	108,295	292	108,587		85,804	266	86,070		78,499	281	78,780		76,653	341	76,994		76,866	269	77,135		76,956	265	77,221		81,446	266	81,712		80,291	270	80,561	
September 30, 2006	108,500	4,071	112,571		86,474	3,549	90,023		75,925	1,835	77,760		74,707	1,909	76,616		75,086	1,834	76,920		75,226	1,852	77,078		79,054	1,797	80,851		75,461	1,786	77,247	
December 31, 2006	106,193	2,064	108,257		82,239	1,702	83,941		77,710	1,561	79,271		76,389	1,399	77,788		76,901	1,192	78,093		76,567	1,754	78,321		82,374	1,727	84,101		76,114	1,709	77,823	
March 31, 2007	110,005	2,436	112,441		85,957	2,388	88,345		80,489	1,940	82,429		78,092	1,949	80,041		79,087	1,965	81,052		78,802	1,939	80,741		87,266	1,930	89,196		78,903	1,921	80,824	
June 30, 2007	107,511	1,488	108,999		89,882	1,610	91,492		81,452	1,375	82,827		80,647	1,400	82,047		79,856	1,337	81,193		80,576	1,381	81,957		85,580	1,378	86,958		80,477	1,381	81,858	
September 30, 2007	113,957	1,232	115,189		85,497	1,225	86,722		78,868	1,223	80,091		77,594	1,235	78,829		77,776	1,227	79,003		78,132	1,227	79,359		82,019	1,218	83,237		76,722	1,210	79,932	
December 31, 2007	108,861	1,356	110,217		87,737	1,350	89,087		81,928	342	82,270		80,112	380	80,492		80,543	393	80,936		81,117	315	81,432		87,404	313	87,717		80,356	314	80,670	
March 31, 2008	114,955	1,305	116,260		88,760	1,299	90,059		81,903	1,038	82,941		80,279	1,063	81,342		80,434	1,056	81,490		80,627	1,074	81,701		87,356	1,003	88,359		80,481	999	81,480	
June 30, 2008	111,925	780	112,705	13	90,803	774	91,577	13	82,184	742	82,926	63	80,308	818	81,126	12	81,030	521	81,551	12	81,016	798	81,814	13	87,260	782	88,042	13	81,075	777	81,852	13
September 30, 2008	114,398	2,099	116,497	13	86,783	2,093	88,876	13	81,269	2,082	83,351	64	80,233	1,994	82,227	12	80,223	2,079	82,302	13	80,495	2,124	82,619	13	84,553	2,109	86,662	13	80,765	2,097	82,862	13
December 31, 2008	108,176	1,285	109,461	13	89,114	1,280	90,394	13	82,768	450	83,218	64	80,178	457	80,635	12	80,905	444	81,349	13	81,857	443	82,300	14	89,300	464	89,764	12	81,973	446	82,419	13
March 31, 2009	110,630	2,401	113,031	13	88,509	2,397	90,906	13	81,893	1,166	83,059	62	79,534	1,199	80,733	13	80,196	1,197	81,393	13	80,735	1,068	81,803	12	88,748	1,072	89,820	12	80,592	1,292	81,884	12