

No attempt has been made to rank the information contained in this report in order of importance, since CCAB believes this is a judgement which must be made by the user of the report.



Business of Performing Audits

Canadian Circulations Audit Board
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Pets Quarterly
Canadian Association Publishers Inc
512 Kings St East Suite 300
Toronto, Ontario
M5A 1M1
Tel No: 416 955-1550
Fax No: 416 955-1391
E-mail: info@capmagazines.ca
Web Site: www.petsquarterly.ca
Official Publication of: None
Established: 1992
Issues Per Year: 4

MARKET SERVED

Pets Quarterly magazine is an all inclusive Canadian oriented pet magazine that covers as a main focus the health and well being of all pets. Pets Quarterly is promoted by humane societies, S.P.C.A.'s and veterinarians across Canada.

STATEMENT OF CIRCULATION

- A. SINGLE COPY SALES
- B. SPONSORED INDIVIDUALLY ADDRESSED COPIES
- C. MULTI COPIES DISTRIBUTED TO HUMANE SOCIETIES, SPCA'S AND VETERINARIANS

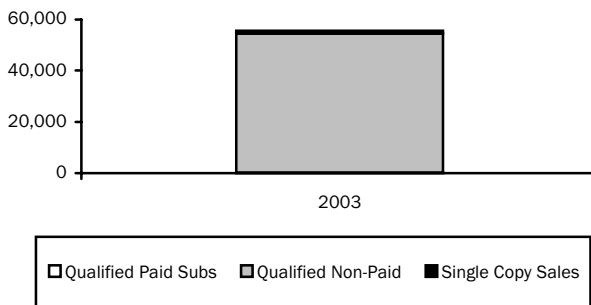
AVERAGE QUALIFIED CIRCULATION

Total Qualified _____	55,695
Qualified Paid _____	1,388
Subscriptions _____	306
Single Copy Sales _____	1,082
Qualified Non-Paid _____	54,308

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported
4	Issues Per Year
\$3.95	All Single Copy Sales Prices for the Period

Five Year Average Qualified Circulation Trend



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	103	0.2	-	-	1,388	2.5
Sponsored Individually Addressed _____	203	0.4	-	-	203	0.4
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	54,308	97.5	54,308	97.5
Sub-Total Subscriptions _____	306	0.5	54,308	97.5	54,614	98.1
Single Copy Sales _____	1,082	1.9	-	-	1,082	1.9
TOTAL	1,388	2.5	54,308	97.5	55,696	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2003 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions	Total		
Spring _____	1,082	300	1,382	53,327	54,709
Summer _____	1,082	311	1,393	55,288	56,681

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

3A. PRICES

3B. LENGTH OF SUBSCRIPTIONS

3C. USE OF FREE PROMOTIONAL INCENTIVES

PARAGRAPHS 3A THROUGH 3D ARE NOT REQUIRED WHEN THE PAID CIRCULATION IS LESS THAN 50% OF THE AVERAGE CIRCULATION

3D. HOW ORDERED

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF SUMMER 2003				
This issue is 3.6% or 1,961 copies above the other issue reported in Paragraph two.				
CLASSIFICATION	Canada	Outside Canada	TOTAL QUALIFIED	PERCENT OF TOTAL
Paid Circulation:				
1. Paid Subscribers _____	108	-	108	0.2
2. Sponsored Individually Addressed copies _____	203	-	203	0.4
3. Single copy sales _____	1,082	-	1,082	1.9
Total Paid	1,393	-	1,393	2.5
Non-paid Circulation:				
4. Multi-copy same-addressee (distributed to Humane Societies and Veterinary clinics to 368 locations) _____	55,288	-	55,288	97.5
Total Non-paid	55,288	-	55,288	97.5
TOTAL QUALIFIED CIRCULATION	56,681	-	56,681	100.0

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2003							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	108	-	-			108	0.2
a. Written _____	108	-	-			108	0.2
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or redistributor (other than request): _____	55,288	-	-			55,288	97.5
a. Written _____	55,288	-	-			55,288	97.5
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	203	-	-			203	0.4
Rosters and directories _____	-	-	-			-	-
Licensees - Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	203	-	-			203	0.4
VI. TOTAL - Single Copy Sales: _____	1,082	-	-			1,082	1.9
TOTAL QUALIFIED CIRCULATION	56,681	-	-			56,681	100.0
PERCENT	100.0	-	-			100.0	-

Paid Source Information can be reported at the option of the publisher.

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2003						
Provinces	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions	Total Paid			
Newfoundland _____	19	2	21	1,304	1,325	2.3
Prince Edward Island _____	-	5	5	45	50	0.1
Nova Scotia _____	63	8	71	3,099	3,170	5.6
New Brunswick _____	-	5	5	3,345	3,350	5.9
Quebec _____	70	21	91	1,214	1,305	2.3
Ontario _____	238	192	430	22,481	22,911	40.4
Manitoba _____	28	10	38	1,562	1,600	2.8
Saskatchewan _____	37	9	46	3,377	3,423	6.0
Alberta, N.W.T and Nunavut _____	538	30	568	6,509	7,077	12.5
B.C. and Yukon _____	89	29	118	12,302	12,420	21.9
TOTAL FOR CANADA	1,082	311	1,393	55,238	56,631	99.9
United States _____	-	-	-	50	50	0.1
Other Foreign _____	-	-	-	-	-	-
TOTAL OUTSIDE CANADA	-	-	-	50	50	0.1
TOTAL QUALIFIED CIRCULATION	1,082	311	1,393	55,288	56,681	100.0

7. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	2003*
Total Audit Average Qualified: _____	55,695
Qualified Paid:	1,388
Subscriptions _____	306
Single Copy Sales _____	1,082
Qualified Non-Paid: _____	54,308
Post Expire Copies included in Total Qualified Circulation: _____	**NC
Average Annual Order Price: _____	**NC

*** NOTE: 2003 data is audited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed.

8. ADDITIONAL DATA

SINGLE COPY SALES:

Single copy sales figures for the Summer 2003 issue are based on average known sales from the Spring 2003 issue.

For an average single copy sales of 43% of the draw provincial breakdowns in paragraph 6 for the single copy sales were also based on the average sales percentage applied to each province.

The records maintained by this publication for the period covered by this report have been examined by CCAB Inc. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

CCAB BPA International
Toronto, ON

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