

**COMMUNITY NEWSPAPER CIRCULATION STATEMENT
FOR THE 12 MONTH PERIOD ENDED MARCH 2016**

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
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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.



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Sudbury, Ontario
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Established: 1973
E-mail: ahomayed@northernlife.ca
Web Site: <http://www.northernlife.ca>
Frequency: Twice weekly:
Tuesday and Thursday



PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION
NORTHERN LIFE is a community newspaper serving the greater Sudbury region.

1. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING MARCH 2016

	Tuesday Edition	Thursday Edition
A. Non-Paid Individual Circulation		
Carrier Delivery - Residential _____	28,442	29,412
Carrier Delivery - Non-Residential _____	-	-
Mail Delivery _____	16	14
Electronic Edition _____	-	-
Total Non-Paid Individual Circulation	28,458	29,426
B. Non-Paid Bulk Circulation _____		
Carrier Bulk - Residential _____	380	1,030
Carrier Bulk - Non-Residential _____	-	-
Carrier Bulk - Boxes _____	330	7,105
Total Non-Paid Bulk Circulation	710	8,135
Total Non-Paid Circulation	29,168	37,561
C. Paid Circulation		
Subscriptions		
Carrier _____	7,020	7,012
Mail _____	25	23
Electronic Edition _____	-	-
Bulk _____	-	-
Single Copy Sales _____	146	537
Total Paid Circulation	7,191	7,572
TOTAL QUALIFIED CIRCULATION	36,359	45,133

2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY

	Tuesday Edition	Thursday Edition
Advertisers, Agencies _____	65	80
Other _____	3,842	3,429

3. AVERAGE MONTHLY CIRCULATION – TUESDAY EDITION							
Month	Non-Paid Circulation			Paid Circulation			Total Paid & Non Paid Circulation
	Individual	Bulk	Total Non-Paid	Subscriptions	Single-copy Sales	Total Paid	
April _____	28,703	710	29,413	7,512	173	7,685	37,098
May _____	28,887	710	29,597	7,366	138	7,504	37,101
June _____	29,100	710	29,810	6,977	153	7,130	36,940
July _____	29,116	710	29,826	6,725	146	6,871	36,697
August _____	28,699	710	29,409	6,688	156	6,844	36,253
September _____	28,294	710	29,004	7,201	135	7,336	36,340
October _____	28,131	710	28,841	7,316	146	7,462	36,303
November _____	28,053	710	28,763	7,324	154	7,478	36,241
December _____	28,031	710	28,741	7,246	143	7,389	36,130
January _____	28,329	710	29,039	6,709	141	6,850	35,889
February _____	28,128	710	28,838	6,716	129	6,845	35,683
March _____	28,010	710	28,720	6,798	137	6,935	35,655

3. AVERAGE MONTHLY CIRCULATION – THURSDAY EDITION							
Month	Non-Paid Circulation			Paid Circulation			Total Paid & Non Paid Circulation
	Individual	Bulk	Total Non-Paid	Subscriptions	Single-copy Sales	Total Paid	
April _____	29,636	8,135	37,771	7,525	538	8,063	45,834
May _____	29,905	8,135	38,040	7,291	567	7,858	45,898
June _____	30,139	8,135	38,274	6,897	559	7,456	45,730
July _____	30,081	8,135	38,216	6,716	489	7,205	45,421
August _____	29,681	8,135	37,816	6,816	592	7,408	45,224
September _____	29,233	8,135	37,368	7,229	546	7,775	45,143
October _____	29,087	8,135	37,222	7,308	546	7,854	45,076
November _____	28,960	8,135	37,095	7,356	596	7,952	45,047
December _____	29,198	8,135	37,333	6,990	465	7,455	44,788
January _____	29,253	8,135	37,388	6,712	541	7,253	44,641
February _____	29,072	8,135	37,207	6,712	561	7,273	44,480
March _____	28,925	8,135	37,060	6,824	502	7,326	44,386

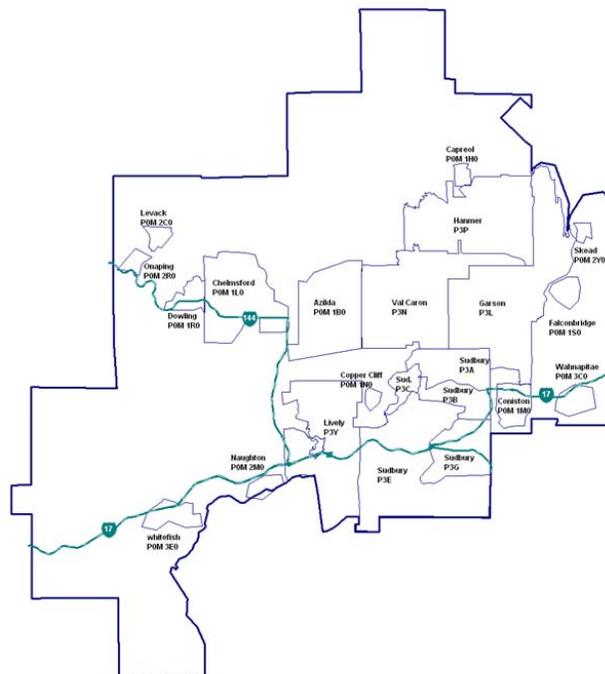
4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS						
Month	March 2011		March 2013		March 2015	
	Tuesday Edition Total Paid & Non-Paid	Thursday Edition Total Paid & Non-Paid	Tuesday Edition Total Paid & Non-Paid	Thursday Edition Total Paid & Non-Paid	Tuesday Edition Total Paid & Non-Paid	Thursday Edition Total Paid & Non-Paid
Non-Paid Individual Circulation _____	28,652	36,028	28,877	36,521	28,738	31,386
Non-Paid Bulk Circulation _____	332	1,025	325	1,025	614	6,358
Paid Circulation _____	10,195	11,039	9,338	10,026	8,590	9,078
TOTAL QUALIFIED CIRCULATION	39,179	48,092	38,540	47,572	37,942	46,822

5. ANALYSIS OF CIRCULATION FOR THE ISSUES OF FEBRUARY 2, 4, 2016

	*Total Homes Commercial & Professional Operations in Selected Coverage Area	Tuesday Edition February 2 Total Circulation	Thursday Edition February 4 Total Circulation
NON-PAID INDIVIDUAL CIRCULATION:			
Carrier Delivery - Residential _____		28,161	29,105
Carrier Delivery - Non-Residential _____		-	-
Mail delivery _____		16	14
Electronic editions _____		-	-
Total Non-Paid Individual Circulation		28,177	29,119
NON-PAID BULK CIRCULATION:			
Carrier Bulk - Residential _____		380 (9 locations)	1,030 (23 locations)
Carrier Bulk - Non-Residential _____		-	-
Carrier Bulk - Boxes _____		330 (6 locations)	7,105 (149 locations)
Total Non-Paid Bulk Circulation		710	8,135
Total Non-Paid Circulation		28,887	37,254
PAID CIRCULATION:			
Carrier delivery _____		6,694	6,694
Mail delivery _____		24	22
Electronic editions _____		-	-
Bulk Delivery _____		-	-
Single copy sales _____		125	545
Total Paid Circulation		6,843	7,261
TOTAL QUALIFIED CIRCULATION		35,730	44,515
TOTAL	45,403		

*Source Canada Post Householder Figures February 2016. Figures include Post Office Box Holders

Map of Circulation



6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR DELIVERED, LEFT OVER AND UNSOLD COPIES?

Yes

7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

Voluntary paid customers are entered into a draw for \$500.00 every collection period and receive \$5.00 off the classified word ads.

ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD:**8. ARREARS UNDER THREE MONTHS AS OF:****9. PRICES**

Basic:	Subscriptions	1 year 2 issues	\$74.22
		6 months 2 issues	\$41.36
		3 months 2 issues	\$27.93
	Single Copy	Dealer racks	\$1.00
Other offers made during the statement period:	3 Months	1/week	\$14.52
		2/weeks	\$27.93
	6 Months	1/week	\$22.35
		2/weeks	\$41.36
	1 Year	1/week	\$39.06
		2/weeks	\$74.22
	outside Canada	6 months / issue	\$32.42
		1 Year/ issue	\$64.84
Voluntary Paid		4 weeks	\$5.00
		6 month pre payment	\$30.00
		one year prepayment	\$55.00
		or equivalent to \$5.00 per draw period	

10. ADDITIONAL DATA

No paper published on December 29, 2015.

GLOSSARY:**Carrier Delivery – Residential:** Individual copies delivered by a carrier network to a single residential addressee.**Carrier Delivery – Non-Residential:** Individual copies delivered by a carrier network to a single retail business or other non-residential addressee.**Carrier Bulk – Residential:** Four or more copies delivered by a carrier network to apartment lobby locations.**Carrier Bulk – Non-Residential:** Four or more copies delivered by a carrier network to a single retail business or other non-residential addressee.**Carrier Bulk – Boxes:** Four or more copies delivered by a carrier network to a street box/rack.**FDSA Accreditation:****NORTHERN LIFE** meets FDSA's six-step flyer distribution process, and was last accredited on February 16, 2016.**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

A. Homayed, Publisher

G. Perrin, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by CCAB.

Date signed April 29, 2016

City Sudbury

Received by CCAB April 29, 2016

ID Number N804P0M6