

albertaviews

Publisher's Sworn Statement of Circulation

Alberta Views magazine
208-320 23 AVE SW
CALGARY, AB T2S 0J2
(403) 243-5334

Publisher: Beth Ed

Circulation Manager: Megan Kargard

Magazine Profile: *Alberta Views* provides independent perspectives on our province's politics, social issues and culture, and is read by well-educated, influential citizens. In 19 years of publication, *Alberta Views* has become the must-read magazine for people who want insight into Alberta's unique character, challenges and opportunities.

Period: 11/15 to 04/16

Issues: Nov 2015, Dec 2015, Jan/Feb 2016, Mar 2016, Apr 2016

Total Distribution	
Average Total Paid	5,171
Average Total Non-Paid	8,098
Average Total Circulation	13,269
Breakdown (avg. per issue)	
Paid Subscriptions	4,628
Newsstand Draw/Sales	2,010/543 (avg. sell-through 27%)
Newspaper and Unaddressed Mail	4,697
Doctor's Offices	2,116
Air Canada Lounges	1,080
Advertisers/Contributors/MLAs	205
Geographic Breakdown	
Calgary	34.7 %
Edmonton	33.7 %
Rest of Alberta	27.9 %
Outside Alberta	3.7 %

I hereby make oath and say that the above statement is true, and on request by any bona fide advertisers, or by an advertising agency having recognition, we hereby agree to submit records from which the figures were prepared to an independent audit, the cost to be borne by the party making the request. Printing and postal receipts available upon request.

Declared before me at the City of Calgary in the province of Alberta
this 16 day of September, 2016.

Signed Selma White
(Guarantor)

Signed [Signature]
(Publisher)

SELMA WHITE
A Commissioner for Oaths
in and for the Province of Alberta
My Commission Expires July 9, 2018