

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED MARCH 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
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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.

Jewellery

BUSINESS

Kenilworth Media Inc.
15 Wertheim Court, Suite 710
Richmond Hill, Ontario
L4B 3H7
Tel.: 905.771.7333
Fax: 905.771.7336
E-mail: info@jewellerybusiness.com
Web Site:
www.jewellerybusiness.com

Official Publication of: None
Established: 2005
Issues Per Year: 6

FIELD SERVED

Jewellery Business serves independent, chain and mass merchandizing jewellery retailers, diamond retailers, watch retailers and jewellery and diamond buyers; jewellery and watch manufacturers/wholesalers/ distributors; jewellery professionals such as appraisers and gemologists; crafts people such as jewellery designers and goldsmiths; and the service sector including jewellery and watch repairs, engraving and others allied to the jewellery industry.

DEFINITION OF RECIPIENT QUALIFICATION

Jewellery, diamond and watch retailers, jewellery and diamond buyers, manufacturers, wholesalers, distributors, repair, engraving, appraisers, gemologists, designers and individuals and firms within the field served.

Primary Market C.A.R.D. Class 632 - Jewellery

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	45
Advertiser and Agency _____	546
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	107
All Other _____	508
TOTAL	1,206

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,108	100.0	8,019	98.9	89	1.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,108	100.0	8,019	98.9	89	1.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____	240	39			8,124						
December _____	93	12			8,050	February _____	523	615			8,150
						TOTAL	856	666			

*See Paragraph 11

Jewellery Business / March 2009

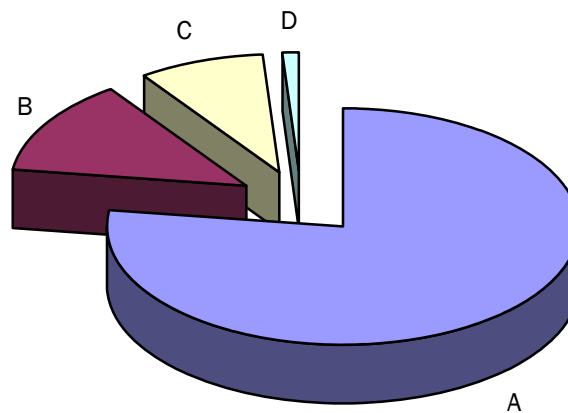
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009

This issue is 0.8% or 63 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers _____	6,280	-	6,280	77.1
Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors _____	1,074	-	1,074	13.2
Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters _____	712	-	712	8.7
Others allied to the field _____	84	-	84	1.0
TOTAL QUALIFIED CIRCULATION	8,150	-	8,150	100.0

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Independent, chain and mass merchandising jewellery and diamond retailers, watch retailers and jewellery and diamond buyers _____	6,280	77.1
B Jewellery and watch manufacturers, jewellery, watch and diamond wholesalers and distributors _____	1,074	13.2
C Jewellery and watch services including repairs, engraving, appraisers, gemologists, jewellery designers, goldsmiths, craftsmen, diamond cutters and setters _____	712	8.7
D Others allied to the field _____	84	1.0
TOTAL QUALIFIED CIRCULATION	8,150	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009							
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: _____	1,027	438	-			1,465	18.0
a. Written _____	625	360	-			985	12.2
b. Telecommunication _____	2	2	-			4	-
c. Electronic _____	400	76	-			476	5.8
II. TOTAL – Request from recipient's company: _____	74	30	-			104	1.3
a. Written _____	54	25	-			79	1.0
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	20	5	-			25	0.3
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	6	13	-			19	0.2
a. Written _____	2	13	-			15	0.2
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	4	-	-			4	-
V. TOTAL – Sources other than above (listed alphabetically): _____	6,474	88	-			6,562	80.5
*Association rosters and directories _____	417	-	-			417	5.1
*Business directories _____	4,299	68	-			4,367	53.6
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,758	20	-			1,778	21.8
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,581	569	-			8,150	100.0
*See Paragraph 11	PERCENT	93.0	7.0	-		100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			6,013	73.8
Individuals by name only _____			710	8.7
Titles or functions only _____			6	0.1
Company names only _____			1,421	17.4
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			8,150	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			66	0.8
Prince Edward Island _____			23	0.3
Nova Scotia _____			182	2.2
New Brunswick _____			151	1.9
Quebec _____			1,859	22.8
Ontario _____			3,439	42.2
Manitoba _____			231	2.8
Saskatchewan _____			213	2.6
Alberta, N.W.T and Nunavut _____			836	10.3
B.C. and Yukon _____			1,150	14.1
TOTAL FOR CANADA			8,150	100.0
United States _____			-	-
Other Foreign _____			-	-
TOTAL OUTSIDE CANADA			-	-
TOTAL QUALIFIED CIRCULATION			8,150	100.0

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

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2006	2007	March 2008	September 2008	March 2009*
Total Audit Average Qualified: _____	8,127	7,832	7,954	8,013	8,108
Qualified Non-Paid: _	8,102	7,779	7,876	7,939	8,019
Qualified Paid: _____	25	53	78	74	89
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

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

**NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

120 copies of the October issue were printed for distribution at Collections by JCK, Vancouver BC (September 24 - 25, 2008)

200 copies of the October issue were printed for distribution at the 50th Anniversary Gem Conference, Toronto ON (November 7 - 9, 2008)

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 47 copies or 0.6% and 370 copies or 4.5%.

Business directories include 3 sources of circulation for quantities of 26 copies or 0.3% to 4,275 copies or 52.5%, including InfoCanada.

Other sources include 6 sources for quantities of 25 copies or 0.3% to 1,370 copies or 16.8%, including Reveal Connections.

PUBLISHER'S AFFIDAVIT

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

Ellen Kral, President

Anjo van Vark, Account 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 BPA Worldwide.

Date signed March 17, 2009

City Richmond Hill

Received by CCAB March 17, 2009

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