



IPPSO FACTO

Magazine of the Association of Power Producers of Ontario

APPrO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

Circulation Summary

IPPSO FACTO is the leading publication of the power generation business in Canada. It is the journal most read by senior business leaders, utility executives, energy professionals and government officials concerned with generation in Canada.

As those familiar with it can attest, IPPSO FACTO is well-respected, trusted, and in fact relied upon for relevant reporting and analysis of developments in this rapidly-changing market. Many experts consider it to be the Canadian power industry's "journal of record," often the only source for precise information on certain crucial developments behind the scenes.

IPPSO FACTO's circulation is more than just what numbers can tell. Our readership includes important names at significant companies - people in positions who can make a difference. In addition, IPPSO FACTO has a strong secondary and pass-on circulation. People don't just flip through IPPSO FACTO, they take it home for the weekend, and keep it in their files, or corporate libraries for reference.

This unique magazine is targeted precisely to those business leaders and decision-makers who matter most, making sure your advertising dollars are always well spent. As much as any publication can be, IPPSO FACTO is influential, a must-read for energy decision-makers in Canada.

Unlike most energy periodicals, IPPSO FACTO is published by a player in the business, a stakeholder directly involved in the developments we report. APPrO is active in shaping the market, through business and policy development, with whatever strategies our members find most effective. That keeps IPPSO FACTO on top of the latest in business intelligence.

Selling an energy-related product or service?

Looking for a cost-effective way of reaching the decision-makers in the industry?

Have an event you need to publicize?

Got an important job you need to fill?

IPPSO FACTO is the answer!

We're read by the people who need what you have to offer.

We have the lowest advertising rates you'll find.

People depend on us to find out what's happening and what's current in Canada's power industry.

In short, IPPSO FACTO's circulation is marked by a kind of quality you will not find with any other publication. No matter where you choose to advertise, make sure IPPSO FACTO is on your list.

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Number of IPPSO FACTO Subscribers as of January 8, 2007	Area	Primary Recipients	Secondary Recipients*
		Ontario circulation	755
	Canada outside Ontario	138	414
	U.S. & Foreign	39	117

*Primary recipients receive all APPrO material, while secondary recipients receive selected and targeted materials.

Who reads IPPSO FACTO?

Below is a list of selected current subscribers to IPPSO FACTO

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IESO - Independent Electricity System Operator
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SESCI - Solar Energy Society of Canada Inc.
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Suncor Energy Inc.
Sustainable Development Technology Canada
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Toromont
Toromont Energy Ltd.
Toronto Hydro Corporation
Toronto Hydro Energy Services Inc.
Toronto Star
Trade Fair Group
TransAlta Corporation
TransAlta Energy Corporation
TransAlta Energy Marketing Corp.
Treasury Board Of Canada Secretariat
TREC - Toronto Renewable Energy Cooperative
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Vestas Canada
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West Windsor Power

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