

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1	1	People	WK	Celebrity	5,106,366	5,558,360	\$26,918,363.34	\$28,819,579.40	\$5.27	-451,994	-8.1%	(\$1,901,216.06)	-6.6%	41.7%	45.7%
2	4	In Touch Weekly	WK	Celebrity	5,229,815	5,372,879	\$15,637,146.85	\$16,064,908.21	\$2.99	-143,064	-2.7%	(\$427,761.36)	-2.7%	41.0%	40.8%
3	2	Woman's World	WK	Women's Lifestyle	6,642,503	7,197,436	\$14,970,285.91	\$16,194,231.00	\$2.25	-554,933	-7.7%	(\$1,223,945.09)	-7.6%	51.2%	52.1%
4	3	Star	WK	Tabloid	2,491,634	2,945,904	\$13,679,070.66	\$16,173,012.96	\$5.49	-454,270	-15.4%	(\$2,493,942.30)	-15.4%	29.6%	26.2%
5	6	US Weekly	WK	Celebrity	2,448,409	2,759,786	\$12,384,458.91	\$13,771,332.14	\$5.06	-311,377	-11.3%	(\$1,386,873.23)	-10.1%	27.8%	30.3%
6	5	Cosmopolitan	MO	Fashion/Beauty	2,380,951	2,514,501	\$12,349,807.49	\$13,861,975.49	\$5.19	-133,550	-5.3%	(\$1,512,168.00)	-10.9%	54.6%	56.0%
7	7	National Enquirer	WK	Tabloid	2,072,812	2,312,266	\$11,379,737.88	\$12,694,340.34	\$5.49	-239,454	-10.4%	(\$1,314,602.46)	-10.4%	26.6%	24.3%
8	8	Hello!	WK	Celebrity	2,631,400	2,827,333	\$10,904,640.40	\$11,336,314.19	\$4.14	-195,933	-6.9%	(\$431,673.79)	-3.8%	49.0%	48.5%
9	9	Life & Style	WK	Celebrity	3,117,070	3,147,553	\$9,320,039.30	\$9,411,183.47	\$2.99	-30,483	-1.0%	(\$91,144.17)	-1.0%	38.4%	38.0%
10	10	Globe	WK	Celebrity	1,194,184	1,263,404	\$6,556,070.16	\$6,936,087.96	\$5.49	-69,220	-5.5%	(\$380,017.80)	-5.5%	26.5%	25.2%
11	13	Hello! SIP	MO	Celebrity	1,008,961	858,347	\$5,474,072.95	\$5,669,756.65	\$5.43	150,614	17.5%	(\$195,683.70)	-3.5%	59.1%	50.2%
12	11	OK! Weekly	WK	Celebrity	1,214,949	1,553,735	\$5,310,185.01	\$6,199,402.65	\$4.37	-338,786	-21.8%	(\$889,217.64)	-14.3%	24.6%	30.4%
13	12	O Oprah Magazine	MO	Women's Lifestyle	894,355	1,047,195	\$5,142,541.25	\$6,021,371.25	\$5.75	-152,840	-14.6%	(\$878,830.00)	-14.6%	38.1%	44.9%
14	15	First For Women	MO	Women's Lifestyle	1,648,365	1,714,288	\$4,928,611.35	\$5,125,721.12	\$2.99	-65,923	-3.8%	(\$197,109.77)	-3.8%	51.7%	54.6%
15	14	In Style	MO	Fashion/Beauty	735,374	848,681	\$4,682,289.26	\$5,343,458.19	\$6.37	-113,307	-13.4%	(\$661,168.93)	-12.4%	42.3%	48.9%
16	16	Canadian Living	MO	Women's Lifestyle	1,227,777	1,302,160	\$4,500,533.23	\$4,715,146.40	\$3.67	-74,383	-5.7%	(\$214,613.17)	-4.6%	38.5%	40.6%
17	17	House & Home	MO	Home Decor	641,211	763,453	\$3,888,073.13	\$4,542,545.35	\$6.06	-122,242	-16.0%	(\$654,472.22)	-14.4%	36.1%	42.6%
18	18	Vanity Fair	MO	Men's Lifestyle	571,977	657,870	\$3,426,142.23	\$3,940,641.30	\$5.99	-85,893	-13.1%	(\$514,499.07)	-13.1%	42.3%	49.4%
19	21	Style At Home	MO	Home Decor	555,555	526,512	\$3,341,340.53	\$2,925,459.20	\$6.01	29,043	5.5%	\$415,881.33	14.2%	33.7%	37.2%
20	20	The Economist	WK	Business/Finance	350,892	395,086	\$2,803,627.08	\$3,156,737.14	\$7.99	-44,194	-11.2%	(\$353,110.06)	-11.2%	27.9%	29.9%
21	25	People Style Watch	MO	Celebrity	558,546	556,488	\$2,787,144.54	\$2,776,875.12	\$4.99	2,058	0.4%	\$10,269.42	0.4%	40.7%	43.3%
22	22	Maclean's	WK	Current Affairs	440,258	459,088	\$2,739,206.10	\$2,863,653.60	\$6.22	-18,830	-4.1%	(\$124,447.50)	-4.3%	23.1%	24.4%
23	28	Vogue	MO	Fashion/Beauty	443,181	455,628	\$2,367,204.37	\$2,433,191.72	\$5.34	-12,447	-2.7%	(\$65,987.35)	-2.7%	37.4%	41.4%
24	24	Glamour	MO	Fashion/Beauty	471,617	556,652	\$2,353,368.83	\$2,777,693.48	\$4.99	-85,035	-15.3%	(\$424,324.65)	-15.3%	30.3%	35.6%
25	26	Women's Health	MO	Fitness/Exercise	391,587	456,093	\$2,345,606.13	\$2,731,997.07	\$5.99	-64,506	-14.1%	(\$386,390.94)	-14.1%	28.7%	33.7%
26	23	Men's Health	MO	Fitness/Exercise	388,140	475,984	\$2,324,958.60	\$2,851,144.16	\$5.99	-87,844	-18.5%	(\$526,185.56)	-18.5%	31.1%	33.3%
27	30	Chatelaine	MO	Women's Lifestyle	563,279	645,078	\$2,198,016.21	\$2,345,495.22	\$3.90	-81,799	-12.7%	(\$147,479.01)	-6.3%	32.2%	36.5%
28	19	Maxim	MO	Men's Lifestyle	323,033	558,123	\$2,155,812.67	\$3,715,057.77	\$6.67	-235,090	-42.1%	(\$1,559,245.10)	-42.0%	20.6%	28.4%
29	-	Hello! Specials	QU	Celebrity	212,626		\$2,115,628.70		\$9.95					48.4%	
30	34	National Examiner	WK	Tabloid	445,701	461,045	\$2,001,197.49	\$2,070,092.05	\$4.49	-15,344	-3.3%	(\$68,894.56)	-3.3%	24.0%	25.7%
31	29	Oxygen	MO	Fitness/Exercise	281,235	337,216	\$1,965,832.65	\$2,357,139.84	\$6.99	-55,981	-16.6%	(\$391,307.19)	-16.6%	34.0%	40.0%
32	40	Maclean's Specials	QU	Current Affairs	192,998	185,253	\$1,881,520.10	\$1,677,642.35	\$9.75	7,745	4.2%	\$203,877.75	12.2%	41.1%	38.7%
33	31	Good Housekeeping	MO	Women's Lifestyle	406,081	487,593	\$1,823,303.69	\$2,189,292.57	\$4.49	-81,512	-16.7%	(\$365,988.88)	-16.7%	28.8%	28.6%
34	27	Hustler Canada	MO	Sophisticates	138,220	205,715	\$1,807,529.80	\$2,700,404.85	\$13.08	-67,495	-32.8%	(\$892,875.05)	-33.1%	24.1%	29.7%
35	36	National Geographic	MO	Science/Nature	245,894	269,231	\$1,718,799.06	\$1,881,924.69	\$6.99	-23,337	-8.7%	(\$163,125.63)	-8.7%	40.6%	41.5%
36	32	Shape	MO	Fitness/Exercise	284,328	364,412	\$1,703,124.72	\$2,182,827.88	\$5.99	-80,084	-22.0%	(\$479,703.16)	-22.0%	26.8%	32.0%
37	46	Fine Cooking Specials	MO	Food/Recipes	147,318	140,751	\$1,619,024.82	\$1,546,853.49	\$10.99	6,567	4.7%	\$72,171.33	4.7%	33.8%	31.4%
38	43	Reader's Digest	MO	General Interest	362,223	372,838	\$1,571,642.75	\$1,584,561.50	\$4.34	-10,615	-2.8%	(\$12,918.75)	-0.8%	28.8%	26.7%
39	47	Real Simple	MO	Women's Lifestyle	258,855	257,162	\$1,550,541.45	\$1,540,400.38	\$5.99	1,693	0.7%	\$10,141.07	0.7%	46.7%	48.2%
40	41	Time	WK	Current Affairs	255,164	273,250	\$1,528,432.36	\$1,625,837.50	\$5.99	-18,086	-6.6%	(\$97,405.14)	-6.0%	23.3%	24.5%
41	33	Weight Watchers	BM	Health/Wellness	244,464	363,917	\$1,464,339.36	\$2,177,688.35	\$5.99	-119,453	-32.8%	(\$713,348.99)	-32.8%	34.4%	45.0%
42	48	Rolling Stone	BW	Music	236,501	242,304	\$1,445,814.99	\$1,487,397.96	\$6.11	-5,803	-2.4%	(\$41,582.97)	-2.8%	27.7%	30.3%
43	39	M Magazine	MO	Music	287,164	339,349	\$1,432,948.36	\$1,693,351.51	\$4.99	-52,185	-15.4%	(\$260,403.15)	-15.4%	31.4%	38.1%
44	35	Official X Box Magazine	MO	Video Gaming	109,660	145,937	\$1,424,483.40	\$1,895,721.63	\$12.99	-36,277	-24.9%	(\$471,238.23)	-24.9%	26.1%	33.9%
45	37	Soap Opera Digest	WK	Entertainment	312,261	391,966	\$1,405,174.50	\$1,763,847.00	\$4.50	-79,705	-20.3%	(\$358,672.50)	-20.3%	17.2%	18.8%
46	45	Seventeen	MO	Teen	341,254	388,568	\$1,361,603.46	\$1,550,386.32	\$3.99	-47,314	-12.2%	(\$188,782.86)	-12.2%	37.8%	43.0%
47	38	J-14	MO	Teen	271,677	352,551	\$1,355,668.23	\$1,759,229.49	\$4.99	-80,874	-22.9%	(\$403,561.26)	-22.9%	29.5%	34.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
48	50	Prevention	MO	Health/Wellness	295,273	306,009	\$1,355,303.07	\$1,404,581.31	\$4.59	-10,736	-3.5%	(\$49,278.24)	-3.5%	27.4%	26.2%
49	44	GQ - Gentlemen's Quarterly	MO	Men's Lifestyle	226,059	260,825	\$1,354,093.41	\$1,551,263.83	\$5.99	-34,766	-13.3%	(\$197,170.42)	-12.7%	31.2%	39.6%
50	52	Playboy	MO	Sophisticates	157,433	156,934	\$1,312,578.67	\$1,290,822.66	\$8.34	499	0.3%	\$21,756.01	1.7%	24.4%	28.5%
51	70	Food Network	MO	Food/Recipes	242,519	201,800	\$1,210,169.81	\$1,006,982.00	\$4.99	40,719	20.2%	\$203,187.81	20.2%	44.7%	43.0%
52	49	Martha Stewart Living	MO	Home Decor	200,384	236,316	\$1,200,300.16	\$1,415,532.84	\$5.99	-35,932	-15.2%	(\$215,232.68)	-15.2%	31.5%	38.6%
53	53	Marie Claire	MO	Fashion/Beauty	230,360	254,047	\$1,140,282.00	\$1,257,532.65	\$4.95	-23,687	-9.3%	(\$117,250.65)	-9.3%	27.2%	28.7%
54	67	Everyday with Rachael Ray	MO	Food/Recipes	219,733	209,674	\$1,112,583.67	\$1,046,273.26	\$5.06	10,059	4.8%	\$66,310.41	6.3%	29.7%	30.7%
55	56	Archie Double Digest	MO	Comics	232,507	260,878	\$1,096,647.31	\$1,197,430.02	\$4.72	-28,371	-10.9%	(\$100,782.71)	-8.4%	31.3%	32.9%
56	61	The New Yorker	WK	Business/Finance	156,764	159,739	\$1,095,780.36	\$1,116,575.61	\$6.99	-2,975	-1.9%	(\$20,795.25)	-1.9%	30.7%	32.9%
57	51	Soap Opera Weekly	WK	Entertainment	269,492	340,857	\$1,075,273.08	\$1,360,019.43	\$3.99	-71,365	-20.9%	(\$284,746.35)	-20.9%	17.8%	19.0%
58	42	Club	MO	Sophisticates	84,430	119,714	\$1,069,416.70	\$1,609,518.86	\$12.67	-35,284	-29.5%	(\$540,102.16)	-33.6%	27.6%	34.4%
59	55	Elle	MO	Fashion/Beauty	196,127	225,264	\$1,043,779.73	\$1,199,507.36	\$5.32	-29,137	-12.9%	(\$155,727.63)	-13.0%	28.9%	35.1%
60	62	Self	MO	Women's Lifestyle	207,983	222,557	\$1,037,835.17	\$1,110,559.43	\$4.99	-14,574	-6.5%	(\$72,724.26)	-6.5%	27.8%	29.5%
61	57	Twist	MO	Teen	204,984	232,042	\$1,022,870.16	\$1,157,889.58	\$4.99	-27,058	-11.7%	(\$135,019.42)	-11.7%	29.7%	32.4%
62	58	Popular Science	MO	Science/Nature	170,270	189,981	\$1,019,917.30	\$1,137,986.19	\$5.99	-19,711	-10.4%	(\$118,068.89)	-10.4%	31.6%	34.8%
63	72	TV Week	WK	Entertainment	253,808	286,159	\$979,046.92	\$998,694.91	\$3.86	-32,351	-11.3%	(\$19,647.99)	-2.0%	30.2%	32.4%
64	106	Lou Lou English	MO	Women's Lifestyle	249,064	243,854	\$967,651.11	\$747,128.09	\$3.89	5,210	2.1%	\$220,523.02	29.5%	33.7%	47.2%
65	81	Men's Health - SIP 03391	QU	Men's Lifestyle	74,305	72,935	\$965,221.95	\$947,425.65	\$12.99	1,370	1.9%	\$17,796.30	1.9%	29.9%	34.0%
66	149	Taste of Home - SIP 08279	BM	Food/Recipes	107,013	64,498	\$962,046.87	\$579,837.02	\$8.99	42,515	65.9%	\$382,209.85	65.9%	27.7%	33.4%
67	63	Betty & Veronica Double Digest	MO	Comics	207,872	240,388	\$954,132.48	\$1,103,380.92	\$4.59	-32,516	-13.5%	(\$149,248.44)	-13.5%	32.0%	32.8%
68	79	Canadian Living - SIP 71584	SA	Food/Recipes	158,466	160,039	\$949,211.34	\$955,500.09	\$5.99	-1,573	-1.0%	(\$6,288.75)	-0.7%	30.2%	32.4%
69	68	Guitar World (DVD)	MO	Music	93,412	103,192	\$933,185.88	\$1,030,888.08	\$9.99	-9,780	-9.5%	(\$97,702.20)	-9.5%	26.8%	32.6%
70	469	NHL Sticker	SA	Hockey	613,461	183,982	\$914,056.89	\$191,537.80	\$1.49	429,479	233.4%	\$722,519.09	377.2%	74.3%	52.8%
71	301	Time - SIP 10380	SA	General Interest	53,694	18,939	\$912,261.06	\$321,773.61	\$16.99	34,755	183.5%	\$590,487.45	183.5%	42.9%	33.4%
72	76	Clean Eating	BM	Food/Recipes	130,409	139,240	\$911,558.91	\$973,287.60	\$6.99	-8,831	-6.3%	(\$61,728.69)	-6.3%	30.6%	42.3%
73	83	Architectural Digest	MO	Home Decor	129,980	132,909	\$908,560.20	\$929,033.91	\$6.99	-2,929	-2.2%	(\$20,473.71)	-2.2%	36.6%	40.4%
74	69	Penthouse Letters	MO	Sophisticates	112,763	125,785	\$905,252.21	\$1,009,681.00	\$8.03	-13,022	-10.4%	(\$104,428.79)	-10.3%	29.1%	31.7%
75	80	Taste of Home - SIP 08753	MO	Food/Recipes	150,040	158,633	\$898,739.60	\$950,211.67	\$5.99	-8,593	-5.4%	(\$51,472.07)	-5.4%	25.5%	26.1%
76	138	Archie Digest	MO	Comics	194,032	181,072	\$890,606.88	\$620,802.08	\$4.59	12,960	7.2%	\$269,804.80	43.5%	31.6%	31.5%
77	94	Canadian Geographic	BM	Science/Nature	93,323	97,683	\$889,402.85	\$842,034.85	\$9.53	-4,360	-4.5%	\$47,368.00	5.6%	27.7%	30.4%
78	90	Taste of Home - SIP 08793	QU	Food/Recipes	67,177	68,007	\$872,629.23	\$883,410.93	\$12.99	-830	-1.2%	(\$10,781.70)	-1.2%	29.5%	35.3%
79	54	Naughty Neighbours (DVD)	MO	Sophisticates	63,197	88,505	\$868,430.03	\$1,203,212.95	\$13.74	-25,308	-28.6%	(\$334,782.92)	-27.8%	30.7%	32.3%
80	77	Popular Mechanics	MO	Science/Nature	174,609	194,610	\$864,314.55	\$963,319.50	\$4.95	-20,001	-10.3%	(\$99,004.95)	-10.3%	28.1%	30.6%
81	65	Scientific American	MO	Science/Nature	123,611	153,551	\$863,930.69	\$1,073,182.89	\$6.99	-29,940	-19.5%	(\$209,252.20)	-19.5%	32.0%	35.7%
82	71	Cosmopolitan (UK Edition)	MO	Fashion/Beauty	144,236	168,747	\$858,204.20	\$1,004,044.65	\$5.95	-24,511	-14.5%	(\$145,840.45)	-14.5%	39.4%	45.9%
83	60	Family Circle	MO	Women's Lifestyle	285,051	376,030	\$852,302.49	\$1,124,329.70	\$2.99	-90,979	-24.2%	(\$272,027.21)	-24.2%	25.4%	33.3%
84	74	Discover	MO	Science/Nature	121,819	141,056	\$851,514.81	\$985,981.44	\$6.99	-19,237	-13.6%	(\$134,466.63)	-13.6%	29.8%	30.2%
85	93	Jughead Double Digest	MO	Comics	185,112	184,472	\$849,664.08	\$846,726.48	\$4.59	640	0.3%	\$2,937.60	0.3%	26.5%	30.7%
86	128	Holmes	QU	Home Improvement	141,138	111,125	\$839,771.10	\$661,193.75	\$5.95	30,013	27.0%	\$178,577.35	27.0%	22.6%	33.4%
87	97	Cook's Illustrated - SIP 02745	MO	Food/Recipes	87,710	87,586	\$828,036.50	\$783,894.70	\$9.44	124	0.1%	\$44,141.80	5.6%	21.9%	25.4%
88	75	Fine Homebuilding Specials	BM	Home Improvement	77,340	91,516	\$828,011.60	\$985,360.84	\$10.71	-14,176	-15.5%	(\$157,349.24)	-16.0%	30.6%	34.9%
89	73	The Hockey News SIP	QU	Hockey	96,264	119,559	\$807,621.36	\$998,426.41	\$8.39	-23,295	-19.5%	(\$190,805.05)	-19.1%	35.2%	39.3%
90	91	Car & Driver	MO	Automobile	130,888	139,218	\$801,137.12	\$857,194.82	\$6.12	-8,330	-6.0%	(\$56,057.70)	-6.5%	27.9%	30.1%
91	207	Betty & Veronica Digest	MO	Comics	172,616	140,792	\$792,307.44	\$453,272.08	\$4.59	31,824	22.6%	\$339,035.36	74.8%	30.8%	32.6%
92	59	Tiger Beat	MO	Teen	148,368	227,541	\$783,712.32	\$1,135,429.59	\$5.28	-79,173	-34.8%	(\$351,717.27)	-31.0%	32.0%	33.7%
93	78	Pals & Gals Double Digest	MO	Comics	170,323	208,868	\$781,782.57	\$958,704.12	\$4.59	-38,545	-18.5%	(\$176,921.55)	-18.5%	28.9%	33.6%
94	111	The Hockey News	BW	Hockey	194,908	183,835	\$777,682.92	\$733,501.65	\$3.99	11,073	6.0%	\$44,181.27	6.0%	25.9%	25.1%
95	86	CBS Soaps In Depth	BW	Entertainment	172,297	200,446	\$775,336.50	\$902,007.00	\$4.50	-28,149	-14.0%	(\$126,670.50)	-14.0%	24.2%	26.4%
96	-	US Weekly - SIP 34198	AN	Entertainment	64,361		\$771,688.39		\$11.99					42.0%	
97	66	Prevention Guide - SIP 01613	BM	Health/Wellness	58,742	82,073	\$763,058.58	\$1,066,128.27	\$12.99	-23,331	-28.4%	(\$303,069.69)	-28.4%	19.4%	26.1%
98	89	Country Weekly	WK	Music	190,888	227,679	\$761,643.12	\$883,598.21	\$3.99	-36,791	-16.2%	(\$121,955.09)	-13.8%	25.8%	25.3%
99	64	Cook's Illustrated	MO	Food/Recipes	93,801	126,678	\$759,074.95	\$1,077,480.10	\$8.09	-32,877	-26.0%	(\$318,405.15)	-29.6%	22.3%	28.3%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
100	85	40 Something	MO	Sophisticates	54,769	67,315	\$758,886.31	\$917,168.85	\$13.86	-12,546	-18.6%	(\$158,282.54)	-17.3%	25.1%	30.1%
101	87	Women's Health - SIP 01089	QU	Food/Recipes	58,061	68,799	\$754,212.39	\$893,699.01	\$12.99	-10,738	-15.6%	(\$139,486.62)	-15.6%	24.0%	31.2%
102	112	Bon Appetit	MO	Food/Recipes	125,598	119,585	\$752,332.02	\$716,314.15	\$5.99	6,013	5.0%	\$36,017.87	5.0%	31.4%	28.4%
103	-	Maxim Military	AN	Men's Lifestyle	107,403		\$750,746.97		\$6.99					25.8%	
104	342	Better Homes & Gardens - Diabetic Living	QU	Food/Recipes	69,543	34,887	\$749,273.57	\$278,747.13	\$10.77	34,656	99.3%	\$470,526.44	168.8%	28.5%	33.1%
105	96	Fine Cooking	BM	Food/Recipes	91,322	99,233	\$726,009.90	\$788,902.35	\$7.95	-7,911	-8.0%	(\$62,892.45)	-8.0%	32.1%	34.7%
106	129	Country Almanac - SIP 02626	MO	Gardening	55,434	55,844	\$702,857.94	\$659,871.28	\$12.68	-410	-0.7%	\$42,986.66	6.5%	25.8%	29.4%
107	139	MoneySense	BM	Business/Finance	117,756	109,942	\$700,648.20	\$609,628.75	\$5.95	7,814	7.1%	\$91,019.45	14.9%	35.5%	41.3%
108	116	Victoria Bliss	BM	Home Decor	93,656	93,560	\$698,617.44	\$705,424.40	\$7.46	96	0.1%	(\$6,806.96)	-1.0%	31.8%	35.4%
109	296	US Weekly - SIP 34196	SA	Entertainment	58,145	27,251	\$697,158.55	\$326,739.49	\$11.99	30,894	113.4%	\$370,419.06	113.4%	34.4%	40.2%
110	108	Short Hair	BM	Fashion/Beauty	65,236	74,225	\$696,531.92	\$743,631.75	\$10.68	-8,989	-12.1%	(\$47,099.83)	-6.3%	22.1%	25.3%
111	135	House & Home Special	SA	Home Decor	87,057	80,265	\$692,103.15	\$638,106.75	\$7.95	6,792	8.5%	\$53,996.40	8.5%	33.3%	31.0%
112	82	Taste of Home - SIP 08792	QU	Food/Recipes	53,016	72,018	\$688,677.84	\$935,513.82	\$12.99	-19,002	-26.4%	(\$246,835.98)	-26.4%	28.9%	34.7%
113	109	Dell - SIP 08296	BW	Crosswords/Puzzles	142,064	157,885	\$685,774.16	\$740,768.15	\$4.83	-15,821	-10.0%	(\$54,993.99)	-7.4%	27.6%	33.2%
114	-	Chatelaine Specials	AN	Women's Lifestyle	76,446		\$685,161.82		\$8.96					25.3%	
115	99	Better Homes & Gardens	MO	Home Decor	152,478	174,118	\$684,626.22	\$779,415.82	\$4.49	-21,640	-12.4%	(\$94,789.60)	-12.2%	25.5%	28.8%
116	92	Golf Digest	MO	Golf	97,020	121,946	\$678,169.80	\$852,402.54	\$6.99	-24,926	-20.4%	(\$174,232.74)	-20.4%	28.2%	31.6%
117	271	Better Homes & Gardens - SIP 14426	SA	Food/Recipes	52,196	28,201	\$678,026.04	\$366,330.99	\$12.99	23,995	85.1%	\$311,695.05	85.1%	31.6%	28.4%
118	117	Diesel Power	MO	Automobile	95,502	100,713	\$677,326.98	\$703,983.87	\$7.09	-5,211	-5.2%	(\$26,656.89)	-3.8%	35.9%	40.4%
119	101	Woman's Day	MO	Women's Lifestyle	174,860	196,510	\$676,877.50	\$762,401.40	\$3.87	-21,650	-11.0%	(\$85,523.90)	-11.2%	25.3%	28.6%
120	110	Dwell	MO	Home Decor	87,518	96,410	\$662,726.82	\$736,035.90	\$7.57	-8,892	-9.2%	(\$73,309.08)	-10.0%	30.6%	36.0%
121	95	Harper's Bazaar	MO	Fashion/Beauty	135,268	162,414	\$654,738.06	\$799,040.93	\$4.84	-27,146	-16.7%	(\$144,302.87)	-18.1%	34.0%	38.6%
122	376	Oxygen - SIP 08422	SA	Food/Recipes	50,253	19,120	\$652,786.47	\$248,368.80	\$12.99	31,133	162.8%	\$404,417.67	162.8%	32.3%	23.6%
123	167	Flare	MO	Fashion/Beauty	164,132	155,588	\$648,132.16	\$549,544.12	\$3.95	8,544	5.5%	\$98,588.04	17.9%	24.5%	25.6%
124	84	Pop Star	MO	Teen	127,668	183,937	\$637,063.32	\$917,845.63	\$4.99	-56,269	-30.6%	(\$280,782.31)	-30.6%	21.3%	25.8%
125	113	Fitness	MO	Health/Wellness	139,505	158,787	\$635,095.55	\$714,541.50	\$4.55	-19,282	-12.1%	(\$79,445.95)	-11.1%	25.3%	27.7%
126	136	Sun	WK	Tabloid	141,181	141,859	\$633,902.69	\$636,946.91	\$4.49	-678	-0.5%	(\$3,044.22)	-0.5%	21.2%	22.6%
127	100	Taste of Home - SIP 08722	QU	Food/Recipes	48,185	58,899	\$625,923.15	\$765,098.01	\$12.99	-10,714	-18.2%	(\$139,174.86)	-18.2%	33.8%	34.5%
128	107	Country Living	MO	Home Decor	113,052	142,830	\$621,786.00	\$745,532.55	\$5.50	-29,778	-20.8%	(\$123,746.55)	-16.6%	27.1%	28.4%
129	132	Dell - SIP 08007	BW	Crosswords/Puzzles	139,128	143,654	\$617,443.92	\$650,061.86	\$4.44	-4,526	-3.2%	(\$32,617.94)	-5.0%	26.7%	33.0%
130	104	Motor Trend	MO	Automobile	102,649	124,083	\$614,867.51	\$747,512.17	\$5.99	-21,434	-17.3%	(\$132,644.66)	-17.7%	28.3%	26.6%
131	98	Score (DVD)	MO	Sophisticates	44,403	56,448	\$614,749.97	\$783,167.52	\$13.84	-12,045	-21.3%	(\$168,417.55)	-21.5%	25.7%	31.3%
132	114	Old Farmer's Almanac	AN	Agriculture	100,410	119,246	\$613,932.00	\$714,283.54	\$6.11	-18,836	-15.8%	(\$100,351.54)	-14.0%	41.7%	44.3%
133	105	Love of Quilting	MO	Crafts	76,561	93,523	\$611,822.39	\$747,248.77	\$7.99	-16,962	-18.1%	(\$135,426.38)	-18.1%	26.4%	31.1%
134	123	Wired	MO	Computer	101,993	113,435	\$610,938.07	\$679,475.65	\$5.99	-11,442	-10.1%	(\$68,537.58)	-10.1%	33.0%	38.4%
135	88	People Yearbook	SA	Celebrity	37,759	55,664	\$603,766.41	\$890,067.36	\$15.99	-17,905	-32.2%	(\$286,300.95)	-32.2%	26.3%	40.5%
136	125	Country Sampler	BM	Crafts	85,165	95,862	\$595,303.35	\$670,075.38	\$6.99	-10,697	-11.2%	(\$74,772.03)	-11.2%	34.2%	38.7%
137	257	People - SIP 10123	SA	Celebrity	86,810	64,069	\$593,996.90	\$383,773.31	\$6.84	22,741	35.5%	\$210,223.59	54.8%	25.8%	35.8%
138	120	More Magazine	BM	Women's Lifestyle	131,966	154,322	\$593,847.00	\$694,449.00	\$4.50	-22,356	-14.5%	(\$100,602.00)	-14.5%	24.2%	27.4%
139	127	Celebrity Hairstyles	MO	Fashion/Beauty	53,225	63,566	\$593,027.83	\$669,429.58	\$11.14	-10,341	-16.3%	(\$76,401.75)	-11.4%	20.3%	22.9%
140	119	Meredith Designer Home Series - SIP 14261	BM	Home Decor	36,125	43,593	\$577,638.75	\$697,052.07	\$15.99	-7,468	-17.1%	(\$119,413.32)	-17.1%	28.9%	33.8%
141	134	18Eighteen (DVD)	MO	Sophisticates	41,431	46,327	\$574,799.69	\$643,322.73	\$13.87	-4,896	-10.6%	(\$68,523.04)	-10.7%	31.8%	34.7%
142	157	Elle Decor	MO	Home Decor	81,801	81,588	\$571,788.99	\$570,300.12	\$6.99	213	0.3%	\$1,488.87	0.3%	34.7%	41.6%
143	102	Cooking Light	MO	Food/Recipes	87,228	117,217	\$566,982.00	\$761,910.50	\$6.50	-29,989	-25.6%	(\$194,928.50)	-25.6%	25.7%	30.5%
144	192	House Beautiful	MO	Home Decor	98,817	88,270	\$565,386.21	\$485,485.00	\$5.72	10,547	11.9%	\$79,901.21	16.5%	38.6%	46.2%
145	166	Family Favorites - Sudoku Puzzles	QU	Crosswords/Puzzles	70,659	69,215	\$564,565.41	\$553,027.85	\$7.99	1,444	2.1%	\$11,537.56	2.1%	31.8%	31.2%
146	151	Swank (DVD)	MO	Sophisticates	41,786	43,910	\$557,100.14	\$578,570.90	\$13.33	-2,124	-4.8%	(\$21,470.76)	-3.7%	27.6%	28.4%
147	124	Esquire	MO	Men's Lifestyle	92,519	112,323	\$554,188.81	\$672,814.77	\$5.99	-19,804	-17.6%	(\$118,625.96)	-17.6%	29.8%	38.9%
148	169	Toronto Life	MO	Regional/City	95,381	115,416	\$551,745.95	\$548,175.32	\$5.78	-20,035	-17.4%	\$3,570.63	0.7%	28.8%	33.5%
149	144	Runner's World	MO	Sports General	91,843	99,019	\$550,139.57	\$593,123.81	\$5.99	-7,176	-7.2%	(\$42,984.24)	-7.2%	29.4%	32.2%
150	118	Road & Track	MO	Automobile	90,565	115,198	\$549,026.35	\$699,457.02	\$6.06	-24,633	-21.4%	(\$150,430.67)	-21.5%	24.0%	25.8%
151	126	Fine Homebuilding	BM	Home Improvement	60,618	74,507	\$544,955.82	\$669,817.93	\$8.99	-13,889	-18.6%	(\$124,862.11)	-18.6%	29.4%	35.3%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
152	131	Teen Vogue	MO	Teen	136,408	156,748	\$544,267.92	\$654,032.97	\$3.99	-20,340	-13.0%	(\$109,765.05)	-16.8%	25.5%	29.2%
153	162	Family Variety Puzzles & Games	MO	Crosswords/Puzzles	67,983	73,117	\$543,184.17	\$558,742.53	\$7.99	-5,134	-7.0%	(\$15,558.36)	-2.8%	28.0%	30.8%
154	233	Dell Best Easy Crosswords	BW	Crosswords/Puzzles	137,873	103,958	\$543,004.67	\$407,616.02	\$3.94	33,915	32.6%	\$135,388.65	33.2%	30.0%	31.8%
155	153	Bop	MO	Teen	102,678	115,569	\$542,174.22	\$576,689.31	\$5.28	-12,891	-11.2%	(\$34,515.09)	-6.0%	33.3%	32.4%
156	160	Country Collectibles	BM	Home Decor	41,366	47,131	\$535,689.70	\$561,258.45	\$12.95	-5,765	-12.2%	(\$25,568.75)	-4.6%	30.5%	28.0%
157	269	Majesty	MO	Celebrity	76,316	52,797	\$533,448.84	\$369,051.03	\$6.99	23,519	44.5%	\$164,397.81	44.5%	34.2%	31.3%
158	307	Toronto Life Specials	QU	Regional/City	57,545	36,427	\$531,682.25	\$307,250.65	\$9.24	21,118	58.0%	\$224,431.60	73.0%	35.8%	28.9%
159	185	Men's Journal	MO	Men's Lifestyle	75,897	71,344	\$530,520.03	\$498,694.56	\$6.99	4,553	6.4%	\$31,825.47	6.4%	31.8%	38.0%
160	152	Playstation The Official Magazine	MO	Video Gaming	65,932	72,237	\$526,796.68	\$577,173.63	\$7.99	-6,305	-8.7%	(\$50,376.95)	-8.7%	30.3%	35.5%
161	155	The Hockey News Yearbook	AN	Hockey	52,321	57,335	\$522,686.79	\$572,776.65	\$9.99	-5,014	-8.7%	(\$50,089.86)	-8.7%	41.4%	45.6%
162	130	Quiz Fest	QU	Teen	104,582	131,487	\$521,864.18	\$656,120.13	\$4.99	-26,905	-20.5%	(\$134,255.95)	-20.5%	37.0%	37.1%
163	143	WWE	MO	Sports General	70,968	85,322	\$520,936.32	\$596,400.78	\$7.34	-14,354	-16.8%	(\$75,464.46)	-12.7%	18.8%	19.3%
164	179	High Society	MO	Sophisticates	40,592	44,137	\$515,137.08	\$519,729.63	\$12.69	-3,545	-8.0%	(\$4,592.55)	-0.9%	23.6%	25.8%
165	168	Best of Club	MO	Sophisticates	39,616	42,344	\$515,059.84	\$549,246.56	\$13.00	-2,728	-6.4%	(\$34,186.72)	-6.2%	28.1%	25.6%
166	193	Variety Puzzles & Games	MO	Crosswords/Puzzles	89,187	89,819	\$512,945.13	\$485,429.81	\$5.75	-632	-0.7%	\$27,515.32	5.7%	31.5%	35.9%
167	146	Better Homes & Gardens - SIP 14253	QU	Food/Recipes	39,373	45,268	\$511,455.27	\$588,031.32	\$12.99	-5,895	-13.0%	(\$76,576.05)	-13.0%	24.7%	27.0%
168	302	Time - SIP 10077	SA	General Interest	31,826	20,091	\$508,897.74	\$321,255.09	\$15.99	11,735	58.4%	\$187,642.65	58.4%	34.4%	46.6%
169	-	Automobile 2012	AN	Automobile	51,030		\$508,743.98		\$9.97					70.2%	
170	163	PC Gamer CD Rom Edition	MO	Video Gaming	46,288	50,825	\$508,705.12	\$558,566.75	\$10.99	-4,537	-8.9%	(\$49,861.63)	-8.9%	28.2%	33.0%
171	164	Club International	MO	Sophisticates	40,768	43,717	\$507,701.32	\$556,106.83	\$12.45	-2,949	-6.7%	(\$48,405.51)	-8.7%	24.8%	27.0%
172	133	Yoga Journal	MO	Health/Wellness	69,060	84,454	\$503,349.04	\$648,747.14	\$7.29	-15,394	-18.2%	(\$145,398.10)	-22.4%	30.9%	35.2%
173	115	Better Homes & Gardens - SIP 14413	BM	Food/Recipes	38,417	54,595	\$499,036.83	\$709,189.05	\$12.99	-16,178	-29.6%	(\$210,152.22)	-29.6%	32.9%	35.1%
174	197	Best Health	BM	Health/Wellness	125,505	103,573	\$497,010.36	\$476,544.27	\$3.96	21,932	21.2%	\$20,466.09	4.3%	24.5%	28.6%
175	195	Penny's Finest Good Time Word Seek	BW	Crosswords/Puzzles	114,994	111,906	\$496,031.26	\$482,011.74	\$4.31	3,088	2.8%	\$14,019.52	2.9%	32.9%	33.7%
176	194	McCalls Quilting	MO	Crafts	59,835	57,115	\$495,595.65	\$482,186.85	\$8.28	2,720	4.8%	\$13,408.80	2.8%	26.4%	27.7%
177	159	US Weekly - SIP 34199	SA	Entertainment	41,321	46,957	\$495,438.79	\$563,014.43	\$11.99	-5,636	-12.0%	(\$67,575.64)	-12.0%	46.2%	60.7%
178	231	Collector's Crosswords	MO	Crosswords/Puzzles	103,782	86,516	\$492,964.50	\$410,951.00	\$4.75	17,266	20.0%	\$82,013.50	20.0%	33.2%	40.9%
179	141	Elle Canada	MO	Fashion/Beauty	131,599	149,653	\$491,182.01	\$607,507.33	\$3.73	-18,054	-12.1%	(\$116,325.32)	-19.1%	24.3%	28.0%
180	204	Threads	MO	Crafts	54,514	51,283	\$490,080.86	\$461,034.17	\$8.99	3,231	6.3%	\$29,046.69	6.3%	23.2%	28.6%
181	161	Fine Woodworking Specials	QU	Woodworking	44,309	50,321	\$488,525.91	\$561,030.79	\$11.03	-6,012	-11.9%	(\$72,504.88)	-12.9%	28.8%	30.1%
182	182	Life - SIP 10075	SA	Current Affairs	28,751	31,909	\$488,479.49	\$510,224.91	\$16.99	-3,158	-9.9%	(\$21,745.42)	-4.3%	49.2%	57.7%
183	203	Cheri	MO	Sophisticates	38,499	41,288	\$487,200.01	\$463,603.12	\$12.65	-2,789	-6.8%	\$23,596.89	5.1%	24.4%	28.5%
184	137	Psychology Today	BM	Health/Wellness	80,635	103,794	\$483,003.65	\$621,726.06	\$5.99	-23,159	-22.3%	(\$138,722.41)	-22.3%	39.7%	39.8%
185	188	The Knot Weddings	QU	Bridal	32,214	32,820	\$482,887.86	\$491,971.80	\$14.99	-606	-1.8%	(\$9,083.94)	-1.8%	38.0%	38.9%
186	826	Taste of Home - SIP 08789	AN	Food/Recipes	31,707	5,536	\$475,287.93	\$82,984.64	\$14.99	26,171	472.7%	\$392,303.29	472.7%	33.1%	21.3%
187	178	Consumer Reports	BM	Business/Finance	67,306	74,691	\$470,468.94	\$522,090.09	\$6.99	-7,385	-9.9%	(\$51,621.15)	-9.9%	23.8%	29.1%
188	148	Better Homes & Gardens - Traditional Home	BM	Home Decor	67,638	84,270	\$470,084.10	\$585,676.50	\$6.95	-16,632	-19.7%	(\$115,592.40)	-19.7%	29.6%	32.9%
189	181	Fox	MO	Sophisticates	34,918	40,605	\$464,397.82	\$511,219.95	\$13.30	-5,687	-14.0%	(\$46,822.13)	-9.2%	26.9%	25.0%
190	304	Quilt	MO	Crafts	41,758	35,397	\$463,654.10	\$316,803.15	\$11.10	6,361	18.0%	\$146,850.95	46.4%	24.7%	24.7%
191	187	Better Homes & Gardens - Storage	QU	Home Improvement	51,401	55,121	\$462,094.99	\$495,537.79	\$8.99	-3,720	-6.7%	(\$33,442.80)	-6.7%	33.7%	36.6%
192	1,419	Time Almanac	AN	Agriculture	27,122	1,113	\$461,948.78	\$20,022.87	\$17.03	26,009	2,336.8%	\$441,925.91	2,207.1%	47.7%	24.0%
193	397	TV Guide SIPs	AN	Entertainment	46,094	29,219	\$460,479.06	\$233,459.81	\$9.99	16,875	57.8%	\$227,019.25	97.2%	24.8%	32.1%
194	140	Muscle & Fitness	MO	Fitness/Exercise	50,813	67,631	\$456,808.87	\$608,002.69	\$8.99	-16,818	-24.9%	(\$151,193.82)	-24.9%	25.7%	30.2%
195	334	Meredith Home Decorating Series #2 - SIP 14262	SA	Home Decor	28,495	17,808	\$455,635.05	\$284,749.92	\$15.99	10,687	60.0%	\$170,885.13	60.0%	32.9%	32.3%
196	142	Better Homes & Gardens - Kitchen & Bath Ideas	BM	Home Improvement	56,992	74,653	\$455,366.08	\$596,477.47	\$7.99	-17,661	-23.7%	(\$141,111.39)	-23.7%	32.3%	34.4%
197	171	Club Confidential	MO	Sophisticates	35,342	42,083	\$452,866.58	\$545,088.17	\$12.81	-6,741	-16.0%	(\$92,221.59)	-16.9%	25.1%	27.8%
198	150	Vogue Knitting & Knit Simple	MO	Crafts	54,672	70,284	\$452,536.26	\$578,943.33	\$8.28	-15,612	-22.2%	(\$126,407.07)	-21.8%	30.8%	34.9%
199	158	Penthouse	MO	Sophisticates	53,864	67,431	\$452,446.36	\$565,513.69	\$8.40	-13,567	-20.1%	(\$113,067.33)	-20.0%	25.0%	27.3%
200	764	Time - SIP 10214	SA	General Interest	26,624	5,685	\$452,341.76	\$96,588.15	\$16.99	20,939	368.3%	\$355,753.61	368.3%	41.4%	41.6%
201	200	Allure	MO	Fashion/Beauty	89,883	93,822	\$448,516.17	\$468,171.78	\$4.99	-3,939	-4.2%	(\$19,655.61)	-4.2%	23.8%	28.0%
202	103	People - SIP 10089	BM	Celebrity	89,511	150,422	\$446,659.89	\$750,605.78	\$4.99	-60,911	-40.5%	(\$303,945.89)	-40.5%	29.7%	32.6%
203	214	People - SIP 10505	SA	Celebrity	27,813	27,837	\$444,729.87	\$445,113.63	\$15.99	-24	-0.1%	(\$383.76)	-0.1%	28.5%	35.7%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
204	237	Favourite Eazy Crosswords	MO	Crosswords/Puzzles	88,419	80,941	\$441,210.81	\$403,895.59	\$4.99	7,478	9.2%	\$37,315.22	9.2%	34.6%	34.1%
205	190	Walrus	MO	General Interest	63,324	70,271	\$440,101.80	\$488,383.45	\$6.95	-6,947	-9.9%	(\$48,281.65)	-9.9%	20.1%	25.0%
206	186	Martha Stewart - Everyday Foods	MO	Food/Recipes	97,067	110,399	\$436,801.50	\$496,795.50	\$4.50	-13,332	-12.1%	(\$59,994.00)	-12.1%	24.4%	30.5%
207	288	Gardens West	BM	Gardening	87,989	70,939	\$435,968.55	\$339,438.25	\$4.95	17,050	24.0%	\$96,530.30	28.4%	30.7%	28.9%
208	147	Maximum PC (CD)	MO	Computer	42,778	53,398	\$433,466.22	\$586,844.02	\$10.13	-10,620	-19.9%	(\$153,377.80)	-26.1%	22.5%	26.0%
209	170	Sports Illustrated	WK	Sports General	71,975	91,416	\$431,130.25	\$547,581.84	\$5.99	-19,441	-21.3%	(\$116,451.59)	-21.3%	19.3%	21.1%
210	154	High Times	MO	Cannabis	53,849	71,720	\$430,253.51	\$573,042.80	\$7.99	-17,871	-24.9%	(\$142,789.29)	-24.9%	27.1%	34.5%
211	216	Playboy - Lingerie	BM	Sophisticates	35,429	36,483	\$424,793.71	\$437,431.17	\$11.99	-1,054	-2.9%	(\$12,637.46)	-2.9%	25.7%	27.6%
212	202	Hot Rod	MO	Automobile	60,755	66,605	\$424,677.45	\$465,568.95	\$6.99	-5,850	-8.8%	(\$40,891.50)	-8.8%	28.2%	30.2%
213	156	Shonen Jump	MO	Comics	53,073	71,635	\$424,053.27	\$572,363.65	\$7.99	-18,562	-25.9%	(\$148,310.38)	-25.9%	29.6%	28.8%
214	121	Scientific American - Mind	BM	Science/Nature	53,321	85,755	\$423,901.95	\$681,752.25	\$7.95	-32,434	-37.8%	(\$257,850.30)	-37.8%	34.0%	36.6%
215	295	Martha Stewart - SIP 10153	AN	Home Decor	46,818	29,880	\$420,452.10	\$327,186.00	\$8.98	16,938	56.7%	\$93,266.10	28.5%	35.5%	46.7%
216	176	Entertainment Weekly	WK	Celebrity	84,001	105,200	\$415,804.95	\$525,773.60	\$4.95	-21,199	-20.2%	(\$109,968.65)	-20.9%	22.8%	27.8%
217	165	Voluptuous	MO	Sophisticates	30,180	40,888	\$415,638.20	\$553,267.12	\$13.77	-10,708	-26.2%	(\$137,628.92)	-24.9%	23.0%	28.2%
218	235	The Atlantic Monthly	MO	Business/Finance	52,397	55,365	\$414,350.03	\$405,305.35	\$7.91	-2,968	-5.4%	\$9,044.68	2.2%	26.0%	29.1%
219	221	Prevention Guide - SIP 01632	BM	Health/Wellness	83,000	85,231	\$414,170.00	\$425,302.69	\$4.99	-2,231	-2.6%	(\$11,132.69)	-2.6%	30.6%	30.9%
220	-	Sportsnet Specials	BW	Sports General	60,371		\$413,655.37		\$6.85					30.1%	
221	212	Family Handyman - SIP 08791	BM	Home Decor	29,566	32,019	\$413,628.34	\$447,945.81	\$13.99	-2,453	-7.7%	(\$34,317.47)	-7.7%	33.8%	36.3%
222	297	Mad	BM	Comics	68,618	52,817	\$411,021.82	\$325,115.83	\$5.99	15,801	29.9%	\$85,905.99	26.4%	43.1%	40.1%
223	183	TV Mag Interior	WK	Entertainment	164,925	203,533	\$410,663.25	\$506,797.17	\$2.49	-38,608	-19.0%	(\$96,133.92)	-19.0%	45.3%	43.9%
224	222	Golf Magazine	MO	Golf	68,130	72,567	\$408,098.70	\$419,832.27	\$5.99	-4,437	-6.1%	(\$11,733.57)	-2.8%	33.2%	33.5%
225	274	Good Times Crosswords	BW	Crosswords/Puzzles	94,760	83,148	\$407,734.40	\$358,714.92	\$4.30	11,612	14.0%	\$49,019.48	13.7%	31.7%	30.8%
226	189	Fun & Easy Crosswords	BW	Crosswords/Puzzles	102,766	122,585	\$405,118.75	\$491,922.00	\$3.94	-19,819	-16.2%	(\$86,803.25)	-17.6%	21.5%	26.9%
227	218	Men's Fitness	MO	Men's Lifestyle	67,598	72,024	\$404,912.02	\$431,423.76	\$5.99	-4,426	-6.1%	(\$26,511.74)	-6.1%	27.0%	28.8%
228	174	Fine Woodworking	BM	Woodworking	44,622	59,309	\$401,151.78	\$533,187.91	\$8.99	-14,687	-24.8%	(\$132,036.13)	-24.8%	29.2%	31.7%
229	241	Approved Variety Puzzles	MO	Crosswords/Puzzles	66,357	67,286	\$397,625.43	\$400,542.14	\$5.99	-929	-1.4%	(\$2,916.71)	-0.7%	29.6%	32.9%
230	272	Dogs In Canada Annual	AN	Pets	33,184	30,397	\$396,548.80	\$363,244.15	\$11.95	2,787	9.2%	\$33,304.65	9.2%	39.9%	37.0%
231	268	Diesel World	MO	Automobile	61,456	61,700	\$393,376.44	\$369,583.00	\$6.40	-244	-0.4%	\$23,793.44	6.4%	29.4%	30.2%
232	234	Weight Watchers 5 Ingredients 15 Minutes	SA	Food/Recipes	26,185	28,288	\$392,513.15	\$406,534.12	\$14.99	-2,103	-7.4%	(\$14,020.97)	-3.4%	31.8%	37.0%
233	215	Body & Soul Whole Living	MO	Health/Wellness	65,386	73,280	\$391,662.14	\$438,947.20	\$5.99	-7,894	-10.8%	(\$47,285.06)	-10.8%	32.1%	34.9%
234	246	Ultimate Favorite Variety Puzzles	MO	Crosswords/Puzzles	78,331	79,151	\$390,871.69	\$394,963.49	\$4.99	-820	-1.0%	(\$4,091.80)	-1.0%	32.9%	35.2%
235	238	Consumer Reports - SIP 08253	QU	Automobile	43,397	47,187	\$390,139.03	\$403,018.13	\$8.99	-3,790	-8.0%	(\$12,879.10)	-3.2%	35.5%	38.5%
236	252	Life - SIP 10078	SA	Celebrity	22,926	23,344	\$389,512.74	\$385,946.56	\$16.99	-418	-1.8%	\$3,566.18	0.9%	24.7%	50.4%
237	220	Dirt Wheels	MO	Motocross/ATV	55,649	61,273	\$388,986.51	\$428,298.27	\$6.99	-5,624	-9.2%	(\$39,311.76)	-9.2%	26.6%	24.1%
238	175	Newsweek	WK	Current Affairs	61,688	74,206	\$385,887.48	\$525,993.70	\$6.26	-12,518	-16.9%	(\$140,106.22)	-26.6%	17.9%	17.7%
239	199	Nylon	MO	Fashion/Beauty	76,432	97,075	\$381,395.68	\$474,974.25	\$4.99	-20,643	-21.3%	(\$93,578.57)	-19.7%	28.6%	36.3%
240	198	Canadian Real Estate Wealth	MO	Business/Finance	47,579	57,333	\$380,156.21	\$475,612.67	\$7.99	-9,754	-17.0%	(\$95,456.46)	-20.1%	23.1%	21.7%
241	260	Easyriders	MO	Motorcycles	44,767	45,914	\$378,060.33	\$379,158.86	\$8.45	-1,147	-2.5%	(\$1,098.53)	-0.3%	31.2%	25.6%
242	242	Easy Crosswords Jumbo	BW	Crosswords/Puzzles	102,620	134,368	\$373,874.50	\$398,861.50	\$3.64	-31,748	-23.6%	(\$24,987.00)	-6.3%	27.0%	32.9%
243	219	ABC Soaps in Depth	BW	Entertainment	82,913	95,331	\$373,108.50	\$428,989.50	\$4.50	-12,418	-13.0%	(\$55,881.00)	-13.0%	17.1%	18.8%
244	358	MoneySense SIP	AN	Business/Finance	37,480	26,630	\$372,926.00	\$264,968.50	\$9.95	10,850	40.7%	\$107,957.50	40.7%	22.3%	44.5%
245	435	Entertainment Weekly - SIP 10215	BM	Entertainment	63,446	37,981	\$372,728.78	\$208,895.50	\$5.87	25,465	67.0%	\$163,833.28	78.4%	32.2%	36.6%
246	236	Official NHL Yearbook	AN	Hockey	37,225	40,449	\$371,877.75	\$404,085.51	\$9.99	-3,224	-8.0%	(\$32,207.76)	-8.0%	35.2%	39.0%
247	206	Sports Illustrated - Swimsuit	AN	Men's Lifestyle	46,313	57,269	\$370,040.87	\$457,579.31	\$7.99	-10,956	-19.1%	(\$87,538.44)	-19.1%	39.3%	39.1%
248	249	National Geographic - SIP 36825	SA	Science/Nature	24,501	26,039	\$367,269.99	\$390,324.61	\$14.99	-1,538	-5.9%	(\$23,054.62)	-5.9%	31.4%	31.8%
249	205	Mac Life iOS 5 Apps	BM	Computer	28,263	35,354	\$367,136.37	\$459,248.46	\$12.99	-7,091	-20.1%	(\$92,112.09)	-20.1%	29.4%	46.1%
250	250	Redbook	MO	Women's Lifestyle	73,237	78,035	\$365,452.63	\$389,394.65	\$4.99	-4,798	-6.1%	(\$23,942.02)	-6.1%	23.7%	28.7%
251	217	Truckin	MO	Automobile	52,271	62,122	\$365,374.29	\$434,232.78	\$6.99	-9,851	-15.9%	(\$68,858.49)	-15.9%	21.5%	25.4%
252	315	Country Decorating Ideas	BM	Home Decor	33,231	28,035	\$364,039.17	\$301,681.17	\$10.95	5,196	18.5%	\$62,358.00	20.7%	25.3%	24.9%
253	230	Mac Life	MO	Computer	45,532	51,437	\$363,800.68	\$410,981.63	\$7.99	-5,905	-11.5%	(\$47,180.95)	-11.5%	27.5%	39.1%
254	259	Wedding Bells	SA	Bridal	45,706	47,879	\$363,362.70	\$380,638.05	\$7.95	-2,173	-4.5%	(\$17,275.35)	-4.5%	37.4%	37.5%
255	210	Fine Cooking Bookazines	QU	Food/Recipes	27,744	34,742	\$360,394.56	\$451,298.58	\$12.99	-6,998	-20.1%	(\$90,904.02)	-20.1%	22.9%	22.3%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
256	1,019	Great American Kitchens	AN	Home Improvement	21,163	3,102	\$359,559.37	\$52,702.98	\$16.99	18,061	582.2%	\$306,856.39	582.2%	27.4%	20.5%
257	264	The Economist SIP	AN	Business/Finance	30,061	31,077	\$359,228.95	\$371,370.15	\$11.95	-1,016	-3.3%	(\$12,141.20)	-3.3%	38.2%	43.5%
258	321	Better Homes & Gardens - SIP 14263	QU	Home Improvement	39,941	32,965	\$359,069.59	\$296,355.35	\$8.99	6,976	21.2%	\$62,714.24	21.2%	20.4%	24.1%
259	201	Veranda	BM	Home Decor	51,218	66,928	\$358,013.82	\$467,826.72	\$6.99	-15,710	-23.5%	(\$109,812.90)	-23.5%	33.0%	39.1%
260	270	Best Recipes	MO	Food/Recipes	60,165	61,552	\$357,817.81	\$366,903.08	\$5.95	-1,387	-2.3%	(\$9,085.27)	-2.5%	37.9%	36.2%
261	225	duPont Registry - Auto	MO	Luxury	44,945	52,223	\$357,312.75	\$415,172.85	\$7.95	-7,278	-13.9%	(\$57,860.10)	-13.9%	29.3%	34.1%
262	282	Life - SIP 10071	SA	General Interest	20,940	20,792	\$355,770.60	\$351,516.08	\$16.99	148	0.7%	\$4,254.52	1.2%	31.3%	36.7%
263	211	Robb Report	MO	Luxury	32,718	41,866	\$353,712.82	\$448,723.34	\$10.81	-9,148	-21.9%	(\$95,010.52)	-21.2%	32.4%	40.2%
264	508	Digital Photography	QU	Photography	24,513	12,181	\$353,094.87	\$169,378.19	\$14.40	12,332	101.2%	\$183,716.68	108.5%	49.8%	60.7%
265	172	Time - Year In Review	QU	Current Affairs	20,675	31,686	\$351,268.25	\$538,345.14	\$16.99	-11,011	-34.8%	(\$187,076.89)	-34.8%	43.8%	44.6%
266	258	The National Observer Book Of Crosswords	BW	Crosswords/Puzzles	86,908	94,721	\$350,173.00	\$382,479.75	\$4.03	-7,813	-8.2%	(\$32,306.75)	-8.4%	27.7%	33.4%
267	240	Harpers Magazine	MO	Current Affairs	43,768	50,464	\$349,706.32	\$402,422.12	\$7.99	-6,696	-13.3%	(\$52,715.80)	-13.1%	22.7%	22.3%
268	229	Ladies Home Journal	MO	Women's Lifestyle	112,692	138,303	\$347,007.08	\$413,525.97	\$3.08	-25,611	-18.5%	(\$66,518.89)	-16.1%	23.6%	27.3%
269	284	Lucky	MO	Fashion/Beauty	76,923	77,556	\$346,153.50	\$349,002.00	\$4.50	-633	-0.8%	(\$2,848.50)	-0.8%	20.3%	26.5%
270	441	Better Homes & Gardens - SIP 14031	SA	Home Decor	26,629	18,499	\$345,910.71	\$205,158.01	\$12.99	8,130	43.9%	\$140,752.70	68.6%	23.2%	37.2%
271	278	Sports Forecaster - National Edition	AN	Hockey	34,449	35,397	\$344,145.51	\$353,616.03	\$9.99	-948	-2.7%	(\$9,470.52)	-2.7%	37.7%	35.6%
272	896	In Style 101	AN	Fashion/Beauty	18,405	3,828	\$342,592.95	\$72,693.72	\$18.61	14,577	380.8%	\$269,899.23	371.3%	35.9%	23.3%
273	122	Taste of Home - SIP 08786	MO	Food/Recipes	48,822	97,425	\$341,265.78	\$681,000.75	\$6.99	-48,603	-49.9%	(\$339,734.97)	-49.9%	22.0%	26.5%
274	226	Fashion	MO	Fashion/Beauty	73,734	89,335	\$341,227.00	\$414,917.50	\$4.63	-15,601	-17.5%	(\$73,690.50)	-17.8%	20.3%	24.0%
275	196	Brides	MO	Bridal	48,694	68,391	\$340,371.06	\$478,053.09	\$6.99	-19,697	-28.8%	(\$137,682.03)	-28.8%	20.7%	21.5%
276	227	Tattoo	MO	Tattoos	41,760	49,212	\$339,083.40	\$414,356.88	\$8.12	-7,452	-15.1%	(\$75,273.48)	-18.2%	26.8%	23.2%
277	280	Country Woman	BM	Women's Lifestyle	61,315	65,187	\$338,903.85	\$351,663.13	\$5.53	-3,872	-5.9%	(\$12,759.28)	-3.6%	30.9%	34.3%
278	248	Taste of Home - SIP 08794	AN	Food/Recipes	24,124	30,055	\$337,428.76	\$390,414.45	\$13.99	-5,931	-19.7%	(\$52,985.69)	-13.6%	36.0%	45.8%
279	191	Superb Crosswords Jumbo	BW	Crosswords/Puzzles	78,010	114,411	\$337,377.50	\$486,419.25	\$4.32	-36,401	-31.8%	(\$149,041.75)	-30.6%	22.8%	31.7%
280	232	Nintendo Power	MO	Video Gaming	48,210	58,700	\$336,987.90	\$410,313.00	\$6.99	-10,490	-17.9%	(\$73,325.10)	-17.9%	31.4%	35.3%
281	145	Martha Stewart - Weddings	QU	Bridal	48,363	84,635	\$336,122.85	\$588,213.25	\$6.95	-36,272	-42.9%	(\$252,090.40)	-42.9%	34.6%	38.4%
282	299	Interweave Knits	MO	Crafts	38,718	38,078	\$336,028.82	\$322,308.22	\$8.68	640	1.7%	\$13,720.60	4.3%	23.3%	23.7%
283	209	Sophisticate Hairstyle Guide	BM	Fashion/Beauty	47,987	64,575	\$335,429.13	\$451,379.25	\$6.99	-16,588	-25.7%	(\$115,950.12)	-25.7%	25.3%	25.6%
284	254	Outside	MO	Outdoors/Camping	46,905	55,691	\$335,167.71	\$385,207.94	\$7.15	-8,786	-15.8%	(\$50,040.23)	-13.0%	26.7%	31.4%
285	662	Royalty Magazine	SA	Celebrity	41,754	15,140	\$333,614.46	\$120,968.60	\$7.99	26,614	175.8%	\$212,645.86	175.8%	30.1%	31.6%
286	245	The Hockey News Season Specials	QU	Hockey	54,901	68,542	\$328,856.99	\$395,767.58	\$5.99	-13,641	-19.9%	(\$66,910.59)	-16.9%	20.7%	24.7%
287	-	Oprah 25 Years	AN	Women's Lifestyle	25,027		\$325,100.73		\$12.99					29.1%	
288	386	Fill In Puzzles	BW	Crosswords/Puzzles	74,616	57,517	\$324,840.24	\$242,584.63	\$4.35	17,099	29.7%	\$82,255.61	33.9%	26.4%	30.0%
289	177	American Curves	MO	Men's Lifestyle	35,880	58,118	\$322,561.20	\$522,480.82	\$8.99	-22,238	-38.3%	(\$199,919.62)	-38.3%	26.2%	28.8%
290	265	Cycle World	MO	Motorcycles	52,698	60,870	\$321,505.02	\$371,309.30	\$6.10	-8,172	-13.4%	(\$49,804.28)	-13.4%	26.6%	27.0%
291	228	Hair Gallery	MO	Fashion/Beauty	34,906	42,576	\$319,922.94	\$414,240.24	\$9.17	-7,670	-18.0%	(\$94,317.30)	-22.8%	16.5%	20.7%
292	291	Canadian Running	BM	Sports General	64,558	67,741	\$319,562.10	\$335,317.95	\$4.95	-3,183	-4.7%	(\$15,755.85)	-4.7%	29.3%	34.1%
293	316	Dell Crazy For Sudoku	BW	Crosswords/Puzzles	62,788	59,468	\$317,761.84	\$301,656.29	\$5.06	3,320	5.6%	\$16,105.55	5.3%	23.8%	30.3%
294	589	Sharp	QU	Men's Lifestyle	29,973	15,175	\$317,482.35	\$140,746.25	\$10.59	14,798	97.5%	\$176,736.10	125.6%	15.0%	16.8%
295	213	Better Homes & Gardens - Garden Ideas	BM	Gardening	39,589	52,859	\$316,316.11	\$447,019.41	\$7.99	-13,270	-25.1%	(\$130,703.30)	-29.2%	22.9%	25.7%
296	300	Hemmings Motor News	MO	Automobile	37,153	37,871	\$315,800.50	\$321,903.50	\$8.50	-718	-1.9%	(\$6,103.00)	-1.9%	31.6%	33.3%
297	266	Canadian Gardening	BM	Gardening	57,230	67,401	\$314,765.00	\$370,705.50	\$5.50	-10,171	-15.1%	(\$55,940.50)	-15.1%	24.7%	28.9%
298	366	All Star Word Seek	BW	Crosswords/Puzzles	82,791	71,672	\$313,777.89	\$259,821.78	\$3.79	11,119	15.5%	\$53,956.11	20.8%	37.3%	34.1%
299	253	Playboy - SIP 02481	BM	Sophisticates	26,006	32,168	\$311,811.94	\$385,694.32	\$11.99	-6,162	-19.2%	(\$73,882.38)	-19.2%	21.0%	27.5%
300	453	Consumer Reports - Shop Smart	MO	Business/Finance	49,457	34,869	\$308,789.43	\$198,713.31	\$6.24	14,588	41.8%	\$110,076.12	55.4%	17.7%	17.9%
301	279	Playboy - SIP 02478	BM	Sophisticates	25,707	29,465	\$308,226.93	\$353,285.35	\$11.99	-3,758	-12.8%	(\$45,058.42)	-12.8%	22.5%	26.7%
302	283	Canadian Business	BW	Business/Finance	51,729	58,758	\$307,787.55	\$349,610.10	\$5.95	-7,029	-12.0%	(\$41,822.55)	-12.0%	20.2%	25.1%
303	-	Pillsbury - SIP 10454	AN	Food/Recipes	51,227		\$306,849.73		\$5.99					24.2%	
304	262	WWE Presents - SIP 47483	BM	Sports General	30,501	37,849	\$304,704.99	\$378,111.51	\$9.99	-7,348	-19.4%	(\$73,406.52)	-19.4%	20.8%	24.7%
305	290	Big Buck	QU	Hunting	48,698	53,883	\$304,362.50	\$336,768.75	\$6.25	-5,185	-9.6%	(\$32,406.25)	-9.6%	38.3%	41.7%
306	414	Signature Kitchen & Baths	SA	Home Decor	17,900	12,959	\$304,121.00	\$220,173.41	\$16.99	4,941	38.1%	\$83,947.59	38.1%	28.4%	25.2%
307	-	Pillsbury - SIP 10453	BM	Food/Recipes	50,541		\$302,740.59		\$5.99					26.4%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
308	360	Discovery Girls	BM	Teen	52,262	53,261	\$300,361.90	\$263,641.95	\$5.75	-999	-1.9%	\$36,719.95	13.9%	28.4%	31.5%
309	292	Consumer Reports Canada	QU	Business/Finance	37,139	41,515	\$296,740.61	\$331,704.85	\$7.99	-4,376	-10.5%	(\$34,964.24)	-10.5%	24.2%	26.7%
310	326	Dell Pocket Crossword Puzzles	MO	Crosswords/Puzzles	77,123	77,364	\$292,296.17	\$293,209.56	\$3.79	-241	-0.3%	(\$913.39)	-0.3%	32.6%	34.0%
311	313	Playboy - SIP 02465	BM	Sophisticates	24,287	25,227	\$291,034.16	\$302,471.73	\$11.98	-940	-3.7%	(\$11,437.57)	-3.8%	24.7%	26.6%
312	340	Spotlight Movie & TV Word Seek	MO	Crosswords/Puzzles	76,458	73,711	\$289,775.82	\$279,364.69	\$3.79	2,747	3.7%	\$10,411.13	3.7%	29.8%	32.1%
313	298	New Beauty	QU	Fashion/Beauty	29,123	32,554	\$289,773.85	\$323,912.30	\$9.95	-3,431	-10.5%	(\$34,138.45)	-10.5%	25.9%	27.8%
314	275	Discover - SIP 01373	QU	Science/Nature	31,198	39,553	\$289,056.02	\$355,581.47	\$9.27	-8,355	-21.1%	(\$66,525.45)	-18.7%	27.7%	33.8%
315	698	Time - SIP 10092	AN	Celebrity	41,162	15,892	\$287,722.38	\$111,085.08	\$6.99	25,270	159.0%	\$176,637.30	159.0%	35.6%	52.2%
316	243	Max PC Build Perfect	BM	Computer	22,126	30,639	\$287,416.74	\$398,000.61	\$12.99	-8,513	-27.8%	(\$110,583.87)	-27.8%	19.1%	26.7%
317	309	Fill In The Words	BW	Crosswords/Puzzles	75,254	87,287	\$287,058.25	\$305,504.50	\$3.81	-12,033	-13.8%	(\$18,446.25)	-6.0%	19.8%	26.2%
318	303	Street Rodder	MO	Automobile	35,925	40,010	\$287,040.75	\$319,679.90	\$7.99	-4,085	-10.2%	(\$32,639.15)	-10.2%	32.3%	28.2%
319	273	Guitar Player	MO	Music	41,473	49,384	\$286,138.04	\$360,559.62	\$6.90	-7,911	-16.0%	(\$74,421.58)	-20.6%	21.2%	24.0%
320	431	Better Homes & Gardens - SIP 14076	SA	Home Decor	35,685	26,342	\$285,123.15	\$210,472.58	\$7.99	9,343	35.5%	\$74,650.57	35.5%	35.5%	30.7%
321	286	Fitness RX For Women	BM	Fitness/Exercise	47,465	57,195	\$284,315.35	\$342,598.05	\$5.99	-9,730	-17.0%	(\$58,282.70)	-17.0%	30.9%	34.9%
322	289	Petersen's 4 Wheel & Off Road	MO	Motocross/ATV	40,567	48,217	\$283,563.33	\$337,036.83	\$6.99	-7,650	-15.9%	(\$53,473.50)	-15.9%	28.9%	29.7%
323	460	Life Story - SIP 46179	SA	Teen	28,402	19,478	\$282,599.90	\$193,806.10	\$9.95	8,924	45.8%	\$88,793.80	45.8%	27.4%	27.5%
324	325	Better Homes & Gardens - American Patchwork Quilt	BM	Crafts	35,197	36,722	\$281,224.03	\$293,408.78	\$7.99	-1,525	-4.2%	(\$12,184.75)	-4.2%	28.0%	26.5%
325	208	Shopnotes & Woodsmith Collector's Edition	QU	Woodworking	23,490	37,869	\$280,705.50	\$452,534.55	\$11.95	-14,379	-38.0%	(\$171,829.05)	-38.0%	27.0%	32.3%
326	465	Inside Fitness	BM	Fitness/Exercise	46,658	33,434	\$279,481.42	\$193,042.66	\$5.99	13,224	39.6%	\$86,438.76	44.8%	32.0%	31.7%
327	339	Zoomer Magazine	MO	General Interest	62,082	62,202	\$279,369.00	\$279,909.00	\$4.50	-120	-0.2%	(\$540.00)	-0.2%	22.8%	26.2%
328	224	Favorite Brand Name Recipes - SIP 37500	BM	Food/Recipes	46,352	71,920	\$277,648.48	\$418,365.58	\$5.99	-25,568	-35.6%	(\$140,717.10)	-33.6%	33.3%	32.4%
329	267	Easy To Do Crosswords	MO	Crosswords/Puzzles	58,335	77,911	\$277,091.25	\$370,077.25	\$4.75	-19,576	-25.1%	(\$92,986.00)	-25.1%	21.5%	28.1%
330	337	Masters Variety Puzzles	BM	Crosswords/Puzzles	34,596	35,074	\$276,422.04	\$280,241.26	\$7.99	-478	-1.4%	(\$3,819.22)	-1.4%	30.8%	32.6%
331	293	The Quilter	MO	Crafts	39,502	47,085	\$276,118.98	\$329,124.15	\$6.99	-7,583	-16.1%	(\$53,005.17)	-16.1%	24.6%	28.3%
332	285	MuscleMag International	MO	Fitness/Exercise	34,489	43,266	\$275,567.11	\$345,695.34	\$7.99	-8,777	-20.3%	(\$70,128.23)	-20.3%	26.1%	32.6%
333	329	Garden Gate Specials	BM	Gardening	27,614	29,415	\$274,759.30	\$292,679.25	\$9.95	-1,801	-6.1%	(\$17,919.95)	-6.1%	33.4%	32.4%
334	319	Astronomy	MO	Science/Nature	37,933	42,429	\$274,580.35	\$298,029.55	\$7.24	-4,496	-10.6%	(\$23,449.20)	-7.9%	28.4%	29.1%
335	983	Paper Crafting Kids	BM	Crafts	18,275	3,844	\$273,942.25	\$57,621.56	\$14.99	14,431	375.4%	\$216,320.69	375.4%	29.9%	38.8%
336	368	Meredith Home Decorating Series - SIP 14433	QU	Home Decor	21,050	19,854	\$273,439.50	\$257,903.46	\$12.99	1,196	6.0%	\$15,536.04	6.0%	36.1%	41.3%
337	287	Hot Rod Deluxe	MO	Automobile	33,593	41,995	\$273,057.07	\$342,359.05	\$8.13	-8,402	-20.0%	(\$69,301.98)	-20.2%	26.8%	29.7%
338	402	Word Seek Puzzles	MO	Crosswords/Puzzles	74,366	56,964	\$272,736.04	\$228,162.56	\$3.67	17,402	30.5%	\$44,573.48	19.5%	29.3%	31.5%
339	327	Classic Variety Puzzles	BM	Crosswords/Puzzles	42,198	50,258	\$271,824.02	\$293,127.42	\$6.44	-8,060	-16.0%	(\$21,303.40)	-7.3%	29.7%	31.2%
340	468	Better Homes & Gardens - Christmas Cookies	AN	Food/Recipes	20,805	24,005	\$270,256.95	\$191,799.95	\$12.99	-3,200	-13.3%	\$78,457.00	40.9%	29.5%	34.9%
341	305	Blue Ribbon - Word Find/Sudoku	BW	Crosswords/Puzzles	93,497	108,941	\$267,281.95	\$312,118.70	\$2.86	-15,444	-14.2%	(\$44,836.75)	-14.4%	26.5%	33.5%
342	392	Autabuy	MO	Automobile	53,253	47,351	\$265,732.47	\$236,281.49	\$4.99	5,902	12.5%	\$29,450.98	12.5%	39.7%	39.7%
343	306	Good Time Variety Puzzles	BM	Crosswords/Puzzles	53,150	54,591	\$265,218.50	\$309,561.09	\$4.99	-1,441	-2.6%	(\$44,342.59)	-14.3%	33.0%	35.9%
344	184	Cuisine At Home Specials	BM	Food/Recipes	22,133	41,754	\$264,489.35	\$498,960.30	\$11.95	-19,621	-47.0%	(\$234,470.95)	-47.0%	25.1%	30.7%
345	412	Fun to Solve Crosswords	MO	Crosswords/Puzzles	69,601	58,618	\$263,787.79	\$222,162.22	\$3.79	10,983	18.7%	\$41,625.57	18.7%	32.6%	33.6%
346	-	Cars 2 Album	AN	Collectibles	7,072		\$262,293.00		\$37.09						74.6%
347	659	Reader's Digest - Reverse Diabetes	AN	Health/Wellness	18,741	8,729	\$262,186.59	\$122,118.71	\$13.99	10,012	114.7%	\$140,067.88	114.7%	17.3%	20.6%
348	984	Life Story - SIP 46176	AN	Celebrity	26,321	5,786	\$261,893.95	\$57,570.70	\$9.95	20,535	354.9%	\$204,323.25	354.9%	29.6%	18.5%
349	311	Health	MO	Health/Wellness	47,494	55,346	\$261,217.00	\$304,403.00	\$5.50	-7,852	-14.2%	(\$43,186.00)	-14.2%	28.3%	37.4%
350	331	Today's Parent	MO	Parenting	63,954	61,208	\$260,202.70	\$288,442.28	\$4.07	2,746	4.5%	(\$28,239.58)	-9.8%	22.0%	24.1%
351	314	Details	MO	Men's Lifestyle	43,424	50,856	\$260,109.76	\$302,229.87	\$5.99	-7,432	-14.6%	(\$42,120.11)	-13.9%	26.0%	30.9%
352	320	Better Homes & Gardens - Wood	BM	Woodworking	32,643	37,324	\$259,511.85	\$296,725.80	\$7.95	-4,681	-12.5%	(\$37,213.95)	-12.5%	23.9%	26.6%
353	369	Fine Gardening	BM	Gardening	32,476	32,148	\$259,483.24	\$256,862.52	\$7.99	328	1.0%	\$2,620.72	1.0%	30.4%	27.9%
354	328	Reader's Digest - SIP 08417	BM	Health/Wellness	43,218	48,892	\$258,875.82	\$292,863.08	\$5.99	-5,674	-11.6%	(\$33,987.26)	-11.6%	20.0%	23.5%
355	281	American Iron	MO	Motorcycles	36,931	50,302	\$258,147.69	\$351,610.98	\$6.99	-13,371	-26.6%	(\$93,463.29)	-26.6%	28.8%	28.3%
356	180	Golf Tips	MO	Golf	29,981	54,293	\$256,949.19	\$514,415.07	\$8.57	-24,312	-44.8%	(\$257,465.88)	-50.1%	20.3%	21.0%
357	362	Hockey The Magazine	AN	Hockey	25,645	26,305	\$256,193.55	\$262,786.95	\$9.99	-660	-2.5%	(\$6,593.40)	-2.5%	44.9%	48.5%
358	1,100	Star - SIP 51095	AN	Celebrity	36,642	5,314	\$256,127.58	\$42,458.86	\$6.99	31,328	589.5%	\$213,668.72	503.2%	28.1%	14.0%
359	173	UFC	BM	Sports General	33,794	76,999	\$256,071.06	\$538,223.01	\$7.58	-43,205	-56.1%	(\$282,151.95)	-52.4%	23.5%	31.6%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
360	255	Prevention Guide - SIP 01619	BM	Health/Wellness	51,139	77,007	\$255,183.61	\$384,264.93	\$4.99	-25,868	-33.6%	(\$129,081.32)	-33.6%	17.9%	26.4%
361	403	Superb Word Find	MO	Crosswords/Puzzles	69,112	64,964	\$254,544.50	\$227,374.00	\$3.68	4,148	6.4%	\$27,170.50	11.9%	27.5%	32.3%
362	355	XXL	MO	Music	44,452	53,480	\$253,707.48	\$266,865.20	\$5.71	-9,028	-16.9%	(\$13,157.72)	-4.9%	20.3%	20.5%
363	349	Mac World	MO	Computer	31,742	34,340	\$253,618.58	\$274,376.60	\$7.99	-2,598	-7.6%	(\$20,758.02)	-7.6%	32.2%	34.5%
364	782	Time - SIP 10213	SA	General Interest	15,852	5,803	\$253,473.48	\$92,789.97	\$15.99	10,049	173.2%	\$160,683.51	173.2%	36.1%	31.4%
365	256	Maclean's University Guide	AN	School Guides	12,677	19,251	\$252,906.15	\$384,057.45	\$19.95	-6,574	-34.1%	(\$131,151.30)	-34.1%	27.9%	41.3%
366	312	Muscle & Fitness Hers	BM	Fitness/Exercise	36,060	43,310	\$252,059.40	\$302,736.90	\$6.99	-7,250	-16.7%	(\$50,677.50)	-16.7%	27.9%	31.6%
367	-	Yoga for Weight Loss	QU	Health/Wellness	25,166		\$251,408.34		\$9.99					31.2%	
368	317	Muscle Car Review	MO	Automobile	35,913	43,048	\$251,031.87	\$300,905.52	\$6.99	-7,135	-16.6%	(\$49,873.65)	-16.6%	29.9%	30.5%
369	396	Men's Health (UK Edition)	MO	Fitness/Exercise	27,880	26,201	\$249,526.00	\$234,498.95	\$8.95	1,679	6.4%	\$15,027.05	6.4%	36.1%	32.5%
370	394	Playboy Playmate Calendar	AN	Sophisticates	22,679	21,476	\$249,242.21	\$236,021.24	\$10.99	1,203	5.6%	\$13,220.97	5.6%	30.5%	34.9%
371	276	Better Homes & Gardens - Scrapbooks Etc.	BM	Crafts	31,066	44,501	\$248,217.34	\$355,562.99	\$7.99	-13,435	-30.2%	(\$107,345.65)	-30.2%	20.3%	26.7%
372	455	Easy Crossword Express	MO	Crosswords/Puzzles	68,383	47,903	\$246,744.87	\$197,201.27	\$3.61	20,480	42.8%	\$49,543.60	25.1%	30.5%	35.6%
373	364	Model Railroader	MO	Hobby	33,929	36,171	\$245,985.25	\$262,239.75	\$7.25	-2,242	-6.2%	(\$16,254.50)	-6.2%	32.0%	31.3%
374	552	Consumer Reports - Ratings & Pricing	SA	Business/Finance	18,831	11,685	\$244,614.69	\$151,788.15	\$12.99	7,146	61.2%	\$92,826.54	61.2%	32.1%	30.9%
375	335	Cottage Life	BM	Outdoors/Camping	41,085	47,429	\$244,455.75	\$282,202.55	\$5.95	-6,344	-13.4%	(\$37,746.80)	-13.4%	28.2%	32.2%
376	556	Hair Cut & Style	SA	Fashion/Beauty	27,093	16,778	\$243,566.07	\$150,834.22	\$8.99	10,315	61.5%	\$92,731.85	61.5%	23.4%	28.8%
377	310	Prevention Guide - SIP 01264	QU	Food/Recipes	40,636	50,978	\$243,409.64	\$305,358.22	\$5.99	-10,342	-20.3%	(\$61,948.58)	-20.3%	22.3%	26.6%
378	332	Creating Keepsakes	MO	Crafts	26,987	31,984	\$242,613.13	\$287,536.16	\$8.99	-4,997	-15.6%	(\$44,923.03)	-15.6%	22.0%	31.7%
379	387	Mother Earth News	BM	Agriculture	34,662	34,674	\$242,287.38	\$242,371.26	\$6.99	-12	0.0%	(\$83.88)	0.0%	36.3%	36.5%
380	456	Time - SIP 10620	SA	Current Affairs	14,210	11,598	\$241,427.90	\$197,050.02	\$16.99	2,612	22.5%	\$44,377.88	22.5%	30.7%	46.5%
381	459	Ontario Out of Doors	MO	Outdoors/Camping	43,183	36,784	\$240,839.85	\$193,865.80	\$5.58	6,399	17.4%	\$46,974.05	24.2%	30.5%	34.5%
382	367	Pacific Yachting	MO	Boating	34,473	37,312	\$239,587.35	\$259,318.40	\$6.95	-2,839	-7.6%	(\$19,731.05)	-7.6%	31.0%	36.2%
383	351	Mountain Bike Action	MO	Bicycling	39,875	45,257	\$238,851.25	\$271,089.43	\$5.99	-5,382	-11.9%	(\$32,238.18)	-11.9%	24.0%	23.8%
384	345	Canadian Farmer's Almanac	QU	Agriculture	34,135	39,786	\$238,603.65	\$277,000.14	\$6.99	-5,651	-14.2%	(\$38,396.49)	-13.9%	28.9%	30.1%
385	365	Bicycling	MO	Bicycling	39,795	43,629	\$238,372.05	\$261,337.71	\$5.99	-3,834	-8.8%	(\$22,965.66)	-8.8%	23.7%	25.6%
386	379	Outdoor Photographer	MO	Photography	29,161	30,130	\$238,144.39	\$246,901.70	\$8.17	-969	-3.2%	(\$8,757.31)	-3.5%	27.7%	30.2%
387	346	Real Simple Weddings	SA	Bridal	17,050	19,848	\$237,847.50	\$276,879.60	\$13.95	-2,798	-14.1%	(\$39,032.10)	-14.1%	31.9%	33.9%
388	294	Slam	MO	Basketball	35,724	48,684	\$236,930.76	\$329,045.16	\$6.63	-12,960	-26.6%	(\$92,114.40)	-28.0%	23.6%	26.3%
389	421	Rifle Handloader	MO	Military/Weapons	39,393	35,944	\$235,964.07	\$215,304.56	\$5.99	3,449	9.6%	\$20,659.51	9.6%	30.8%	28.3%
390	333	McKeens Hockey Pool	AN	Hockey	29,505	35,815	\$235,744.95	\$286,161.85	\$7.99	-6,310	-17.6%	(\$50,416.90)	-17.6%	36.0%	44.3%
391	420	True Story	MO	Fiction	46,820	43,218	\$233,631.80	\$215,657.82	\$4.99	3,602	8.3%	\$17,973.98	8.3%	33.3%	27.2%
392	1,255	Health & Fitness Magazine	AN	Sports General	17,544	3,026	\$233,429.56	\$30,229.74	\$13.31	14,518	479.8%	\$203,199.82	672.2%	29.9%	48.4%
393	408	Hobby Farms	MO	Agriculture	38,882	37,527	\$232,903.18	\$224,786.73	\$5.99	1,355	3.6%	\$8,116.45	3.6%	25.2%	28.4%
394	324	Heavy Metal	MO	Sophisticates	33,430	42,408	\$232,338.50	\$294,735.60	\$6.95	-8,978	-21.2%	(\$62,397.10)	-21.2%	28.9%	27.9%
395	399	Flex	MO	Fitness/Exercise	25,696	25,840	\$231,007.04	\$232,301.60	\$8.99	-144	-0.6%	(\$1,294.56)	-0.6%	26.4%	29.4%
396	393	Western Horseman	MO	Equestrian	38,516	39,430	\$230,710.84	\$236,185.70	\$5.99	-914	-2.3%	(\$5,474.86)	-2.3%	35.0%	33.5%
397	357	Woodenboat	BM	Boating	28,740	33,218	\$229,632.60	\$265,411.82	\$7.99	-4,478	-13.5%	(\$35,779.22)	-13.5%	30.6%	33.1%
398	344	Cooking Light - SIP 10418	QU	Food/Recipes	15,291	19,541	\$229,212.09	\$277,731.59	\$14.99	-4,250	-21.7%	(\$48,519.50)	-17.5%	26.6%	27.8%
399	398	Better Homes & Gardens - Beautiful Kitchens	SA	Home Improvement	22,891	23,276	\$228,681.09	\$232,527.24	\$9.99	-385	-1.7%	(\$3,846.15)	-1.7%	30.4%	27.6%
400	897	Gourmet - SIP 08738	AN	Food/Recipes	19,021	6,057	\$228,061.79	\$72,623.43	\$11.99	12,964	214.0%	\$155,438.36	214.0%	37.4%	30.4%
401	370	Sparkle World	BM	Art	45,152	51,457	\$225,308.48	\$256,770.43	\$4.99	-6,305	-12.3%	(\$31,461.95)	-12.3%	36.5%	38.7%
402	353	J-14 Yikes	SA	Teen	45,053	53,915	\$224,814.47	\$269,035.85	\$4.99	-8,862	-16.4%	(\$44,221.38)	-16.4%	32.7%	39.5%
403	418	Maclean's University Issue	AN	School Guides	32,019	31,296	\$222,532.05	\$217,507.20	\$6.95	723	2.3%	\$5,024.85	2.3%	34.7%	31.5%
404	380	Taste of Home	BM	Food/Recipes	43,231	47,608	\$222,242.69	\$246,040.92	\$5.14	-4,377	-9.2%	(\$23,798.23)	-9.7%	20.3%	25.2%
405	348	Adbusters	BM	General Interest	24,806	30,751	\$222,013.70	\$275,221.45	\$8.95	-5,945	-19.3%	(\$53,207.75)	-19.3%	26.1%	29.2%
406	-	Sportsnet The Magazine	BW	Sports General	44,569		\$220,616.55		\$4.95					18.2%	
407	223	Guitar World Buyer's Guide	BM	Music	22,046	41,989	\$220,239.54	\$419,470.11	\$9.99	-19,943	-47.5%	(\$199,230.57)	-47.5%	19.2%	28.1%
408	-	Vanity Fair - SIP 08923	AN	Men's Lifestyle	18,348		\$219,992.52		\$11.99					51.3%	
409	567	Dell Pocket Fill-In Puzzles	MO	Crosswords/Puzzles	43,798	29,539	\$218,552.02	\$147,399.61	\$4.99	14,259	48.3%	\$71,152.41	48.3%	26.3%	29.2%
410	482	National Geographic - SIP 36826	AN	Travel	21,483	12,059	\$217,954.17	\$180,764.41	\$10.15	9,424	78.1%	\$37,189.76	20.6%	25.1%	27.3%
411	323	Canadian Living - SIP 71582	AN	Food/Recipes	18,177	24,623	\$217,942.23	\$295,229.77	\$11.99	-6,446	-26.2%	(\$77,287.54)	-26.2%	19.7%	27.2%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
412	391	Muscular Development	MO	Fitness/Exercise	27,219	29,635	\$217,479.81	\$236,783.65	\$7.99	-2,416	-8.2%	(\$19,303.84)	-8.2%	34.8%	32.9%
413	389	Shopnotes	BM	Woodworking	31,120	34,663	\$216,284.00	\$240,907.85	\$6.95	-3,543	-10.2%	(\$24,623.85)	-10.2%	30.6%	34.4%
414	371	Better Homes & Gardens - Quilts & More	QU	Crafts	24,033	28,517	\$216,056.67	\$256,367.83	\$8.99	-4,484	-15.7%	(\$40,311.16)	-15.7%	26.0%	28.9%
415	375	Transworld - Motocross	MO	Motocross/ATV	35,428	41,329	\$215,087.72	\$250,883.71	\$6.07	-5,901	-14.3%	(\$35,795.99)	-14.3%	29.1%	33.7%
416	382	Fit Pregnancy	BM	Parenting	30,841	35,258	\$214,344.95	\$245,043.10	\$6.95	-4,417	-12.5%	(\$30,698.15)	-12.5%	29.7%	30.2%
417	318	Fine Gardening Specials	SA	Gardening	23,828	33,154	\$214,213.72	\$298,054.46	\$8.99	-9,326	-28.1%	(\$83,840.74)	-28.1%	25.5%	35.6%
418	383	The Horse Backstreet Choppers	MO	Motorcycles	35,761	40,845	\$214,208.39	\$244,661.55	\$5.99	-5,084	-12.4%	(\$30,453.16)	-12.4%	32.9%	33.4%
419	415	Dell Logic Lovers	MO	Crosswords/Puzzles	32,948	33,765	\$214,162.00	\$219,472.50	\$6.50	-817	-2.4%	(\$5,310.50)	-2.4%	19.9%	24.6%
420	444	Southern Living - SIP 10477	SA	Food/Recipes	14,201	14,218	\$212,872.99	\$203,033.82	\$14.99	-17	-0.1%	\$9,839.17	4.8%	24.3%	28.5%
421	475	Wii Handbook 2009	SA	Video Gaming	16,337	14,258	\$212,217.63	\$185,211.42	\$12.99	2,079	14.6%	\$27,006.21	14.6%	41.5%	48.8%
422	384	Bridal Guide	BM	Bridal	30,282	35,001	\$211,671.18	\$244,656.99	\$6.99	-4,719	-13.5%	(\$32,985.81)	-13.5%	25.0%	27.6%
423	532	Disney and Me	BM	Children	41,683	32,170	\$207,998.17	\$160,528.30	\$4.99	9,513	29.6%	\$47,469.87	29.6%	29.4%	32.6%
424	356	Automobile Mag	MO	Automobile	34,004	43,731	\$207,727.96	\$266,493.69	\$6.11	-9,727	-22.2%	(\$58,765.73)	-22.1%	27.0%	27.1%
425	378	Merit Variety Puzzles and Games	MO	Crosswords/Puzzles	41,054	49,577	\$204,859.46	\$247,389.23	\$4.99	-8,523	-17.2%	(\$42,529.77)	-17.2%	31.9%	35.7%
426	381	British Columbia Magazine	QU	Travel	29,417	35,289	\$204,448.15	\$245,258.55	\$6.95	-5,872	-16.6%	(\$40,810.40)	-16.6%	35.3%	39.0%
427	437	Mopar Action	BM	Automobile	29,243	29,738	\$204,408.57	\$207,868.62	\$6.99	-495	-1.7%	(\$3,460.05)	-1.7%	30.2%	28.2%
428	446	Better Homes & Gardens - Country Gardens	QU	Gardening	29,018	28,837	\$202,835.82	\$201,570.63	\$6.99	181	0.6%	\$1,265.19	0.6%	31.6%	31.7%
429	438	Paintworks	BM	Hobby	28,559	29,589	\$199,627.41	\$206,827.11	\$6.99	-1,030	-3.5%	(\$7,199.70)	-3.5%	28.7%	30.7%
430	410	Four Wheeler	MO	Automobile	28,474	32,091	\$199,033.26	\$224,316.09	\$6.99	-3,617	-11.3%	(\$25,282.83)	-11.3%	27.0%	26.5%
431	614	Life With Archie	QU	Comics	49,526	33,511	\$197,608.74	\$133,708.89	\$3.99	16,015	47.8%	\$63,899.85	47.8%	22.5%	21.0%
432	454	Simpsons Comic Presents	MO	Comics	54,071	53,257	\$197,258.29	\$197,342.43	\$3.65	814	1.5%	(\$84.14)	0.0%	25.9%	31.2%
433	239	Canadian Scrapbooker	QU	Crafts	16,403	33,580	\$196,671.97	\$402,624.20	\$11.99	-17,177	-51.2%	(\$205,952.23)	-51.2%	33.7%	41.9%
434	-	Rolling Stone - SIP 34194	AN	Music	13,976		\$195,524.24		\$13.99					29.2%	
435	330	FHM (UK Edition)	MO	Men's Lifestyle	17,776	26,690	\$194,647.20	\$292,255.50	\$10.95	-8,914	-33.4%	(\$97,608.30)	-33.4%	23.7%	31.0%
436	427	Family Handyman	MO	Home Improvement	38,349	42,706	\$194,614.51	\$213,102.94	\$5.07	-4,357	-10.2%	(\$18,488.43)	-8.7%	28.4%	29.5%
437	426	Better Homes & Gardens - Do It Yourself	QU	Home Improvement	25,941	28,474	\$194,557.50	\$213,555.00	\$7.50	-2,533	-8.9%	(\$18,997.50)	-8.9%	26.5%	29.7%
438	462	Tattoo Life	BM	Tattoos	19,440	19,368	\$194,205.60	\$193,486.32	\$9.99	72	0.4%	\$719.28	0.4%	29.9%	34.4%
439	474	Cowboys & Indians	BM	General Interest	27,829	26,722	\$193,411.55	\$185,717.90	\$6.95	1,107	4.1%	\$7,693.65	4.1%	41.2%	41.1%
440	352	PC World	MO	Computer	24,131	33,904	\$192,806.69	\$270,892.96	\$7.99	-9,773	-28.8%	(\$78,086.27)	-28.8%	19.2%	26.4%
441	445	Short Styles	QU	Fashion/Beauty	21,442	22,548	\$192,763.58	\$202,706.52	\$8.99	-1,106	-4.9%	(\$9,942.94)	-4.9%	27.2%	26.7%
442	419	Circle-A-Word Jumbo	BW	Crosswords/Puzzles	46,611	55,178	\$192,723.75	\$217,316.50	\$4.13	-8,567	-15.5%	(\$24,592.75)	-11.3%	30.1%	33.3%
443	931	Paper Craft Magazine	SA	Crafts	27,564	9,420	\$192,672.36	\$65,845.80	\$6.99	18,144	192.6%	\$126,826.56	192.6%	25.1%	33.5%
444	401	Inked	MO	Tattoos	26,333	32,907	\$192,492.67	\$230,019.93	\$7.31	-6,574	-20.0%	(\$37,527.26)	-16.3%	30.7%	29.5%
445	425	Car Craft	MO	Automobile	27,391	30,569	\$191,463.09	\$213,677.31	\$6.99	-3,178	-10.4%	(\$22,214.22)	-10.4%	28.0%	26.9%
446	470	Gun Buyer's Annual	MO	Military/Weapons	19,097	18,711	\$191,226.15	\$191,519.45	\$10.01	386	2.1%	(\$293.30)	-0.2%	22.1%	25.1%
447	583	Dell - SIP 08307	MO	Crosswords/Puzzles	29,070	23,356	\$190,539.30	\$142,205.44	\$6.55	5,714	24.5%	\$48,333.86	34.0%	23.3%	27.2%
448	244	Sudoku To Go	MO	Crosswords/Puzzles	31,777	66,093	\$190,344.23	\$395,897.07	\$5.99	-34,316	-51.9%	(\$205,552.84)	-51.9%	19.7%	25.3%
449	464	Acoustic Guitar	MO	Music	23,820	24,170	\$190,321.80	\$193,118.30	\$7.99	-350	-1.4%	(\$2,796.50)	-1.4%	29.1%	25.4%
450	449	Tattoo Energy	BM	Tattoos	18,637	19,655	\$189,536.63	\$200,448.45	\$10.17	-1,018	-5.2%	(\$10,911.82)	-5.4%	33.6%	37.6%
451	406	Popular Photography	MO	Photography	31,471	37,656	\$188,511.29	\$225,559.44	\$5.99	-6,185	-16.4%	(\$37,048.15)	-16.4%	27.6%	33.0%
452	612	DSport	MO	Automobile	19,063	15,277	\$188,229.37	\$133,953.23	\$9.87	3,786	24.8%	\$54,276.14	40.5%	25.9%	23.8%
453	570	Alberta Outdoorsmen	MO	Fishing/Hunting	27,028	21,083	\$187,844.60	\$146,526.85	\$6.95	5,945	28.2%	\$41,317.75	28.2%	34.4%	33.0%
454	1,259	ID, Ideas and Discoveries	AN	Computer	31,238	4,977	\$187,115.62	\$29,812.23	\$5.99	26,261	527.6%	\$157,303.39	527.6%	18.0%	16.0%
455	457	Harvard Business Review	MO	Business/Finance	9,378	9,861	\$187,091.10	\$196,726.95	\$19.95	-483	-4.9%	(\$9,635.85)	-4.9%	34.2%	29.9%
456	404	Homemakers	MO	Food/Recipes	62,364	75,888	\$186,468.36	\$226,905.12	\$2.99	-13,524	-17.8%	(\$40,436.76)	-17.8%	21.5%	26.4%
457	493	Military Heritage	BW	Military/Weapons	23,053	22,237	\$185,641.47	\$175,068.63	\$8.05	816	3.7%	\$10,572.84	6.0%	26.9%	30.3%
458	471	Truck Trend	BM	Automobile	30,945	31,967	\$185,360.55	\$191,482.33	\$5.99	-1,022	-3.2%	(\$6,121.78)	-3.2%	34.2%	32.8%
459	413	Jumbo Ring-A-Word	BW	Crosswords/Puzzles	64,364	77,149	\$185,072.30	\$221,583.50	\$2.88	-12,785	-16.6%	(\$36,511.20)	-16.5%	26.4%	33.1%
460	341	Seventeen Specials	SA	Teen	30,894	46,560	\$185,055.06	\$278,894.40	\$5.99	-15,666	-33.6%	(\$93,839.34)	-33.6%	30.6%	43.2%
461	439	Creative Knitting	BM	Crafts	21,901	27,423	\$184,992.99	\$206,707.77	\$8.45	-5,522	-20.1%	(\$21,714.78)	-10.5%	22.6%	30.4%
462	602	Disney - Tinkerbell	BM	Comics	37,004	27,479	\$184,649.96	\$137,120.21	\$4.99	9,525	34.7%	\$47,529.75	34.7%	30.0%	30.1%
463	261	Cesar's Way	BM	Pets	30,778	59,339	\$184,360.22	\$378,420.61	\$5.99	-28,561	-48.1%	(\$194,060.39)	-51.3%	26.2%	40.7%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
464	450	Hustler - Barely Legal (DVD)	MO	Sophisticates	18,314	20,537	\$182,956.86	\$200,089.63	\$9.99	-2,223	-10.8%	(\$17,132.77)	-8.6%	29.9%	33.9%
465	489	Triathlete	MO	Sports General	29,941	29,783	\$182,852.59	\$178,400.17	\$6.11	158	0.5%	\$4,452.42	2.5%	30.2%	34.4%
466	528	Canadian Hot Rods	BM	Automobile	26,253	23,372	\$182,458.35	\$162,435.40	\$6.95	2,881	12.3%	\$20,022.95	12.3%	41.1%	41.2%
467	644	Quilter's World	BM	Crafts	22,839	17,762	\$182,060.61	\$124,156.38	\$7.97	5,077	28.6%	\$57,904.23	46.6%	26.0%	31.0%
468	443	Windows Vista	QU	Computer	26,001	29,105	\$181,746.99	\$203,443.95	\$6.99	-3,104	-10.7%	(\$21,696.96)	-10.7%	41.0%	50.6%
469	343	National Geographic - Traveler	BM	Travel	25,980	39,776	\$181,600.20	\$278,034.24	\$6.99	-13,796	-34.7%	(\$96,434.04)	-34.7%	29.2%	37.2%
470	510	Make It - Technology Time	QU	Science/Nature	13,207	12,890	\$181,452.93	\$168,766.10	\$13.74	317	2.5%	\$12,686.83	7.5%	27.7%	39.2%
471	429	Better Homes & Gardens - SIP 14071	SA	Home Decor	22,709	26,405	\$181,444.91	\$210,975.95	\$7.99	-3,696	-14.0%	(\$29,531.04)	-14.0%	25.6%	30.0%
472	447	Astro Girl	SA	Teen	36,296	40,345	\$181,117.04	\$201,321.55	\$4.99	-4,049	-10.0%	(\$20,204.51)	-10.0%	30.5%	33.2%
473	436	Meredith Home Landscape Series - SIP 14425	SA	Gardening	11,322	13,038	\$181,038.78	\$208,477.62	\$15.99	-1,716	-13.2%	(\$27,438.84)	-13.2%	20.7%	25.7%
474	549	True Confessions	MO	Fiction	36,228	30,647	\$180,777.72	\$152,928.53	\$4.99	5,581	18.2%	\$27,849.19	18.2%	33.7%	29.6%
475	377	Engine Masters	MO	Automobile	25,862	34,735	\$180,775.38	\$247,409.65	\$6.99	-8,873	-25.5%	(\$66,634.27)	-26.9%	17.4%	20.3%
476	417	Sky & Telescope	MO	Science/Nature	23,418	27,899	\$180,488.82	\$217,950.01	\$7.71	-4,481	-16.1%	(\$37,461.19)	-17.2%	18.5%	24.7%
477	551	Cardmaker	BM	Crafts	20,619	20,362	\$180,457.81	\$152,611.38	\$8.75	257	1.3%	\$27,846.43	18.2%	25.8%	27.5%
478	719	Fly Fishing Made Easy	BM	Fishing	25,763	15,163	\$180,083.37	\$105,824.37	\$6.99	10,600	69.9%	\$74,259.00	70.2%	18.7%	32.2%
479	361	Disney - Princess	MO	Children	35,817	52,690	\$178,726.83	\$262,923.10	\$4.99	-16,873	-32.0%	(\$84,196.27)	-32.0%	35.2%	36.9%
480	573	World of Sudoku	MO	Crosswords/Puzzles	40,507	32,471	\$178,431.25	\$145,377.75	\$4.40	8,036	24.7%	\$33,053.50	22.7%	28.6%	34.9%
481	407	Muscle Mustangs & Fast Fords	MO	Automobile	24,852	31,805	\$176,514.48	\$225,050.95	\$7.10	-6,953	-21.9%	(\$48,536.47)	-21.6%	25.2%	29.6%
482	423	Canadian Business Specials	SA	Business/Finance	25,294	30,812	\$175,793.30	\$214,143.40	\$6.95	-5,518	-17.9%	(\$38,350.10)	-17.9%	24.9%	32.8%
483	1,031	Word Up!	MO	Entertainment	29,297	8,364	\$175,489.03	\$51,452.36	\$5.99	20,933	250.3%	\$124,036.67	241.1%	19.3%	22.1%
484	430	Town & Country	MO	Home Decor	31,907	38,354	\$175,488.50	\$210,947.00	\$5.50	-6,447	-16.8%	(\$35,458.50)	-16.8%	31.3%	35.0%
485	-	British Guide to Royal Weddings	AN	Celebrity	17,540		\$175,224.60		\$9.99					24.5%	
486	635	Celebrity Style Hair - SIP 45505	MO	Fashion/Beauty	17,432	12,727	\$174,145.68	\$127,142.73	\$9.99	4,705	37.0%	\$47,002.95	37.0%	15.9%	19.2%
487	501	Circle-A-Word Puzzles	MO	Crosswords/Puzzles	49,348	49,074	\$172,718.00	\$171,759.00	\$3.50	274	0.6%	\$959.00	0.6%	32.0%	36.0%
488	558	Adult Fun Pack (DVD)	MO	Sophisticates	11,522	9,970	\$172,714.78	\$149,450.30	\$14.99	1,552	15.6%	\$23,264.48	15.6%	29.7%	28.7%
489	585	Puzzler's Crosswords Crosswords	MO	Crosswords/Puzzles	34,536	28,074	\$172,334.64	\$141,534.79	\$4.99	6,462	23.0%	\$30,799.85	21.8%	30.7%	30.2%
490	487	Ol 'Skool Rodz	BM	Automobile	24,645	25,563	\$172,268.55	\$178,685.37	\$6.99	-918	-3.6%	(\$6,416.82)	-3.6%	29.9%	32.1%
491	539	Ultimate Wheel & Tire Guide	BM	Automobile	21,050	18,956	\$172,031.84	\$157,396.37	\$8.17	2,094	11.0%	\$14,635.47	9.3%	22.8%	23.8%
492	354	Life Story - SIP 46177	SA	Teen	17,258	27,025	\$171,717.10	\$268,898.75	\$9.95	-9,767	-36.1%	(\$97,181.65)	-36.1%	29.2%	35.6%
493	631	On The Go Sudoku	MO	Crosswords/Puzzles	45,221	33,847	\$171,387.59	\$128,280.13	\$3.79	11,374	33.6%	\$43,107.46	33.6%	24.3%	27.4%
494	504	Official Variety Puzzles	MO	Crosswords/Puzzles	34,239	34,221	\$170,852.61	\$170,762.79	\$4.99	18	0.1%	\$89.82	0.1%	27.6%	30.4%
495	527	Daily Horoscope Calendar	AN	Calendars	17,162	16,342	\$170,761.90	\$162,602.90	\$9.95	820	5.0%	\$8,159.00	5.0%	41.6%	40.1%
496	605	Ultimate iPod	BM	Computer	11,363	9,839	\$170,331.37	\$136,515.61	\$14.99	1,524	15.5%	\$33,815.76	24.8%	28.2%	37.9%
497	477	Snow Tech	QU	Snowmobile	28,411	30,634	\$170,181.89	\$183,497.66	\$5.99	-2,223	-7.3%	(\$13,315.77)	-7.3%	34.3%	39.4%
498	-	Better Homes & Gardens - Holiday Recipes	AN	Food/Recipes	13,074		\$169,831.26		\$12.99					36.9%	
499	388	Digital Photo How To	MO	Photography	21,140	30,322	\$169,063.60	\$241,833.78	\$8.00	-9,182	-30.3%	(\$72,770.18)	-30.1%	27.0%	29.8%
500	373	Ultimate MMA	MO	Sports General	21,105	32,016	\$168,628.95	\$255,807.84	\$7.99	-10,911	-34.1%	(\$87,178.89)	-34.1%	18.3%	23.6%
501	463	Star Wars Insider	BM	Hobby	19,008	23,620	\$168,241.92	\$193,438.80	\$8.85	-4,612	-19.5%	(\$25,196.88)	-13.0%	30.0%	33.9%
502	500	American Snowmobiler	BM	Snowmobile	27,017	26,224	\$167,879.15	\$172,045.80	\$6.21	793	3.0%	(\$4,166.65)	-2.4%	24.4%	23.1%
503	476	Garfield's Word Seeks	MO	Crosswords/Puzzles	37,988	42,580	\$167,534.12	\$184,886.20	\$4.41	-4,592	-10.8%	(\$17,352.08)	-9.4%	32.4%	33.7%
504	374	Maximum Fitness	MO	Fitness/Exercise	23,933	36,395	\$167,291.67	\$254,401.05	\$6.99	-12,462	-34.2%	(\$87,109.38)	-34.2%	22.9%	31.6%
505	848	Coastal Living - SIP 10461	SA	Home Decor	10,401	5,467	\$166,311.99	\$79,828.33	\$15.99	4,934	90.3%	\$86,483.66	108.3%	37.2%	48.7%
506	428	Skin & Ink	MO	Tattoos	19,848	25,247	\$166,177.52	\$212,477.53	\$8.37	-5,399	-21.4%	(\$46,300.01)	-21.8%	25.2%	28.2%
507	546	La Cucina Italiana	BM	Food/Recipes	27,673	25,844	\$165,761.27	\$154,805.56	\$5.99	1,829	7.1%	\$10,955.71	7.1%	33.9%	37.1%
508	452	Dirt Bike	MO	Motocross/ATV	27,595	33,296	\$165,294.05	\$199,443.04	\$5.99	-5,701	-17.1%	(\$34,148.99)	-17.1%	25.9%	24.8%
509	466	Revolver	BM	Music	18,242	21,390	\$163,995.58	\$192,296.10	\$8.99	-3,148	-14.7%	(\$28,300.52)	-14.7%	28.0%	34.7%
510	440	Variety Word Find Collection	MO	Crosswords/Puzzles	46,854	59,039	\$163,989.00	\$206,636.50	\$3.50	-12,185	-20.6%	(\$42,647.50)	-20.6%	23.3%	28.3%
511	432	BC Outdoors Sport Fishing	BM	Fishing	24,846	33,405	\$163,919.10	\$210,056.65	\$6.60	-8,559	-25.6%	(\$46,137.55)	-22.0%	29.8%	37.1%
512	601	Mother Earth News Special	QU	Home Improvement	23,420	19,663	\$163,705.80	\$137,444.37	\$6.99	3,757	19.1%	\$26,261.43	19.1%	38.7%	33.6%
513	576	Cooking Light - SIP 10479	SA	Food/Recipes	10,921	9,645	\$163,705.79	\$144,578.55	\$14.99	1,276	13.2%	\$19,127.24	13.2%	25.3%	26.3%
514	513	Electronic Gaming Monthly	BM	Video Gaming	23,401	23,967	\$163,572.99	\$167,529.33	\$6.99	-566	-2.4%	(\$3,956.34)	-2.4%	21.8%	26.4%
515	479	Hearst Bookazine	SA	Food/Recipes	14,853	16,616	\$163,234.47	\$182,609.84	\$10.99	-1,763	-10.6%	(\$19,375.37)	-10.6%	21.0%	22.0%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru	
516	488	Super Word Circle	MO	Crosswords/Puzzles	36,041	39,682	\$162,775.75	\$178,493.00	\$4.52	-3,641	-9.2%	(\$15,717.25)	-8.8%	18.2%	22.8%	
517	400	Mopar Muscle	MO	Automobile	23,241	33,171	\$162,454.59	\$231,865.29	\$6.99	-9,930	-29.9%	(\$69,410.70)	-29.9%	28.2%	29.5%	
518	467	Today's Bride	SA	Bridal	32,542	36,758	\$162,066.98	\$192,276.66	\$4.98	-4,216	-11.5%	(\$30,209.68)	-15.7%	43.2%	48.2%	
519	518	Saveur	MO	Food/Recipes	26,969	27,559	\$161,814.00	\$165,354.00	\$6.00	-590	-2.1%	(\$3,540.00)	-2.1%	35.0%	39.0%	
520	409	SCOREGolf Specials	SA	Golf	20,110	28,090	\$160,678.90	\$224,439.10	\$7.99	-7,980	-28.4%	(\$63,760.20)	-28.4%	17.2%	19.4%	
521	451	Cuisine Tonight Specials	QU	Food/Recipes	13,403	16,691	\$160,165.85	\$199,457.45	\$11.95	-3,288	-19.7%	(\$39,291.60)	-19.7%	23.0%	25.5%	
522	805	National Enquirer Specials	AN	Tabloid	22,910	12,442	\$160,140.90	\$86,969.58	\$6.99	10,468	84.1%	\$73,171.32	84.1%	27.9%	35.9%	
523	512	National Geographic - Kids	MO	Children	22,880	24,093	\$159,931.20	\$168,410.07	\$6.99	-1,213	-5.0%	(\$8,478.87)	-5.0%	28.8%	28.5%	
524	647	American Girl	BM	Children	24,682	20,794	\$159,831.90	\$123,724.30	\$6.48	3,888	18.7%	\$36,107.60	29.2%	30.2%	26.9%	
525	372	Inspired House	BM	Gardening	17,777	28,513	\$159,815.23	\$256,331.87	\$8.99	-10,736	-37.7%	(\$96,516.64)	-37.7%	27.1%	30.3%	
526	486	Romantic Homes	BW	Home Decor	21,080	23,831	\$158,100.00	\$178,732.50	\$7.50	-2,751	-11.5%	(\$20,632.50)	-11.5%	21.4%	23.6%	
527	492	Florida Design	QU	Home Decor	17,584	19,482	\$158,080.16	\$175,143.18	\$8.99	-1,898	-9.7%	(\$17,063.02)	-9.7%	31.9%	40.6%	
528	506	Collectible Automobiles	BM	Automobile	13,194	14,203	\$157,668.30	\$169,725.85	\$11.95	-1,009	-7.1%	(\$12,057.55)	-7.1%	34.6%	35.2%	
529	390	Consumer Reports - SIP 08262	QU	Home Decor	15,903	29,876	\$157,586.97	\$238,709.24	\$9.91	-13,973	-46.8%	(\$81,122.27)	-34.0%	30.3%	27.0%	
530	587	Vogue Specials	AN	Fashion/Beauty	14,335	11,766	\$157,541.65	\$141,074.34	\$10.99	2,569	21.8%	\$16,467.31	11.7%	44.0%	38.5%	
531	347	Birds & Blooms - SIP 08739	QU	Gardening	11,191	19,784	\$156,562.09	\$276,778.16	\$13.99	-8,593	-43.4%	(\$120,216.07)	-43.4%	20.2%	25.7%	
532	595	Quality Popular Crossword Puzzles	MO	Crosswords/Puzzles	38,364	39,647	\$155,925.75	\$138,764.50	\$4.06	-1,283	-3.2%	\$17,161.25	12.4%	31.3%	36.9%	
533	385	Tattoo Flash	BM	Tattoos	18,590	28,611	\$155,829.10	\$243,386.89	\$8.38	-10,021	-35.0%	(\$87,557.79)	-36.0%	23.7%	29.8%	
534	478	Paula Deen - SIP 02874	QU	Food/Recipes	15,288	18,292	\$155,332.12	\$182,737.08	\$10.16	-3,004	-16.4%	(\$27,404.96)	-15.0%	24.5%	29.3%	
535	434	Vegetarian Times	MO	Food/Recipes	22,221	27,996	\$155,324.79	\$208,920.04	\$6.99	-5,775	-20.6%	(\$53,595.25)	-25.7%	24.4%	32.3%	
536	575	Guitar Aficionado	QU	Music	15,544	14,486	\$155,284.56	\$144,715.14	\$9.99	1,058	7.3%	\$10,569.42	7.3%	21.8%	29.3%	
537	416	Dell Crossword Special	MO	Crosswords/Puzzles	31,040	38,255	\$154,889.60	\$218,090.45	\$4.99	-7,215	-18.9%	(\$63,200.85)	-29.0%	26.6%	26.5%	
538	338	Blast - SIP 45526	SA	Current Affairs	13,035	28,028	\$154,681.65	\$279,999.72	\$11.87	-14,993	-53.5%	(\$125,318.07)	-44.8%	13.9%	14.3%	
539	405	Motorcyclist	MO	Motorcycles	25,806	37,784	\$154,577.94	\$226,326.16	\$5.99	-11,978	-31.7%	(\$71,748.22)	-31.7%	23.8%	25.8%	
540	509	Saltsapes	BM	Travel	25,464	27,177	\$153,764.80	\$169,356.15	\$6.04	-1,713	-6.3%	(\$15,591.35)	-9.2%	37.4%	39.7%	
541	496	Bike	MO	Bicycling	21,372	24,763	\$153,661.28	\$174,734.37	\$7.19	-3,391	-13.7%	(\$21,073.09)	-12.1%	23.1%	28.5%	
542	529	Street Trucks	MO	Automobile	21,978	25,795	\$153,626.22	\$162,271.05	\$6.99	-3,817	-14.8%	(\$8,644.83)	-5.3%	24.2%	20.9%	
543	560	Fast Company	MO	Business/Finance	25,620	24,916	\$153,463.80	\$149,246.84	\$5.99	704	2.8%	\$4,216.96	2.8%	29.7%	30.7%	
544	-	Scientific American - Reports	QU	Science/Nature	13,963		\$153,453.37		\$10.99						54.7%	
545	505	Food & Wine	MO	Wine/Spirits	30,611	36,822	\$152,748.89	\$170,473.74	\$4.99	-6,211	-16.9%	(\$17,724.85)	-10.4%	27.1%	28.1%	
546	523	Hemmings Muscle Machines	MO	Automobile	19,116	20,583	\$152,736.84	\$164,458.17	\$7.99	-1,467	-7.1%	(\$11,721.33)	-7.1%	26.1%	27.9%	
547	678	Backwoodsman	BM	Outdoors/Camping	27,694	21,312	\$152,317.00	\$117,216.00	\$5.50	6,382	29.9%	\$35,101.00	29.9%	39.2%	33.4%	
548	1,077	BDM Definite Guide iPad	AN	Computer	8,404	2,523	\$151,187.96	\$45,388.77	\$17.99	5,881	233.1%	\$105,799.19	233.1%	34.7%	50.1%	
549	483	Parents	MO	Parenting	33,551	40,078	\$150,979.50	\$180,351.00	\$4.50	-6,527	-16.3%	(\$29,371.50)	-16.3%	18.2%	24.0%	
550	491	Superb Fill It Ins	MO	Crosswords/Puzzles	43,072	50,321	\$150,752.00	\$176,123.50	\$3.50	-7,249	-14.4%	(\$25,371.50)	-14.4%	23.7%	29.5%	
551	542	Better Homes & Gardens - SIP 14449	SA	Crafts	9,414	9,770	\$150,529.86	\$156,222.30	\$15.99	-356	-3.6%	(\$5,692.44)	-3.6%	30.2%	28.5%	
552	-	Clean Eating - Comfort Food	AN	Food/Recipes	11,555		\$150,099.45		\$12.99						23.2%	
553	1,003	Knitting Today	SA	Crafts	18,726	6,893	\$149,620.74	\$55,075.07	\$7.99	11,833	171.7%	\$94,545.67	171.7%	17.7%	13.9%	
554	553	Better Homes & Gardens - Christmas Ideas	AN	Home Decor	18,709	18,963	\$149,484.91	\$151,514.37	\$7.99	-254	-1.3%	(\$2,029.46)	-1.3%	36.1%	31.5%	
555	-	Woman's Day - SIP 03942	QU	Home Decor	17,916		\$149,169.84		\$8.33						25.5%	
556	-	Prize Winning Recipes	BM	Food/Recipes	10,601		\$148,307.99		\$13.99						20.4%	
557	579	Nascar Illustrated	MO	Motorsports	21,289	20,792	\$148,129.56	\$143,464.67	\$6.96	497	2.4%	\$4,664.89	3.3%	27.0%	29.5%	
558	395	Life Story - SIP 46175	SA	Celebrity	14,865	23,674	\$147,906.75	\$235,556.30	\$9.95	-8,809	-37.2%	(\$87,649.55)	-37.2%	22.6%	25.0%	
559	599	Snow Sports	BM	Snowmobile	24,684	23,067	\$147,857.16	\$138,171.33	\$5.99	1,617	7.0%	\$9,685.83	7.0%	23.8%	22.2%	
560	499	Transworld - Snowboarding	MO	Ski/Snowboard	26,866	31,692	\$147,258.34	\$172,272.08	\$5.48	-4,826	-15.2%	(\$25,013.74)	-14.5%	21.1%	23.0%	
561	702	Canadian Cycling	BM	Bicycling	29,534	22,343	\$146,193.30	\$110,597.85	\$4.95	7,191	32.2%	\$35,595.45	32.2%	32.9%	34.3%	
562	350	Fill In & Search A Word	BW	Crosswords/Puzzles	41,606	71,620	\$145,621.00	\$274,007.50	\$3.50	-30,014	-41.9%	(\$128,386.50)	-46.9%	18.4%	25.8%	
563	537	Good N Easy Crossword Jumbo	BW	Crosswords/Puzzles	30,188	32,948	\$145,348.30	\$158,249.60	\$4.81	-2,760	-8.4%	(\$12,901.30)	-8.2%	27.7%	30.0%	
564	616	Newsweek - SIP 03441	AN	Current Affairs	13,265	9,510	\$145,251.75	\$133,044.90	\$10.95	3,755	39.5%	\$12,206.85	9.2%	34.1%	49.8%	
565	-	The Royal Wedding	AN	Celebrity	9,062		\$144,538.90		\$15.95						29.1%	
566	555	Reader's Digest Large	MO	General Interest	20,527	21,604	\$143,483.73	\$151,011.96	\$6.99	-1,077	-5.0%	(\$7,528.23)	-5.0%	32.7%	34.7%	
567	-	Essence - Healthy Living	AN	Health/Wellness	8,962		\$143,302.38		\$15.99						14.8%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
568	322	Beckett - Hockey	BM	Collectibles	9,528	19,713	\$142,824.72	\$295,497.87	\$14.99	-10,185	-51.7%	(\$152,673.15)	-51.7%	25.3%	29.2%
569	580	Birds & Blooms	MO	Gardening	28,013	28,746	\$142,283.87	\$143,442.54	\$5.08	-733	-2.5%	(\$1,158.67)	-0.8%	30.3%	36.0%
570	514	Weddingstar	SA	Bridal	14,181	16,137	\$141,668.19	\$167,437.63	\$9.99	-1,956	-12.1%	(\$25,769.44)	-15.4%	28.7%	37.4%
571	561	Favorite Brand Name Recipes Presents - SIP 37518	BM	Food/Recipes	24,281	26,285	\$140,207.05	\$149,036.79	\$5.77	-2,004	-7.6%	(\$8,829.74)	-5.9%	35.6%	31.8%
572	571	Trains	MO	Aviation/Transportation	19,203	20,498	\$139,902.85	\$145,873.10	\$7.29	-1,295	-6.3%	(\$5,970.25)	-4.1%	31.0%	33.6%
573	541	Best of Hustler	MO	Sophisticates	11,542	13,393	\$139,836.58	\$156,956.07	\$12.12	-1,851	-13.8%	(\$17,119.49)	-10.9%	22.4%	26.0%
574	622	SIM Truck Series	BM	Automobile	19,936	18,788	\$139,352.64	\$131,328.12	\$6.99	1,148	6.1%	\$8,024.52	6.1%	17.3%	22.2%
575	679	Our Canada	BM	Literature	27,888	23,479	\$139,161.12	\$117,160.21	\$4.99	4,409	18.8%	\$22,000.91	18.8%	24.5%	23.8%
576	503	Western Sportsman	BM	Fishing/Hunting	21,405	28,329	\$139,132.50	\$170,951.70	\$6.50	-6,924	-24.4%	(\$31,819.20)	-18.6%	28.0%	33.4%
577	700	TSN Pro Football	SA	Football	13,911	11,085	\$138,970.89	\$110,739.15	\$9.99	2,826	25.5%	\$28,231.74	25.5%	43.7%	35.4%
578	1,247	Time - SIP 10525	AN	Crosswords/Puzzles	9,258	2,059	\$138,777.42	\$30,864.41	\$14.99	7,199	349.6%	\$107,913.01	349.6%	24.6%	28.3%
579	582	W Magazine	MO	Fashion/Beauty	23,126	23,767	\$138,524.74	\$142,364.33	\$5.99	-641	-2.7%	(\$3,839.59)	-2.7%	19.5%	24.7%
580	624	Laphams Quarterly	QU	Current Affairs	9,191	8,693	\$137,865.00	\$130,395.00	\$15.00	498	5.7%	\$7,470.00	5.7%	45.0%	42.9%
581	721	Toronto Maple Leaf Yearbook	AN	Hockey	13,769	10,492	\$137,690.00	\$104,920.00	\$10.00	3,277	31.2%	\$32,770.00	31.2%	49.6%	42.6%
582	554	Photo Life	BM	Photography	23,052	25,406	\$137,159.40	\$151,165.70	\$5.95	-2,354	-9.3%	(\$14,006.30)	-9.3%	24.8%	32.6%
583	522	Starchoice Guide Bi-Weekly	BW	Entertainment	31,231	37,523	\$137,104.09	\$164,725.97	\$4.39	-6,292	-16.8%	(\$27,621.88)	-16.8%	37.3%	38.2%
584	619	Conde Nast Traveler	MO	Travel	22,843	22,136	\$136,829.57	\$132,594.64	\$5.99	707	3.2%	\$4,234.93	3.2%	24.9%	29.3%
585	656	Wheel of Fortune Word	MO	Crosswords/Puzzles	36,030	32,276	\$136,553.70	\$122,326.04	\$3.79	3,754	11.6%	\$14,227.66	11.6%	28.1%	29.3%
586	336	Deals On Wheels	MO	Automobile	20,979	43,425	\$136,153.71	\$281,828.25	\$6.49	-22,446	-51.7%	(\$145,674.54)	-51.7%	32.2%	32.7%
587	531	Officials Sudoku	MO	Crosswords/Puzzles	38,821	45,959	\$135,873.50	\$160,856.50	\$3.50	-7,138	-15.5%	(\$24,983.00)	-15.5%	20.7%	29.8%
588	533	Snowboard Canadian Buyer's Guide	QU	Ski/Snowboard	19,340	22,898	\$135,186.60	\$160,057.02	\$6.99	-3,558	-15.5%	(\$24,870.42)	-15.5%	22.0%	24.0%
589	519	Featured Fill it Ins	MO	Crosswords/Puzzles	38,617	47,159	\$135,159.50	\$165,056.50	\$3.50	-8,542	-18.1%	(\$29,897.00)	-18.1%	27.9%	32.0%
590	494	JP Magazine	MO	Automobile	19,311	25,041	\$134,983.89	\$175,036.59	\$6.99	-5,730	-22.9%	(\$40,052.70)	-22.9%	34.8%	35.0%
591	458	Shutterbug Photographic	MO	Photography	22,457	32,553	\$134,517.43	\$194,992.47	\$5.99	-10,096	-31.0%	(\$60,475.04)	-31.0%	26.9%	32.4%
592	520	Outdoor Canada Fishing Annual	AN	Fishing	19,306	27,726	\$134,176.70	\$164,969.70	\$6.95	-8,420	-30.4%	(\$30,793.00)	-18.7%	28.3%	45.3%
593	564	Brain Games	MO	Crosswords/Puzzles	24,351	26,967	\$133,930.50	\$148,318.50	\$5.50	-2,616	-9.7%	(\$14,388.00)	-9.7%	23.8%	27.9%
594	609	Gamepro	MO	Video Gaming	16,607	17,915	\$133,499.07	\$134,362.50	\$8.04	-1,308	-7.3%	(\$863.43)	-0.6%	15.6%	20.4%
595	565	Wood Carving Illustrated	BM	Woodworking	15,297	17,002	\$133,469.51	\$147,970.54	\$8.73	-1,705	-10.0%	(\$14,501.03)	-9.8%	24.6%	29.0%
596	545	PC How To Guide	BM	Computer	7,855	9,150	\$133,456.45	\$155,458.50	\$16.99	-1,295	-14.2%	(\$22,002.05)	-14.2%	19.8%	21.8%
597	442	Super Street	MO	Automobile	18,619	28,488	\$132,954.81	\$203,973.12	\$7.14	-9,869	-34.6%	(\$71,018.31)	-34.8%	26.1%	25.2%
598	550	Popular Hot Rodding	MO	Automobile	18,986	21,835	\$132,712.14	\$152,626.65	\$6.99	-2,849	-13.0%	(\$19,914.51)	-13.0%	31.0%	29.1%
599	534	Import Tuner	MO	Automobile	18,490	22,232	\$132,227.35	\$159,356.37	\$7.15	-3,742	-16.8%	(\$27,129.02)	-17.0%	26.8%	25.4%
600	480	Best of High Times	QU	Cannabis	14,607	20,211	\$131,316.93	\$181,696.89	\$8.99	-5,604	-27.7%	(\$50,379.96)	-27.7%	26.2%	34.6%
601	540	Bead & Button Specials	QU	Crafts	12,980	16,291	\$131,177.00	\$157,218.45	\$10.11	-3,311	-20.3%	(\$26,041.45)	-16.6%	28.3%	34.1%
602	559	Classic Trucks	MO	Automobile	18,752	21,352	\$131,076.48	\$149,250.48	\$6.99	-2,600	-12.2%	(\$18,174.00)	-12.2%	31.7%	31.3%
603	684	Outdoor Life	MO	Fishing/Hunting	26,264	23,135	\$131,057.36	\$115,443.65	\$4.99	3,129	13.5%	\$15,613.71	13.5%	26.8%	37.2%
604	623	Custom Combat Handguns	MO	Military/Weapons	11,922	11,988	\$130,722.90	\$130,793.60	\$10.96	-66	-0.6%	(\$70.70)	-0.1%	15.8%	20.7%
605	603	Outdoor Canada Hunting Annual	AN	Hunting	18,771	19,673	\$130,458.45	\$136,727.35	\$6.95	-902	-4.6%	(\$6,268.90)	-4.6%	37.3%	37.9%
606	502	Vancouver Magazine	MO	Regional/City	24,994	31,861	\$130,325.06	\$171,035.35	\$5.21	-6,867	-21.6%	(\$40,710.29)	-23.8%	24.6%	27.4%
607	768	Crochet	BM	Crafts	14,279	12,941	\$129,407.21	\$95,857.59	\$9.06	1,338	10.3%	\$33,549.62	35.0%	19.8%	19.4%
608	263	Consumer Reports - SIP 08256	QU	Business/Finance	9,947	28,799	\$129,211.53	\$374,099.01	\$12.99	-18,852	-65.5%	(\$244,887.48)	-65.5%	31.3%	38.3%
609	448	Faces - SIP 01579	MO	Teen	18,420	28,686	\$128,755.80	\$200,515.14	\$6.99	-10,266	-35.8%	(\$71,759.34)	-35.8%	21.4%	29.3%
610	568	Auto Trader Buyer's Guide	AN	Classifieds	16,189	18,515	\$128,702.55	\$147,194.25	\$7.95	-2,326	-12.6%	(\$18,491.70)	-12.6%	28.9%	31.8%
611	515	Decline	MO	Bicycling	12,879	16,729	\$128,661.21	\$167,122.71	\$9.99	-3,850	-23.0%	(\$38,461.50)	-23.0%	24.6%	26.9%
612	572	Woodsmith	BM	Woodworking	18,492	20,957	\$128,519.40	\$145,651.15	\$6.95	-2,465	-11.8%	(\$17,131.75)	-11.8%	30.3%	29.7%
613	577	Motocross Action	MO	Motocross/ATV	21,453	24,019	\$128,503.47	\$143,873.81	\$5.99	-2,566	-10.7%	(\$15,370.34)	-10.7%	24.1%	21.4%
614	535	Kitchen Trends	SA	Home Decor	9,199	11,359	\$128,326.05	\$158,458.05	\$13.95	-2,160	-19.0%	(\$30,132.00)	-19.0%	33.8%	39.7%
615	584	Gallery	MO	Sophisticates	10,458	12,022	\$128,211.42	\$141,793.78	\$12.26	-1,564	-13.0%	(\$13,582.36)	-9.6%	20.3%	17.3%
616	521	Better Homes & Gardens - SIP 14265	SA	Crafts	14,253	18,337	\$128,134.47	\$164,849.63	\$8.99	-4,084	-22.3%	(\$36,715.16)	-22.3%	24.5%	32.6%
617	511	Digital Photo Pro	BM	Photography	16,019	21,079	\$127,991.81	\$168,421.21	\$7.99	-5,060	-24.0%	(\$40,429.40)	-24.0%	26.2%	28.5%
618	744	Mag Pak 3 \$12.99	QU	Sophisticates	9,796	7,678	\$127,250.04	\$99,737.22	\$12.99	2,118	27.6%	\$27,512.82	27.6%	34.8%	41.5%
619	526	Rod & Custom	MO	Automobile	18,133	23,328	\$126,749.67	\$163,062.72	\$6.99	-5,195	-22.3%	(\$36,313.05)	-22.3%	27.6%	27.6%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
620	594	Pixie	BM	Teen	21,092	23,183	\$126,341.08	\$138,866.17	\$5.99	-2,091	-9.0%	(\$12,525.09)	-9.0%	19.1%	18.2%
621	495	Cross Stitcher	MO	Crafts	12,622	14,443	\$125,671.90	\$175,008.70	\$9.96	-1,821	-12.6%	(\$49,336.80)	-28.2%	24.5%	31.4%
622	497	Beadwork	MO	Crafts	17,348	21,754	\$125,664.52	\$174,130.46	\$7.24	-4,406	-20.3%	(\$48,465.94)	-27.8%	21.5%	20.6%
623	645	Fine Scale Modeler	MO	Hobby	18,076	17,860	\$125,628.20	\$124,127.00	\$6.95	216	1.2%	\$1,501.20	1.2%	30.9%	31.4%
624	592	Timber Home Living	BM	Home Improvement	16,102	18,296	\$124,986.98	\$139,935.04	\$7.76	-2,194	-12.0%	(\$14,948.06)	-10.7%	28.7%	33.7%
625	-	Betty Crocker - SIP 10456	MO	Food/Recipes	8,922		\$124,818.78		\$13.99						18.4%
626	1,043	Cottages & Bungalows	QU	Home Decor	17,843	7,096	\$124,722.57	\$49,601.04	\$6.99	10,747	151.5%	\$75,121.53	151.5%	21.5%	12.6%
627	696	Watercolor Artist	BM	Literature	13,598	12,190	\$124,121.02	\$112,493.10	\$9.13	1,408	11.6%	\$11,627.92	10.3%	28.3%	34.1%
628	613	Hemmings Classic Car	MO	Automobile	15,531	16,758	\$124,092.69	\$133,896.42	\$7.99	-1,227	-7.3%	(\$9,803.73)	-7.3%	33.1%	35.6%
629	543	Wine Spectator	MO	Wine/Spirits	17,784	22,477	\$123,598.80	\$156,215.15	\$6.95	-4,693	-20.9%	(\$32,616.35)	-20.9%	23.1%	29.5%
630	683	Sporting News - Hockey	AN	Hockey	12,370	11,569	\$123,576.30	\$115,574.31	\$9.99	801	6.9%	\$8,001.99	6.9%	28.6%	25.4%
631	816	Simple Scrapbooks	QU	Crafts	15,444	10,648	\$123,397.56	\$85,077.52	\$7.99	4,796	45.0%	\$38,320.04	45.0%	31.4%	30.1%
632	626	New York	WK	General Interest	23,974	25,862	\$123,126.26	\$129,051.38	\$5.14	-1,888	-7.3%	(\$5,925.12)	-4.6%	42.2%	43.8%
633	574	Puzzlers Word Search	MO	Crosswords/Puzzles	32,457	38,289	\$123,012.03	\$145,115.31	\$3.79	-5,832	-15.2%	(\$22,103.28)	-15.2%	27.6%	30.1%
634	649	Crochet World	BM	Crafts	15,775	16,515	\$122,804.25	\$123,629.85	\$7.78	-740	-4.5%	(\$825.60)	-0.7%	21.8%	27.5%
635	695	Deer & Deer Hunting	MO	Hunting	18,138	15,996	\$122,457.70	\$112,712.60	\$6.75	2,142	13.4%	\$9,745.10	8.6%	21.7%	31.6%
636	490	Spin	MO	Music	18,733	27,434	\$121,764.50	\$178,321.00	\$6.50	-8,701	-31.7%	(\$56,556.50)	-31.7%	18.4%	23.3%
637	569	Paper Crafts	BM	Crafts	20,321	24,531	\$121,722.79	\$146,940.69	\$5.99	-4,210	-17.2%	(\$25,217.90)	-17.2%	26.4%	38.4%
638	251	Sports Illustrated - SIP 10241	MO	Sports General	17,410	55,589	\$121,695.90	\$388,567.11	\$6.99	-38,179	-68.7%	(\$266,871.21)	-68.7%	28.0%	29.0%
639	774	Knit 1	SA	Hobby	12,700	10,530	\$121,465.00	\$94,664.70	\$9.56	2,170	20.6%	\$26,800.30	28.3%	30.2%	36.6%
640	536	Archaeology	BM	Science/Nature	17,283	22,644	\$120,808.17	\$158,281.56	\$6.99	-5,361	-23.7%	(\$37,473.39)	-23.7%	29.9%	39.4%
641	562	Science Illustrated	BM	Science/Nature	20,102	24,782	\$120,410.98	\$148,444.18	\$5.99	-4,680	-18.9%	(\$28,033.20)	-18.9%	27.1%	36.5%
642	633	Official Word Search	MO	Crosswords/Puzzles	31,728	33,625	\$120,249.12	\$127,438.75	\$3.79	-1,897	-5.6%	(\$7,189.63)	-5.6%	28.4%	31.3%
643	734	Crochet Today	BM	Crafts	17,097	14,540	\$119,508.03	\$101,634.60	\$6.99	2,557	17.6%	\$17,873.43	17.6%	22.0%	24.7%
644	485	Blue Ribbon - Crossword/Sudoku	BW	Crosswords/Puzzles	25,910	42,910	\$119,206.25	\$179,760.00	\$4.60	-17,000	-39.6%	(\$60,553.75)	-33.7%	22.4%	25.7%
645	597	Penthouse - Variations	MO	Sophisticates	19,661	23,126	\$117,769.39	\$138,524.74	\$5.99	-3,465	-15.0%	(\$20,755.35)	-15.0%	19.8%	25.7%
646	670	American Woodworker	MO	Woodworking	14,523	15,695	\$115,772.77	\$118,693.05	\$7.97	-1,172	-7.5%	(\$2,920.28)	-2.5%	16.1%	29.9%
647	-	Disney - Phineas & Ferb	AN	Children	23,047		\$115,004.53		\$4.99						39.6%
648	590	Essence	MO	Ethnic/Religion	22,952	28,194	\$114,530.48	\$140,688.06	\$4.99	-5,242	-18.6%	(\$26,157.58)	-18.6%	30.2%	38.0%
649	653	Guns & Ammo Presents - SIP 34838	BM	Military/Weapons	12,710	13,721	\$114,262.90	\$123,351.79	\$8.99	-1,011	-7.4%	(\$9,088.89)	-7.4%	27.3%	31.7%
650	563	Air & Space	MO	Science/Nature	17,198	25,294	\$114,092.02	\$148,352.06	\$6.63	-8,096	-32.0%	(\$34,260.04)	-23.1%	29.8%	35.0%
651	663	Esquire SIP	SA	Men's Lifestyle	7,627	8,088	\$114,023.65	\$120,915.60	\$14.95	-461	-5.7%	(\$6,891.95)	-5.7%	36.1%	39.5%
652	610	Original Logic Problems	MO	Crosswords/Puzzles	17,488	20,638	\$113,672.00	\$134,147.00	\$6.50	-3,150	-15.3%	(\$20,475.00)	-15.3%	21.6%	24.9%
653	566	Alternative Press	MO	Business/Finance	16,244	24,625	\$113,545.56	\$147,503.75	\$6.99	-8,381	-34.0%	(\$33,958.19)	-23.0%	19.7%	21.7%
654	607	Super Chevy	MO	Automobile	16,172	19,348	\$113,042.28	\$135,242.52	\$6.99	-3,176	-16.4%	(\$22,200.24)	-16.4%	27.2%	28.0%
655	636	Scroll Saw	BM	Woodworking	13,119	14,535	\$112,825.45	\$126,152.21	\$8.60	-1,416	-9.7%	(\$13,326.76)	-10.6%	25.6%	28.4%
656	911	King	SA	Men's Lifestyle	11,953	7,726	\$112,307.47	\$69,456.74	\$9.40	4,227	54.7%	\$42,850.73	61.7%	22.8%	22.1%
657	547	iPhone Application Review Guide	QU	Computer	6,238	8,577	\$112,221.62	\$154,300.23	\$17.99	-2,339	-27.3%	(\$42,078.61)	-27.3%	32.4%	46.6%
658	411	Fight Magazine	MO	Sports General	18,305	37,113	\$111,968.95	\$222,306.87	\$6.12	-18,808	-50.7%	(\$110,337.92)	-49.6%	15.6%	19.6%
659	680	Petersen's Hunting	MO	Hunting	22,276	23,303	\$111,157.24	\$116,281.97	\$4.99	-1,027	-4.4%	(\$5,124.73)	-4.4%	30.2%	29.9%
660	557	Trends - Home & Architecture	SA	Home Improvement	7,936	10,718	\$110,707.20	\$149,516.10	\$13.95	-2,782	-26.0%	(\$38,808.90)	-26.0%	27.9%	37.8%
661	660	Eating Well	BM	Food/Recipes	15,795	17,440	\$110,407.05	\$121,905.60	\$6.99	-1,645	-9.4%	(\$11,498.55)	-9.4%	22.3%	25.2%
662	481	Puzzler - Brain Trainer	MO	Crosswords/Puzzles	15,793	25,929	\$110,393.07	\$181,243.71	\$6.99	-10,136	-39.1%	(\$70,850.64)	-39.1%	15.1%	15.9%
663	671	Bathroom Trends	SA	Home Decor	7,884	8,504	\$109,981.80	\$118,630.80	\$13.95	-620	-7.3%	(\$8,649.00)	-7.3%	31.1%	35.4%
664	905	Purely 18 (DVD)	BM	Sophisticates	8,466	6,685	\$109,908.34	\$71,157.15	\$12.98	1,781	26.6%	\$38,751.19	54.5%	25.7%	37.6%
665	711	Excellence	MO	Automobile	18,238	18,084	\$109,245.62	\$108,323.16	\$5.99	154	0.9%	\$922.46	0.9%	31.3%	33.0%
666	627	Better Homes & Gardens - Halloween Tricks	AN	Crafts	13,672	16,143	\$109,239.28	\$128,982.57	\$7.99	-2,471	-15.3%	(\$19,743.29)	-15.3%	35.6%	44.7%
667	544	Campbell's Recipe - SIP 38603	SA	Food/Recipes	10,976	15,700	\$109,211.20	\$156,215.00	\$9.95	-4,724	-30.1%	(\$47,003.80)	-30.1%	26.3%	37.4%
668	651	Model Railroader Specials	QU	Hobby	10,608	12,020	\$109,054.20	\$123,372.00	\$10.28	-1,412	-11.7%	(\$14,317.80)	-11.6%	31.2%	31.3%
669	581	American Quilter	MO	Crafts	14,721	19,362	\$108,911.79	\$143,084.38	\$7.40	-4,641	-24.0%	(\$34,172.59)	-23.9%	18.7%	23.7%
670	628	Backpacker	MO	Outdoors/Camping	16,482	20,616	\$108,864.18	\$128,974.84	\$6.61	-4,134	-20.1%	(\$20,110.66)	-15.6%	23.3%	27.3%
671	621	Thomas and Friends	BM	Children	21,797	26,357	\$108,767.03	\$131,521.43	\$4.99	-4,560	-17.3%	(\$22,754.40)	-17.3%	26.4%	35.0%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
672	586	Racer X Illustrated	MO	Motocross/ATV	15,555	20,208	\$108,729.45	\$141,253.92	\$6.99	-4,653	-23.0%	(\$32,524.47)	-23.0%	23.0%	24.8%
673	-	Home Buyer's Cozy Cabin	MO	Home Decor	9,890		\$108,691.10		\$10.99					22.3%	
674	606	Special Circle-A-Word	BW	Crosswords/Puzzles	37,516	51,187	\$108,632.20	\$136,511.65	\$2.90	-13,671	-26.7%	(\$27,879.45)	-20.4%	28.6%	32.6%
675	516	Guitar World - SIP 39056	SA	Music	8,334	12,804	\$108,258.66	\$166,323.96	\$12.99	-4,470	-34.9%	(\$58,065.30)	-34.9%	24.6%	36.8%
676	675	Guns & Ammo	MO	Military/Weapons	17,971	19,728	\$107,646.29	\$118,170.72	\$5.99	-1,757	-8.9%	(\$10,524.43)	-8.9%	35.3%	35.4%
677	685	Model Airplane News	BW	Aviation/Transportation	11,933	12,839	\$107,277.67	\$115,422.61	\$8.99	-906	-7.1%	(\$8,144.94)	-7.1%	18.5%	24.2%
678	658	Girl's Life	BM	Children	26,883	30,619	\$107,263.17	\$122,169.81	\$3.99	-3,736	-12.2%	(\$14,906.64)	-12.2%	23.4%	25.7%
679	712	Business Week	WK	Business/Finance	21,437	21,707	\$106,970.63	\$108,317.93	\$4.99	-270	-1.2%	(\$1,347.30)	-1.2%	13.6%	17.6%
680	588	In Style - SIP 10648	AN	Fashion/Beauty	17,855	23,550	\$106,951.45	\$141,064.50	\$5.99	-5,695	-24.2%	(\$34,113.05)	-24.2%	28.9%	37.9%
681	629	Success	MO	Business/Finance	17,971	21,670	\$106,927.45	\$128,936.50	\$5.95	-3,699	-17.1%	(\$22,009.05)	-17.1%	30.4%	34.5%
682	673	Car Kulture Deluxe	BM	Motorcycles	15,252	16,950	\$106,611.48	\$118,480.50	\$6.99	-1,698	-10.0%	(\$11,869.02)	-10.0%	31.0%	33.8%
683	-	Digital Scrapbook	QU	Crafts	7,101		\$106,443.99		\$14.99					22.2%	
684	548	American Artist - Watercolor	BM	Art	9,683	13,949	\$106,416.17	\$153,299.51	\$10.99	-4,266	-30.6%	(\$46,883.34)	-30.6%	21.0%	29.5%
685	363	Quiltmaker	MO	Crafts	13,317	35,447	\$106,402.83	\$262,400.53	\$7.99	-22,130	-62.4%	(\$155,997.70)	-59.5%	23.5%	36.4%
686	-	Hello Kitty Sticker	AN	Collectibles	106,331		\$106,331.00		\$1.00					42.9%	
687	617	Bootylicious	QU	Sophisticates	7,631	9,568	\$106,013.69	\$132,880.32	\$13.89	-1,937	-20.2%	(\$26,866.63)	-20.2%	26.3%	34.6%
688	422	Better Homes & Gardens - SIP 14040	SA	Home Improvement	11,782	23,862	\$105,920.18	\$214,519.38	\$8.99	-12,080	-50.6%	(\$108,599.20)	-50.6%	39.4%	37.8%
689	1,156	Shape Specials	AN	Fitness/Exercise	17,655	5,415	\$105,753.45	\$37,850.85	\$5.99	12,240	226.0%	\$67,902.60	179.4%	29.3%	20.9%
690	639	Bead & Button	BM	Crafts	13,269	15,832	\$105,488.55	\$125,864.40	\$7.95	-2,563	-16.2%	(\$20,375.85)	-16.2%	26.4%	30.6%
691	524	Southern Living - SIP 10435	SA	Bridal	7,035	11,137	\$105,454.65	\$164,396.63	\$14.99	-4,102	-36.8%	(\$58,941.98)	-35.9%	23.5%	25.0%
692	652	Fly Fusion	QU	Fishing	13,259	15,262	\$105,409.05	\$123,360.90	\$7.95	-2,003	-13.1%	(\$17,951.85)	-14.6%	31.2%	21.7%
693	708	Find & Circle Jumbo	BW	Crosswords/Puzzles	27,711	32,082	\$105,316.45	\$109,687.85	\$3.80	-4,371	-13.6%	(\$4,371.40)	-4.0%	25.7%	27.8%
694	620	Juxtapoz	MO	Art	15,040	18,872	\$105,129.60	\$131,915.28	\$6.99	-3,832	-20.3%	(\$26,785.68)	-20.3%	27.3%	28.8%
695	901	Entrepreneur	MO	Business/Finance	20,890	14,471	\$104,241.10	\$72,210.29	\$4.99	6,419	44.4%	\$32,030.81	44.4%	30.1%	23.5%
696	842	Log Home Living	MO	Home Decor	14,761	12,225	\$103,988.39	\$80,787.75	\$7.04	2,536	20.7%	\$23,200.64	28.7%	26.3%	29.8%
697	749	Real Simple - SIP 10096	SA	Women's Lifestyle	5,758	5,607	\$103,586.42	\$98,208.93	\$17.99	151	2.7%	\$5,377.49	5.5%	18.4%	25.3%
698	693	Puzzle Lovers Sudoku	MO	Crosswords/Puzzles	27,288	29,948	\$103,421.52	\$113,502.92	\$3.79	-2,660	-8.9%	(\$10,081.40)	-8.9%	27.9%	31.0%
699	664	Quilting Arts	BM	Crafts	10,347	12,084	\$103,366.53	\$120,719.16	\$9.99	-1,737	-14.4%	(\$17,352.63)	-14.4%	26.0%	32.0%
700	861	The New Yorker - Cartoons	AN	Business/Finance	8,593	6,532	\$103,030.07	\$78,318.68	\$11.99	2,061	31.6%	\$24,711.39	31.6%	44.1%	39.3%
701	1,064	Bound By Ink	SA	Tattoos	11,254	5,208	\$103,014.46	\$46,819.92	\$9.15	6,046	116.1%	\$56,194.54	120.0%	28.0%	31.4%
702	1,016	Legion	QU	Military/Weapons	6,882	3,547	\$102,885.90	\$52,928.65	\$14.95	3,335	94.0%	\$49,957.25	94.4%	40.8%	45.7%
703	608	Scrapbooking and Beyond & Paper Creations	BM	Crafts	14,643	19,283	\$102,354.57	\$134,788.17	\$6.99	-4,640	-24.1%	(\$32,433.60)	-24.1%	26.4%	33.5%
704	2,145	World of Cross Stitching	MO	Crafts	8,277	80	\$102,344.87	\$1,015.70	\$12.36	8,197	10,246.3%	\$101,329.17	9,976.3%	28.8%	37.6%
705	741	Field & Stream	MO	Fishing/Hunting	20,463	20,128	\$102,110.37	\$100,438.72	\$4.99	335	1.7%	\$1,671.65	1.7%	32.5%	34.6%
706	-	Vegetarian Times - SIP 39205	SA	Food/Recipes	11,347		\$102,009.53		\$8.99					25.7%	
707	655	Scrap & Stamp Arts	MO	Crafts	10,720	12,783	\$102,009.08	\$122,675.53	\$9.52	-2,063	-16.1%	(\$20,666.45)	-16.8%	27.0%	32.1%
708	359	Country's Best Cabins	MO	Home Decor	12,766	26,839	\$102,000.34	\$264,300.61	\$7.99	-14,073	-52.4%	(\$162,300.27)	-61.4%	27.0%	30.2%
709	598	Canadian Brides Best Choice	SA	Bridal	14,575	19,805	\$101,879.25	\$138,436.95	\$6.99	-5,230	-26.4%	(\$36,557.70)	-26.4%	31.6%	37.3%
710	757	Forbes Investment Guide	QU	Business/Finance	15,892	16,278	\$101,715.08	\$97,505.22	\$6.40	-386	-2.4%	\$4,209.86	4.3%	33.4%	33.7%
711	743	Adult Mag 5 Pack (DVD)	SA	Sophisticates	8,425	8,323	\$101,015.75	\$99,792.77	\$11.99	102	1.2%	\$1,222.98	1.2%	48.7%	52.0%
712	795	TSN Baseball	AN	Baseball	10,043	8,870	\$100,329.57	\$88,611.30	\$9.99	1,173	13.2%	\$11,718.27	13.2%	41.4%	35.3%
713	643	Outdoor Canada	QU	Outdoors/Camping	16,820	21,498	\$100,079.00	\$125,030.10	\$5.95	-4,678	-21.8%	(\$24,951.10)	-20.0%	25.5%	32.4%
714	525	Outdoor Photography	QU	Photography	15,649	27,379	\$99,992.51	\$164,000.21	\$6.39	-11,730	-42.8%	(\$64,007.70)	-39.0%	30.9%	37.7%
715	676	TV Magazine Kootenay	BW	Entertainment	27,656	32,799	\$99,285.04	\$117,748.41	\$3.59	-5,143	-15.7%	(\$18,463.37)	-15.7%	41.1%	43.5%
716	697	Taste of Home - SIP 08729	BM	Food/Recipes	19,118	22,487	\$99,060.82	\$112,210.13	\$5.18	-3,369	-15.0%	(\$13,149.31)	-11.7%	16.9%	17.4%
717	731	Natural Health	BM	Health/Wellness	14,151	14,658	\$98,915.49	\$102,459.42	\$6.99	-507	-3.5%	(\$3,543.93)	-3.5%	24.5%	28.7%
718	687	Coastal Living	MO	Travel	15,185	17,701	\$98,702.50	\$115,056.50	\$6.50	-2,516	-14.2%	(\$16,354.00)	-14.2%	25.6%	34.0%
719	473	Hairdo Ideas	BM	Fashion/Beauty	10,976	20,800	\$98,674.24	\$186,992.00	\$8.99	-9,824	-47.2%	(\$88,317.76)	-47.2%	26.7%	23.6%
720	666	Laptop	MO	Computer	14,107	17,136	\$98,607.93	\$119,780.64	\$6.99	-3,029	-17.7%	(\$21,172.71)	-17.7%	20.3%	23.0%
721	-	Consumer Reports - Buying Guide	AN	Business/Finance	7,588		\$98,568.12		\$12.99					33.6%	
722	735	Garden Making	QU	Gardening	16,550	17,037	\$98,472.50	\$101,370.15	\$5.95	-487	-2.9%	(\$2,897.65)	-2.9%	21.4%	24.4%
723	1,128	Southern Living - SIP 10471	AN	Travel	6,681	2,846	\$98,457.19	\$39,815.54	\$14.74	3,835	134.8%	\$58,641.65	147.3%	19.4%	25.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
724	632	Umm	QU	Men's Lifestyle	16,523	21,442	\$98,311.85	\$127,579.90	\$5.95	-4,919	-22.9%	(\$29,268.05)	-22.9%	27.0%	32.7%
725	1,004	<i>Astronomy Specials</i>	AN	Science/Nature	8,199	3,444	\$97,978.05	\$54,931.80	\$11.95	4,755	138.1%	\$43,046.25	78.4%	27.0%	28.5%
726	718	Better Homes & Gardens - 100 Best Cookies	AN	Food/Recipes	12,247	13,285	\$97,853.53	\$106,147.15	\$7.99	-1,038	-7.8%	(\$8,293.62)	-7.8%	28.4%	28.3%
727	716	Skunk	MO	Cannabis	15,312	17,530	\$97,731.88	\$106,847.70	\$6.38	-2,218	-12.7%	(\$9,115.82)	-8.5%	25.0%	28.8%
728	-	Easy Pasta	QU	Food/Recipes	11,568		\$97,429.32		\$8.42					65.6%	
729	654	Urban Ink	MO	Tattoos	9,662	12,317	\$97,334.38	\$123,046.83	\$10.07	-2,655	-21.6%	(\$25,712.45)	-20.9%	20.9%	27.2%
730	517	Street Chopper	MO	Motorcycles	13,887	23,734	\$97,070.13	\$165,900.66	\$6.99	-9,847	-41.5%	(\$68,830.53)	-41.5%	20.2%	23.6%
731	724	Dogs USA	SA	Pets	9,697	8,688	\$96,873.03	\$104,169.12	\$9.99	1,009	11.6%	(\$7,296.09)	-7.0%	28.4%	25.1%
732	778	Explore	BM	Outdoors/Camping	16,266	15,689	\$96,782.70	\$93,349.55	\$5.95	577	3.7%	\$3,433.15	3.7%	21.4%	26.1%
733	705	Bell Express Vu	BW	Entertainment	22,026	25,156	\$96,694.14	\$110,434.84	\$4.39	-3,130	-12.4%	(\$13,740.70)	-12.4%	32.0%	31.6%
734	641	Bead Style	BM	Crafts	12,129	15,765	\$96,425.55	\$125,331.75	\$7.95	-3,636	-23.1%	(\$28,906.20)	-23.1%	22.9%	26.7%
735	699	Taste of Home - Simple & Delicious	BM	Food/Recipes	18,371	21,231	\$96,231.29	\$110,867.69	\$5.24	-2,860	-13.5%	(\$14,636.40)	-13.2%	16.8%	18.8%
736	765	Canadian Family	BM	Parenting	21,383	21,372	\$96,223.50	\$96,174.00	\$4.50	11	0.1%	\$49.50	0.1%	16.8%	16.5%
737	1,187	Best Recipes Presents - SIP 37519	SA	Food/Recipes	17,483	6,344	\$96,156.50	\$34,892.00	\$5.50	11,139	175.6%	\$61,264.50	175.6%	31.5%	19.9%
738	1,112	Disney - SIP 08510	AN	Children	9,613	4,100	\$96,033.87	\$40,959.00	\$9.99	5,513	134.5%	\$55,074.87	134.5%	20.1%	32.0%
739	638	WWE For Kids	MO	Children	18,850	24,541	\$95,909.50	\$125,875.95	\$5.09	-5,691	-23.2%	(\$29,966.45)	-23.8%	15.1%	17.9%
740	791	Trends - SIP 38123	SA	Home Decor	6,875	6,427	\$95,906.25	\$89,656.65	\$13.95	448	7.0%	\$6,249.60	7.0%	37.8%	38.1%
741	707	Glamour Special	AN	Fashion/Beauty	7,993	9,190	\$95,836.07	\$110,188.10	\$11.99	-1,197	-13.0%	(\$14,352.03)	-13.0%	30.8%	38.5%
742	703	8 Lug Diesel Truck	MO	Automobile	13,622	15,807	\$95,217.78	\$110,490.93	\$6.99	-2,185	-13.8%	(\$15,273.15)	-13.8%	29.1%	27.2%
743	1,397	Hustler Canada (DVD Album)	AN	Sophisticates	7,322	1,602	\$95,112.78	\$20,809.98	\$12.99	5,720	357.1%	\$74,302.80	357.1%	21.0%	17.4%
744	640	5.0 Mustang & Super Fords	MO	Automobile	13,434	17,716	\$95,048.66	\$125,369.84	\$7.08	-4,282	-24.2%	(\$30,321.18)	-24.2%	27.0%	28.6%
745	714	Better Homes & Gardens - Holiday Crafts	AN	Crafts	11,890	13,478	\$95,001.10	\$107,689.22	\$7.99	-1,588	-11.8%	(\$12,688.12)	-11.8%	32.5%	33.0%
746	961	Finally Legal	BM	Sophisticates	7,324	5,441	\$94,800.76	\$61,175.59	\$12.94	1,883	34.6%	\$33,625.17	55.0%	28.0%	37.9%
747	1,218	Historical Collection	SA	History	9,722	3,638	\$94,799.78	\$32,705.62	\$9.75	6,084	167.2%	\$62,094.16	189.9%	29.4%	11.6%
748	661	Performance Auto & Sound	BM	Automobile	15,782	19,063	\$94,534.18	\$121,100.42	\$5.99	-3,281	-17.2%	(\$26,566.24)	-21.9%	19.0%	20.4%
749	507	Martha Stewart - SIP 10154	AN	Home Decor	15,720	21,340	\$94,162.80	\$169,653.00	\$5.99	-5,620	-26.3%	(\$75,490.20)	-44.5%	35.1%	40.4%
749	754	Fitness RX For Men	BM	Fitness/Exercise	15,720	16,367	\$94,162.80	\$98,038.33	\$5.99	-647	-4.0%	(\$3,875.53)	-4.0%	27.3%	23.8%
751	723	The Ring	MO	Sports General	10,511	11,760	\$94,073.45	\$104,408.00	\$8.95	-1,249	-10.6%	(\$10,334.55)	-9.9%	32.2%	27.5%
752	907	SkyNews	BM	Science/Nature	16,807	14,283	\$94,038.65	\$70,700.85	\$5.60	2,524	17.7%	\$23,337.80	33.0%	26.2%	27.8%
753	665	Hustler - Best of Barely Legal	MO	Sophisticates	8,373	11,054	\$93,974.27	\$120,526.46	\$11.22	-2,681	-24.3%	(\$26,552.19)	-22.0%	23.0%	24.2%
754	867	Motorcycle Classics	BM	Motorcycles	13,433	11,114	\$93,896.67	\$77,686.86	\$6.99	2,319	20.9%	\$16,209.81	20.9%	33.6%	43.1%
755	725	Weed World	BM	Cannabis	11,720	13,030	\$93,642.80	\$104,109.70	\$7.99	-1,310	-10.1%	(\$10,466.90)	-10.1%	23.6%	20.9%
756	760	Petersen's Rifle Shooter	BM	Military/Weapons	18,735	19,455	\$93,487.65	\$97,080.45	\$4.99	-720	-3.7%	(\$3,592.80)	-3.7%	37.8%	37.7%
757	883	Harris Farmer's Almanac	QU	Agriculture	15,709	12,680	\$93,468.55	\$75,446.00	\$5.95	3,029	23.9%	\$18,022.55	23.9%	20.7%	20.8%
758	902	The Magazine	MO	Children	19,863	15,072	\$93,449.77	\$71,592.00	\$4.70	4,791	31.8%	\$21,857.77	30.5%	21.4%	12.8%
759	863	Sudoku Explosion	MO	Crosswords/Puzzles	15,544	13,035	\$93,108.56	\$78,079.65	\$5.99	2,509	19.2%	\$15,028.91	19.2%	20.4%	15.4%
760	-	BDM Android Apps Review Guide	QU	Computer	5,170		\$93,008.30		\$17.99					15.7%	
761	591	Today's Parent Specials	MO	Parenting	15,570	26,397	\$92,641.50	\$140,256.15	\$5.95	-10,827	-41.0%	(\$47,614.65)	-33.9%	22.5%	20.4%
762	835	Powder	BM	Ski/Snowboard	11,952	11,756	\$92,576.48	\$82,174.44	\$7.75	196	1.7%	\$10,402.04	12.7%	33.5%	32.6%
763	813	Fun N Easy Sudoku	MO	Crosswords/Puzzles	15,455	14,292	\$92,575.45	\$85,609.08	\$5.99	1,163	8.1%	\$6,966.37	8.1%	14.3%	14.3%
764	930	Mag Pak 2 \$9.99	QU	Sophisticates	9,258	6,650	\$92,487.42	\$66,433.50	\$9.99	2,608	39.2%	\$26,053.92	39.2%	34.8%	41.0%
765	786	Cruising World	MO	Boating	15,436	15,242	\$92,461.64	\$91,299.58	\$5.99	194	1.3%	\$1,162.06	1.3%	25.2%	29.6%
766	2,200	Old Farmer's Almanac for Kids	AN	Agriculture	8,345	69	\$92,291.95	\$686.55	\$11.06	8,276	11,994.2%	\$91,605.40	13,342.9%	48.4%	23.0%
767	790	The Artist's Magazine	MO	Art	9,921	10,278	\$92,197.79	\$90,152.22	\$9.29	-357	-3.5%	\$2,045.57	2.3%	28.6%	27.1%
768	710	Hustler - SIP 50092	MO	Sophisticates	8,052	10,202	\$92,007.48	\$108,770.98	\$11.43	-2,150	-21.1%	(\$16,763.50)	-15.4%	14.8%	22.0%
769	657	Better Homes & Gardens - Heart Healthy Living	SA	Health/Wellness	11,456	15,298	\$91,533.44	\$122,231.02	\$7.99	-3,842	-25.1%	(\$30,697.58)	-25.1%	22.0%	34.8%
770	738	Canadian Cowboy Country	BM	General Interest	15,381	16,911	\$91,516.95	\$100,620.45	\$5.95	-1,530	-9.0%	(\$9,103.50)	-9.0%	33.9%	33.9%
771	669	Sail	MO	Boating	12,644	16,436	\$91,215.56	\$119,035.64	\$7.21	-3,792	-23.1%	(\$27,820.08)	-23.4%	30.1%	30.3%
772	686	Dirt Rider	MO	Motocross/ATV	15,172	18,578	\$90,880.28	\$115,122.22	\$5.99	-3,406	-18.3%	(\$24,241.94)	-21.1%	26.3%	26.0%
773	604	Maple Leafs Annual	AN	Hockey	9,095	10,512	\$90,859.05	\$136,550.88	\$9.99	-1,417	-13.5%	(\$45,691.83)	-33.5%	25.1%	24.8%
774	-	American Iron Motorcycle Bagger	BM	Motorcycles	12,984		\$90,758.16		\$6.99					21.4%	
775	1,227	Spirituality & Health	BM	Health/Wellness	12,798	5,373	\$90,579.42	\$32,184.27	\$7.08	7,425	138.2%	\$58,395.15	181.4%	28.4%	22.3%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
776	-	<i>iPad App Reviews Guide</i>	AN	Computer	5,021		\$90,327.79		\$17.99					36.0%	
777	892	Road Bike Action	MO	Bicycling	13,957	12,295	\$90,180.43	\$73,647.05	\$6.46	1,662	13.5%	\$16,533.38	22.4%	27.6%	21.1%
778	772	<i>Athlon Sports - Baseball</i>	AN	Baseball	10,018	10,559	\$90,061.82	\$94,925.41	\$8.99	-541	-5.1%	(\$4,863.59)	-5.1%	36.3%	39.0%
779	642	Snowboarder	MO	Ski/Snowboard	12,508	17,905	\$89,890.92	\$125,155.95	\$7.19	-5,397	-30.1%	(\$35,265.03)	-28.2%	21.2%	21.4%
780	674	Velo News	MO	Bicycling	9,837	12,633	\$89,887.63	\$118,395.67	\$9.14	-2,796	-22.1%	(\$28,508.04)	-24.1%	26.8%	33.0%
781	733	Motorcycle Mojo	BM	Motorcycles	18,082	20,539	\$89,505.90	\$101,668.05	\$4.95	-2,457	-12.0%	(\$12,162.15)	-12.0%	17.3%	21.9%
782	1,045	Guitar One (DVD)	AN	Music	8,459	4,918	\$89,429.41	\$49,130.82	\$10.57	3,541	72.0%	\$40,298.59	82.0%	24.7%	26.9%
783	785	Sunset	MO	General Interest	13,741	14,103	\$89,316.50	\$91,669.50	\$6.50	-362	-2.6%	(\$2,353.00)	-2.6%	28.6%	29.0%
784	1,417	Healthy Mind Word Find	QU	Crosswords/Puzzles	21,012	4,749	\$89,301.00	\$20,183.25	\$4.25	16,263	342.5%	\$69,117.75	342.5%	22.2%	26.6%
785	691	USA Today - SIP 47721	QU	Current Affairs	10,747	12,660	\$88,849.53	\$113,813.40	\$8.27	-1,913	-15.1%	(\$24,963.87)	-21.9%	7.3%	15.6%
786	682	Travel & Leisure	MO	Travel	17,755	23,365	\$88,597.45	\$115,707.07	\$4.99	-5,610	-24.0%	(\$27,109.62)	-23.4%	29.0%	31.0%
787	793	Just Cross Stitch	BM	Crafts	10,605	10,837	\$88,579.95	\$89,253.63	\$8.35	-232	-2.1%	(\$673.68)	-0.8%	28.4%	31.0%
788	962	<i>Vancouver Magazine Eating & Drinking</i>	AN	Food/Recipes	8,862	6,123	\$88,531.38	\$61,168.77	\$9.99	2,739	44.7%	\$27,362.61	44.7%	40.3%	24.8%
789	745	Cycle Canada	MO	Motorcycles	20,101	21,014	\$88,432.95	\$99,236.30	\$4.40	-913	-4.3%	(\$10,803.35)	-10.9%	22.0%	23.3%
790	1,006	40 Plus (DVD)	MO	Sophisticates	8,834	5,489	\$88,251.66	\$54,835.11	\$9.99	3,345	60.9%	\$33,416.55	60.9%	20.3%	17.9%
791	884	Plane & Pilot	MO	Aviation/Transportation	11,039	9,412	\$88,201.61	\$75,201.88	\$7.99	1,627	17.3%	\$12,999.73	17.3%	29.1%	25.9%
792	888	Roadrunner Motorcycle	BM	Motorcycles	11,092	9,580	\$88,181.40	\$74,346.00	\$7.95	1,512	15.8%	\$13,835.40	18.6%	25.6%	27.4%
793	-	Easy Baking	QU	Food/Recipes	10,404		\$88,127.96		\$8.47					59.0%	
794	694	Fun to Learn Playroom	BM	Children	17,633	22,695	\$87,988.67	\$113,248.05	\$4.99	-5,062	-22.3%	(\$25,259.38)	-22.3%	27.5%	30.5%
795	737	Inside Weddings	QU	Bridal	7,901	9,171	\$86,831.99	\$100,789.29	\$10.99	-1,270	-13.8%	(\$13,957.30)	-13.8%	24.0%	27.2%
796	681	Penthouse - Best of	BM	Sophisticates	14,436	19,305	\$86,616.00	\$115,830.00	\$6.00	-4,869	-25.2%	(\$29,214.00)	-25.2%	18.4%	25.7%
797	1,344	Jumble Extravaganza	AN	Crosswords/Puzzles	5,768	1,646	\$86,462.32	\$24,673.54	\$14.99	4,122	250.4%	\$61,788.78	250.4%	20.8%	47.5%
798	729	Jumbo Sudoku	SA	Crosswords/Puzzles	5,764	6,866	\$86,402.36	\$102,921.34	\$14.99	-1,102	-16.1%	(\$16,518.98)	-16.1%	28.8%	35.1%
799	736	Skeptic	SA	Science/Nature	12,389	14,559	\$86,103.55	\$101,185.05	\$6.95	-2,170	-14.9%	(\$15,081.50)	-14.9%	36.0%	35.3%
800	801	Horse Canada	BM	Equestrian	15,390	16,035	\$86,081.70	\$87,609.45	\$5.59	-645	-4.0%	(\$1,527.75)	-1.7%	33.4%	32.6%
801	789	Bowhunter	MO	Hunting	12,290	12,977	\$85,907.10	\$90,709.23	\$6.99	-687	-5.3%	(\$4,802.13)	-5.3%	28.6%	30.2%
802	821	<i>Lindy's Pro Football</i>	AN	Football	9,031	8,854	\$85,794.50	\$84,113.00	\$9.50	177	2.0%	\$1,681.50	2.0%	37.8%	35.1%
803	247	Better Homes & Gardens - SIP 14022	BM	Food/Recipes	10,673	49,044	\$85,277.27	\$391,861.56	\$7.99	-38,371	-78.2%	(\$306,584.29)	-78.2%	19.7%	28.8%
804	-	Easy Weekday	QU	Food/Recipes	10,035		\$85,179.65		\$8.49					56.9%	
805	-	<i>Popular Kitchen Series</i>	SA	Food/Recipes	7,730		\$84,952.70		\$10.99					19.4%	
806	756	In-Fisherman	BM	Fishing	14,180	16,329	\$84,938.20	\$97,810.71	\$5.99	-2,149	-13.2%	(\$12,872.51)	-13.2%	28.2%	34.3%
807	600	Creative Woodworks & Crafts	MO	Woodworking	11,288	18,365	\$84,547.12	\$137,553.85	\$7.49	-7,077	-38.5%	(\$53,006.73)	-38.5%	17.4%	20.8%
808	748	<i>WedLuxe</i>	SA	Bridal	8,434	9,867	\$84,255.66	\$98,571.33	\$9.99	-1,433	-14.5%	(\$14,315.67)	-14.5%	33.5%	42.0%
809	954	Smartphone & Pocket PC	QU	Computer	12,048	8,806	\$84,215.52	\$61,553.94	\$6.99	3,242	36.8%	\$22,661.58	36.8%	36.7%	44.3%
810	690	Horse Illustrated	MO	Equestrian	16,874	19,315	\$84,201.26	\$113,856.85	\$4.99	-2,441	-12.6%	(\$29,655.59)	-26.0%	25.2%	27.9%
811	814	Quilter's Newsletter	BM	Crafts	10,529	10,708	\$84,126.71	\$85,556.92	\$7.99	-179	-1.7%	(\$1,430.21)	-1.7%	19.5%	26.9%
812	677	Photoshop User	BM	Computer	4,959	6,945	\$84,055.05	\$117,717.75	\$16.95	-1,986	-28.6%	(\$33,662.70)	-28.6%	17.4%	23.5%
813	759	Blue Ribbon - Sudoku Collection	MO	Crosswords/Puzzles	17,645	20,466	\$83,813.75	\$97,213.50	\$4.75	-2,821	-13.8%	(\$13,399.75)	-13.8%	23.6%	31.8%
814	611	<i>Athlon Pro Football</i>	AN	Football	9,279	14,911	\$83,418.21	\$134,049.89	\$8.99	-5,632	-37.8%	(\$50,631.68)	-37.8%	35.6%	33.7%
815	849	English Home	BM	Home Decor	11,921	11,413	\$83,327.79	\$79,776.87	\$6.99	508	4.5%	\$3,550.92	4.5%	40.1%	44.0%
816	689	V-Twin	MO	Motorcycles	11,541	16,336	\$83,233.59	\$114,188.64	\$7.21	-4,795	-29.4%	(\$30,955.05)	-27.1%	20.9%	18.6%
817	796	Hunting Illustrated	QU	Hunting	10,417	11,067	\$83,231.83	\$88,425.33	\$7.99	-650	-5.9%	(\$5,193.50)	-5.9%	34.1%	39.0%
818	753	4 Wheel ATV Action	MO	Motocross/ATV	13,801	16,375	\$82,667.99	\$98,086.25	\$5.99	-2,574	-15.7%	(\$15,418.26)	-15.7%	21.2%	15.9%
819	763	SBC Skateboard	QU	Sports General	11,781	13,828	\$82,349.19	\$96,657.72	\$6.99	-2,047	-14.8%	(\$14,308.53)	-14.8%	18.6%	22.2%
820	637	Hawk	MO	Sophisticates	6,422	11,035	\$82,244.78	\$126,147.65	\$12.81	-4,613	-41.8%	(\$43,902.87)	-34.8%	17.8%	24.4%
821	646	Simpsons Comics	MO	Comics	25,687	39,175	\$82,168.13	\$123,743.25	\$3.20	-13,488	-34.4%	(\$41,575.12)	-33.6%	25.6%	29.7%
822	810	Passagemaker	BM	Boating	10,264	10,764	\$82,009.36	\$86,004.36	\$7.99	-500	-4.6%	(\$3,995.00)	-4.6%	27.0%	28.0%
823	715	Pro Wrestling Illustrated	MO	Sports General	8,771	11,777	\$81,981.45	\$107,464.15	\$9.35	-3,006	-25.5%	(\$25,482.70)	-23.7%	19.6%	20.2%
824	809	Sudoku	MO	Crosswords/Puzzles	23,382	24,579	\$81,837.00	\$86,026.50	\$3.50	-1,197	-4.9%	(\$4,189.50)	-4.9%	22.3%	30.7%
825	-	Easy Asian	QU	Food/Recipes	9,639		\$81,818.94		\$8.49					56.5%	
826	709	Chevy High Performance	MO	Automobile	11,632	15,623	\$81,307.68	\$109,204.77	\$6.99	-3,991	-25.5%	(\$27,897.09)	-25.5%	23.6%	25.9%
827	889	Hearst Bookazine 3	SA	Food/Recipes	7,390	6,735	\$81,216.10	\$74,017.65	\$10.99	655	9.7%	\$7,198.45	9.7%	17.9%	30.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
828	852	Flying	MO	Aviation/Transportation	16,166	15,925	\$80,668.34	\$79,465.75	\$4.99	241	1.5%	\$1,202.59	1.5%	27.6%	36.2%
829	865	Yoga & Joyful Living	QU	Health/Wellness	11,539	11,146	\$80,657.61	\$77,910.54	\$6.99	393	3.5%	\$2,747.07	3.5%	34.5%	39.1%
830	913	Inc.	MO	Business/Finance	12,682	11,420	\$80,560.18	\$68,405.80	\$6.35	1,262	11.1%	\$12,154.38	17.8%	28.1%	35.1%
831	-	Wired App Guide	AN	Computer	6,717		\$80,536.83		\$11.99						24.7%
832	-	HGTV Magazine	BM	Home Decor	16,124		\$80,458.76		\$4.99						35.9%
833	780	Penthouse Forum	MO	Sophisticates	13,428	15,543	\$80,433.72	\$93,102.57	\$5.99	-2,115	-13.6%	(\$12,668.85)	-13.6%	21.5%	26.7%
834	915	Urban Farm	QU	Agriculture	13,417	11,410	\$80,367.83	\$68,345.90	\$5.99	2,007	17.6%	\$12,021.93	17.6%	22.0%	33.5%
835	827	Living Without	BM	Health/Wellness	13,494	13,945	\$80,289.30	\$82,972.75	\$5.95	-451	-3.2%	(\$2,683.45)	-3.2%	31.8%	33.6%
836	704	Magbook	SA	Tattoos	5,328	12,315	\$79,866.72	\$110,450.25	\$14.99	-6,987	-56.7%	(\$30,583.53)	-27.7%	26.5%	32.2%
837	885	Sew News	BM	Crafts	11,422	10,738	\$79,839.78	\$75,058.62	\$6.99	684	6.4%	\$4,781.16	6.4%	22.5%	31.2%
838	917	Exercise & Health - Men's Workout	MO	Fitness/Exercise	10,031	8,524	\$79,746.45	\$67,765.80	\$7.95	1,507	17.7%	\$11,980.65	17.7%	12.4%	11.1%
839	732	Knit N Style	BM	Crafts	11,404	14,581	\$79,713.96	\$101,921.19	\$6.99	-3,177	-21.8%	(\$22,207.23)	-21.8%	21.8%	26.0%
840	472	Life Story - SIP 46178	SA	Celebrity	7,979	18,957	\$79,391.05	\$188,622.15	\$9.95	-10,978	-57.9%	(\$109,231.10)	-57.9%	12.5%	16.3%
841	840	Fur Fish Game	MO	Fishing/Hunting	19,888	20,320	\$79,353.12	\$81,076.80	\$3.99	-432	-2.1%	(\$1,723.68)	-2.1%	30.3%	29.9%
842	762	Woman's Weekly	WK	Women's Lifestyle	16,204	16,307	\$79,349.50	\$96,776.75	\$4.90	-103	-0.6%	(\$17,427.25)	-18.0%	18.7%	18.0%
843	887	Shooting Times	MO	Military/Weapons	15,854	14,921	\$79,111.46	\$74,455.79	\$4.99	933	6.3%	\$4,655.67	6.3%	32.6%	31.0%
844	833	Carving Magazine	MO	Woodworking	11,310	11,788	\$79,056.90	\$82,398.12	\$6.99	-478	-4.1%	(\$3,341.22)	-4.1%	22.5%	23.2%
845	727	Home Theater	MO	Audio/Video	11,161	14,820	\$79,027.39	\$103,591.80	\$7.08	-3,659	-24.7%	(\$24,564.41)	-23.7%	26.7%	27.7%
846	779	Warhammer Online	SA	Video Gaming	6,062	7,169	\$78,745.38	\$93,125.31	\$12.99	-1,107	-15.4%	(\$14,379.93)	-15.4%	24.9%	27.0%
847	740	Tattoo Savage	BM	Tattoos	9,266	12,571	\$78,493.34	\$100,442.29	\$8.47	-3,305	-26.3%	(\$21,948.95)	-21.9%	30.8%	27.2%
848	625	Quick Quilts	BM	Crafts	11,225	18,624	\$78,462.75	\$130,181.76	\$6.99	-7,399	-39.7%	(\$51,719.01)	-39.7%	30.4%	33.5%
849	906	Petersen's Hunting Annual	SA	Hunting	8,714	7,901	\$78,338.86	\$71,029.99	\$8.99	813	10.3%	\$7,308.87	10.3%	40.1%	40.9%
850	746	Cloth Paper Scissors	BM	Crafts	7,829	9,906	\$78,211.71	\$98,960.94	\$9.99	-2,077	-21.0%	(\$20,749.23)	-21.0%	26.3%	27.8%
851	538	Blast - SIP 45501	MO	Teen	8,691	16,473	\$78,132.09	\$158,228.27	\$8.99	-7,782	-47.2%	(\$80,096.18)	-50.6%	18.8%	19.1%
852	872	Intelligent Life	QU	General Interest	6,150	6,439	\$78,053.50	\$76,946.05	\$12.69	-289	-4.5%	\$1,107.45	1.4%	30.1%	31.3%
853	958	Snowest	BM	Snowmobile	15,714	12,385	\$77,784.30	\$61,305.75	\$4.95	3,329	26.9%	\$16,478.55	26.9%	24.0%	26.2%
854	870	Chickadee	MO	Children	15,869	17,129	\$77,430.00	\$77,080.50	\$4.88	-1,260	-7.4%	\$349.50	0.5%	23.3%	26.1%
855	854	Canadian Horse Journal	MO	Equestrian	14,624	14,495	\$77,185.80	\$79,382.25	\$5.28	129	0.9%	(\$2,196.45)	-2.8%	15.5%	19.6%
856	767	Fortune	MO	Business/Finance	12,884	16,035	\$77,175.16	\$96,049.65	\$5.99	-3,151	-19.7%	(\$18,874.49)	-19.7%	22.3%	28.1%
857	947	Yahoo! Sports	SA	Sports General	8,891	7,257	\$77,098.09	\$62,561.43	\$8.67	1,634	22.5%	\$14,536.66	23.2%	41.0%	26.3%
858	2,028	Gluten Free Living	QU	Health/Wellness	8,582	258	\$76,808.90	\$2,309.10	\$8.95	8,324	3,226.4%	\$74,499.80	3,226.4%	29.1%	60.7%
859	498	Archie	MO	Comics	25,680	60,114	\$76,783.20	\$172,458.78	\$2.99	-34,434	-57.3%	(\$95,675.58)	-55.5%	13.4%	21.4%
860	847	Custom Classic Truck	MO	Automobile	10,975	11,487	\$76,715.25	\$80,294.13	\$6.99	-512	-4.5%	(\$3,578.88)	-4.5%	26.4%	29.6%
861	751	Lollypops	MO	Sophisticates	6,960	8,928	\$76,490.40	\$98,118.72	\$10.99	-1,968	-22.0%	(\$21,628.32)	-22.0%	24.1%	29.5%
862	730	R&C Car Action	MO	Hobby	9,172	11,353	\$76,386.28	\$102,896.47	\$8.33	-2,181	-19.2%	(\$26,510.19)	-25.8%	16.4%	20.4%
863	818	The Almanac For Farmers & City Folk	AN	Agriculture	12,705	14,148	\$76,102.95	\$84,746.52	\$5.99	-1,443	-10.2%	(\$8,643.57)	-10.2%	33.9%	32.5%
864	-	Betty Crocker - SIP 10459	AN	Food/Recipes	5,408		\$75,657.92		\$13.99						15.4%
865	864	Puzzle Lovers Easy Crossword	BM	Crosswords/Puzzles	19,957	20,566	\$75,637.03	\$77,945.14	\$3.79	-609	-3.0%	(\$2,308.11)	-3.0%	35.7%	33.2%
866	758	Motorcycle Cruiser	BM	Motorcycles	10,814	13,939	\$75,589.86	\$97,433.61	\$6.99	-3,125	-22.4%	(\$21,843.75)	-22.4%	28.7%	34.2%
867	688	Fighters Only	MO	Sports General	9,446	14,375	\$75,473.54	\$114,856.25	\$7.99	-4,929	-34.3%	(\$39,382.71)	-34.3%	14.4%	21.6%
868	761	Motor Trend Classic	QU	Automobile	4,719	6,241	\$75,456.81	\$96,937.79	\$15.99	-1,522	-24.4%	(\$21,480.98)	-22.2%	29.5%	21.0%
869	701	Transworld - Skateboarding	MO	Sports General	16,589	21,858	\$75,353.11	\$110,673.42	\$4.54	-5,269	-24.1%	(\$35,320.31)	-31.9%	18.2%	20.5%
870	828	Northern Miner	WK	Business/Finance	21,487	23,676	\$75,204.50	\$82,866.00	\$3.50	-2,189	-9.2%	(\$7,661.50)	-9.2%	30.9%	29.9%
871	938	Homes & Gardens (UK Edition)	MO	Gardening	8,574	7,400	\$75,022.50	\$64,750.00	\$8.75	1,174	15.9%	\$10,272.50	15.9%	34.0%	44.0%
872	596	Southern Living - SIP 10438	QU	Home Decor	5,109	9,918	\$75,013.91	\$138,752.82	\$14.68	-4,809	-48.5%	(\$63,738.91)	-45.9%	20.4%	26.0%
873	939	American Cowboy	BM	General Interest	9,771	8,642	\$74,967.29	\$64,629.58	\$7.67	1,129	13.1%	\$10,337.71	16.0%	27.7%	35.7%
874	771	Trends - Home & Remodeling	SA	Home Decor	5,361	6,812	\$74,785.95	\$95,027.40	\$13.95	-1,451	-21.3%	(\$20,241.45)	-21.3%	32.2%	38.6%
875	773	Cottage Magazine	BM	Outdoors/Camping	13,695	16,709	\$74,714.25	\$94,886.40	\$5.46	-3,014	-18.0%	(\$20,172.15)	-21.3%	21.2%	27.0%
876	891	Sonic The Hedgehog	MO	Comics	24,963	25,257	\$74,639.37	\$73,754.91	\$2.99	-294	-1.2%	\$884.46	1.2%	30.2%	31.0%
877	1,273	Time - SIP 10669	AN	Children	4,387	1,707	\$74,535.13	\$29,001.93	\$16.99	2,680	157.0%	\$45,533.20	157.0%	35.3%	36.3%
878	811	All Number Fill-It-Ins	MO	Crosswords/Puzzles	21,271	24,532	\$74,448.50	\$85,862.00	\$3.50	-3,261	-13.3%	(\$11,413.50)	-13.3%	24.9%	27.5%
879	974	Thrasher	MO	Sports General	17,226	14,985	\$74,341.74	\$59,790.15	\$4.32	2,241	15.0%	\$14,551.59	24.3%	30.5%	25.7%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
880	935	Bowhunting World	MO	Hunting	18,467	16,342	\$73,683.33	\$65,204.58	\$3.99	2,125	13.0%	\$8,478.75	13.0%	23.1%	24.6%
881	717	Food & Wine Guide	SA	Food/Recipes	4,926	7,146	\$73,643.70	\$106,832.70	\$14.95	-2,220	-31.1%	(\$33,189.00)	-31.1%	31.5%	39.5%
882	820	Horse & Rider	MO	Equestrian	12,289	14,071	\$73,611.11	\$84,285.29	\$5.99	-1,782	-12.7%	(\$10,674.18)	-12.7%	25.2%	27.8%
883	1,346	Juicy	SA	Celebrity	14,734	4,896	\$73,522.66	\$24,431.04	\$4.99	9,838	200.9%	\$49,091.62	200.9%	14.2%	16.1%
884	878	Black & White Magazine	BM	Photography	5,723	6,323	\$73,519.85	\$76,094.85	\$12.85	-600	-9.5%	(\$2,575.00)	-3.4%	29.2%	28.3%
885	819	Classic Trains Specials	QU	Aviation/Transportation	6,921	8,128	\$73,307.95	\$84,482.95	\$10.59	-1,207	-14.8%	(\$11,175.00)	-13.2%	23.8%	25.8%
886	893	Biker	BM	Motorcycles	8,636	8,812	\$73,079.64	\$73,415.88	\$8.46	-176	-2.0%	(\$336.24)	-0.5%	33.9%	33.0%
887	1,839	Modified Mustangs & Fords	AN	Automobile	10,435	799	\$72,940.65	\$5,585.01	\$6.99	9,636	1,206.0%	\$67,355.64	1,206.0%	23.6%	18.4%
888	881	Canadian Biker	MO	Motorcycles	14,664	15,313	\$72,586.80	\$75,799.35	\$4.95	-649	-4.2%	(\$3,212.55)	-4.2%	27.6%	27.5%
889	770	Gears Of War	AN	Video Gaming	5,564	7,371	\$72,276.36	\$95,749.29	\$12.99	-1,807	-24.5%	(\$23,472.93)	-24.5%	28.8%	34.9%
890	817	This Old House	MO	Home Improvement	12,056	14,151	\$72,215.44	\$84,764.49	\$5.99	-2,095	-14.8%	(\$12,549.05)	-14.8%	26.8%	24.5%
891	775	Cooking with Paula Deen	BM	Food/Recipes	10,310	13,525	\$72,066.90	\$94,539.75	\$6.99	-3,215	-23.8%	(\$22,472.85)	-23.8%	21.4%	26.4%
892	880	Leg Show	MO	Sophisticates	8,010	8,389	\$72,009.90	\$75,895.11	\$8.99	-379	-4.5%	(\$3,885.21)	-5.1%	28.1%	33.2%
893	808	In The Wind	QU	Sophisticates	8,279	10,134	\$71,159.21	\$86,033.66	\$8.60	-1,855	-18.3%	(\$14,874.45)	-17.3%	26.9%	29.7%
894	815	Circle Circle Jumbo	BW	Crosswords/Puzzles	18,623	28,976	\$70,856.50	\$85,514.95	\$3.80	-10,353	-35.7%	(\$14,658.45)	-17.1%	20.7%	25.7%
895	890	Cook's Country	BM	Food/Recipes	10,179	10,618	\$70,744.05	\$73,795.10	\$6.95	-439	-4.1%	(\$3,051.05)	-4.1%	26.7%	27.9%
896	1,678	NHL Album	SA	Hockey	35,212	5,137	\$70,424.00	\$10,235.65	\$2.00	30,075	585.5%	\$60,188.35	588.0%	37.3%	23.7%
897	1,139	Nasty Housewives (DVD)	MO	Sophisticates	7,021	3,889	\$70,139.79	\$38,851.11	\$9.99	3,132	80.5%	\$31,288.68	80.5%	13.5%	17.3%
898	1,621	Time - SIP 10641	AN	Crosswords/Puzzles	4,665	996	\$69,928.35	\$11,942.04	\$14.99	3,669	368.4%	\$57,986.31	485.6%	19.2%	33.4%
899	859	Kitplanes	MO	Aviation/Transportation	11,660	13,134	\$69,843.40	\$78,672.66	\$5.99	-1,474	-11.2%	(\$8,829.26)	-11.2%	27.5%	28.0%
900	851	People - Celebrity Puzzles	SA	Crosswords/Puzzles	4,982	6,118	\$69,698.18	\$79,472.82	\$13.99	-1,136	-18.6%	(\$9,774.64)	-12.3%	26.3%	28.7%
901	630	Modified Mag	MO	Automobile	9,905	18,091	\$69,235.95	\$128,488.09	\$6.99	-8,186	-45.2%	(\$59,252.14)	-46.1%	18.5%	22.9%
902	838	Railroad Model Craftsman	MO	Hobby	11,629	12,490	\$69,192.55	\$81,380.22	\$5.95	-861	-6.9%	(\$12,187.67)	-15.0%	32.0%	30.8%
903	1,065	Family Fun - Dinnertime	SA	Food/Recipes	7,463	4,668	\$69,140.37	\$46,633.32	\$9.26	2,795	59.9%	\$22,507.05	48.3%	30.0%	22.2%
904	806	Best Home Alberta	SA	Home Decor	9,945	12,429	\$69,117.75	\$86,381.55	\$6.95	-2,484	-20.0%	(\$17,263.80)	-20.0%	38.6%	48.4%
905	800	Yoga Monthly	MO	Health/Wellness	13,811	17,569	\$68,916.89	\$87,669.31	\$4.99	-3,758	-21.4%	(\$18,752.42)	-21.4%	25.2%	28.2%
906	946	Rod & Kulture	SA	Automobile	9,842	8,957	\$68,795.58	\$62,609.43	\$6.99	885	9.9%	\$6,186.15	9.9%	35.2%	43.3%
907	937	Rebel Rodz	BM	Automobile	9,011	8,849	\$68,743.89	\$64,903.51	\$7.63	162	1.8%	\$3,840.38	5.9%	33.1%	28.4%
908	898	Arthur Frommer's Budget Travel	MO	Travel	12,086	12,850	\$68,700.05	\$72,442.92	\$5.68	-764	-5.9%	(\$3,742.87)	-5.2%	20.8%	26.2%
909	918	Best of Beaver Hunt	MO	Sophisticates	6,152	6,160	\$68,438.48	\$67,748.40	\$11.12	-8	-0.1%	\$690.08	1.0%	16.8%	23.1%
910	932	Fangoria	MO	Entertainment	7,247	7,311	\$67,956.53	\$65,725.89	\$9.38	-64	-0.9%	\$2,230.64	3.4%	26.9%	30.0%
911	1,044	Mental Floss	BM	General Interest	12,595	9,935	\$67,945.05	\$49,575.65	\$5.39	2,660	26.8%	\$18,369.40	37.1%	32.6%	32.6%
912	975	Otaku USA	BM	Comics	11,338	9,964	\$67,914.62	\$59,684.36	\$5.99	1,374	13.8%	\$8,230.26	13.8%	32.5%	30.7%
913	877	Off Road	MO	Automobile	9,709	10,908	\$67,865.91	\$76,246.92	\$6.99	-1,199	-11.0%	(\$8,381.01)	-11.0%	24.1%	24.1%
914	792	TV World	BW	Entertainment	18,903	24,915	\$67,861.77	\$89,444.85	\$3.59	-6,012	-24.1%	(\$21,583.08)	-24.1%	34.8%	34.4%
915	794	Disney - Toy Story 3	SA	Children	6,785	8,888	\$67,782.15	\$88,791.12	\$9.99	-2,103	-23.7%	(\$21,008.97)	-23.7%	25.7%	36.3%
916	942	International Artist	BM	Art	8,508	8,355	\$67,638.60	\$63,735.25	\$7.95	153	1.8%	\$3,903.35	6.1%	37.7%	42.0%
917	755	Australian Patchwork & Quilting	BW	Crafts	6,042	8,522	\$67,605.90	\$97,933.90	\$11.19	-2,480	-29.1%	(\$30,328.00)	-31.0%	17.5%	19.2%
918	692	Velvet (DVD)	BM	Sophisticates	5,641	9,837	\$67,217.59	\$113,757.63	\$11.92	-4,196	-42.7%	(\$46,540.04)	-40.9%	16.7%	23.0%
919	752	Canadian Aviator	BM	Aviation/Transportation	11,297	16,488	\$67,217.15	\$98,103.60	\$5.95	-5,191	-31.5%	(\$30,886.45)	-31.5%	25.8%	35.4%
920	-	WP Justin Bieber	SA	Teen	7,340		\$67,157.60		\$9.15					28.4%	
921	927	BC Outdoors Hunting & Shooting	SA	Hunting	9,353	9,328	\$67,074.35	\$66,943.60	\$7.17	25	0.3%	\$130.75	0.2%	39.6%	38.7%
922	969	Women's Running	BM	Fitness/Exercise	13,405	12,157	\$66,890.95	\$60,663.43	\$4.99	1,248	10.3%	\$6,227.52	10.3%	30.7%	36.5%
923	742	Glow	BM	Fashion/Beauty	19,436	26,129	\$66,876.64	\$100,330.19	\$3.44	-6,693	-25.6%	(\$33,453.55)	-33.3%	17.2%	21.2%
924	803	Sudoku Mania - Fever	MO	Crosswords/Puzzles	16,744	22,110	\$66,808.56	\$87,596.98	\$3.99	-5,366	-24.3%	(\$20,788.42)	-23.7%	19.7%	25.0%
925	916	Combat Handguns	MO	Military/Weapons	8,443	8,588	\$66,734.57	\$67,928.12	\$7.90	-145	-1.7%	(\$1,193.55)	-1.8%	23.3%	24.5%
926	843	Honda Tuning	MO	Automobile	9,523	11,543	\$66,565.77	\$80,685.57	\$6.99	-2,020	-17.5%	(\$14,119.80)	-17.5%	26.0%	32.3%
927	921	Owl	MO	Children	13,589	15,030	\$66,244.50	\$67,635.00	\$4.87	-1,441	-9.6%	(\$1,390.50)	-2.1%	19.7%	23.8%
928	824	Profit	BM	Business/Finance	11,897	14,754	\$66,094.15	\$83,622.30	\$5.56	-2,857	-19.4%	(\$17,528.15)	-21.0%	21.9%	26.2%
929	903	Cigar Aficionado	BM	Luxury	9,504	10,259	\$66,052.80	\$71,300.05	\$6.95	-755	-7.4%	(\$5,247.25)	-7.4%	25.1%	26.7%
930	869	Running Times	MO	Sports General	9,434	11,039	\$65,943.66	\$77,162.61	\$6.99	-1,605	-14.5%	(\$11,218.95)	-14.5%	18.3%	18.8%
931	879	Guns & Ammo - SIP 30314	BM	Military/Weapons	7,306	8,459	\$65,680.94	\$76,046.41	\$8.99	-1,153	-13.6%	(\$10,365.47)	-13.6%	30.2%	24.5%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
932	924	Easy Going Crosswords	MO	Crosswords/Puzzles	13,814	14,154	\$65,616.50	\$67,231.50	\$4.75	-340	-2.4%	(\$1,615.00)	-2.4%	24.5%	28.7%
933	766	Vancouver Canucks Yearbook	SA	Hockey	5,471	8,183	\$65,378.45	\$96,107.90	\$11.95	-2,712	-33.1%	(\$30,729.45)	-32.0%	53.7%	68.7%
934	895	Canada's Outdoor Sportsman	BM	Outdoors/Camping	10,986	12,240	\$65,366.70	\$72,828.00	\$5.95	-1,254	-10.2%	(\$7,461.30)	-10.2%	20.6%	20.6%
935	781	Supernatural Magazine	BM	Entertainment	6,949	9,357	\$65,362.51	\$93,002.43	\$9.41	-2,408	-25.7%	(\$27,639.92)	-29.7%	23.3%	27.4%
936	804	Pregnancy & Newborn	MO	Parenting	10,904	14,614	\$65,314.96	\$87,537.86	\$5.99	-3,710	-25.4%	(\$22,222.90)	-25.4%	22.5%	22.4%
937	866	Classic Trains	QU	Aviation/Transportation	7,105	8,433	\$65,281.75	\$77,896.35	\$9.19	-1,328	-15.7%	(\$12,614.60)	-16.2%	30.3%	36.6%
938	1,114	OSM - On Snow Magazine	QU	Snowmobile	10,264	6,044	\$65,086.56	\$40,583.56	\$6.34	4,220	69.8%	\$24,503.00	60.4%	22.8%	20.3%
939	940	Mopar Collector's Guide	MO	Automobile	10,935	10,854	\$65,063.25	\$64,581.30	\$5.95	81	0.7%	\$481.95	0.7%	23.5%	24.1%
940	836	All Easy Sudoku	MO	Crosswords/Puzzles	13,691	17,204	\$65,032.25	\$81,719.00	\$4.75	-3,513	-20.4%	(\$16,686.75)	-20.4%	25.1%	29.8%
941	1,022	Southern Living - SIP 10431	QU	Home Decor	4,401	3,736	\$64,873.99	\$52,266.64	\$14.74	665	17.8%	\$12,607.35	24.1%	23.1%	17.4%
942	831	Woman's Day - Kitchens & Baths	SA	Home Improvement	9,272	11,806	\$64,811.28	\$82,523.94	\$6.99	-2,534	-21.5%	(\$17,712.66)	-21.5%	27.5%	32.5%
943	953	Word Circle Puzzles	MO	Crosswords/Puzzles	13,559	12,972	\$64,405.25	\$61,617.00	\$4.75	587	4.5%	\$2,788.25	4.5%	22.6%	24.8%
944	825	Art of Kitchen & Bath Design	BM	Home Decor	4,307	5,868	\$64,389.65	\$83,136.60	\$14.95	-1,561	-26.6%	(\$18,746.95)	-22.5%	29.9%	17.7%
945	862	Woodworkers Journal	MO	Woodworking	10,714	13,043	\$64,176.86	\$78,127.57	\$5.99	-2,329	-17.9%	(\$13,950.71)	-17.9%	15.7%	18.0%
946	797	Tight	MO	Sophisticates	7,054	9,696	\$64,118.46	\$87,991.04	\$9.09	-2,642	-27.2%	(\$23,872.58)	-27.1%	28.8%	28.4%
947	812	Islands	BM	Travel	9,103	12,262	\$63,629.97	\$85,711.38	\$6.99	-3,159	-25.8%	(\$22,081.41)	-25.8%	25.9%	27.8%
948	-	New Beauty Celebrity	MO	Fashion/Beauty	5,408		\$63,534.60		\$11.75					20.7%	
949	929	North American Whitetail	BM	Hunting	12,725	13,326	\$63,497.75	\$66,496.74	\$4.99	-601	-4.5%	(\$2,998.99)	-4.5%	28.9%	34.2%
950	787	Hot Bike	MO	Motorcycles	9,066	13,163	\$63,371.34	\$90,941.37	\$6.99	-4,097	-31.1%	(\$27,570.03)	-30.3%	20.1%	21.2%
951	926	Fly Tyer	QU	Fishing	8,978	8,945	\$62,756.22	\$66,966.55	\$6.99	33	0.4%	(\$4,210.33)	-6.3%	39.4%	39.1%
952	484	Soccer Three Sixty	BM	Sports General	6,306	18,106	\$62,744.70	\$180,154.70	\$9.95	-11,800	-65.2%	(\$117,410.00)	-65.2%	18.2%	20.9%
953	886	Writer's Digest	BM	Literature	6,978	8,322	\$62,732.22	\$74,814.78	\$8.99	-1,344	-16.1%	(\$12,082.56)	-16.1%	24.1%	23.0%
954	844	Mustang Monthly	MO	Automobile	10,433	13,436	\$62,493.67	\$80,481.64	\$5.99	-3,003	-22.4%	(\$17,987.97)	-22.4%	27.6%	30.6%
955	950	Vibe	QU	Music	10,374	10,359	\$62,140.26	\$62,050.41	\$5.99	15	0.1%	\$89.85	0.1%	23.0%	26.5%
956	615	Brain Boosters	MO	Crosswords/Puzzles	12,441	25,111	\$62,080.59	\$133,405.89	\$4.99	-12,670	-50.5%	(\$71,325.30)	-53.5%	19.9%	21.5%
957	875	Modern Dog	QU	Pets	10,387	12,853	\$61,802.65	\$76,475.35	\$5.95	-2,466	-19.2%	(\$14,672.70)	-19.2%	27.3%	31.1%
958	777	In Style - SIP 10647	AN	Home Decor	10,240	15,651	\$61,337.60	\$93,749.49	\$5.99	-5,411	-34.6%	(\$32,411.89)	-34.6%	22.5%	31.1%
959	919	Sewing Today	BM	Crafts	8,808	9,738	\$61,215.60	\$67,679.10	\$6.95	-930	-9.6%	(\$6,463.50)	-9.6%	30.5%	31.2%
960	874	Revolver Legends	SA	Music	6,787	8,519	\$61,015.13	\$76,585.81	\$8.99	-1,732	-20.3%	(\$15,570.68)	-20.3%	27.1%	25.6%
961	1,054	Chirp	MO	Children	12,232	10,575	\$60,843.00	\$47,587.50	\$4.97	1,657	15.7%	\$13,255.50	27.9%	20.9%	23.2%
962	668	Meredith Home Decorating Series - SIP 14422	SA	Home Decor	4,666	9,208	\$60,611.34	\$119,611.92	\$12.99	-4,542	-49.3%	(\$59,000.58)	-49.3%	38.6%	38.4%
963	728	Who's Who In Baseball	QU	Baseball	6,085	10,364	\$60,545.75	\$103,121.80	\$9.95	-4,279	-41.3%	(\$42,576.05)	-41.3%	24.5%	21.8%
964	1,124	Booty Call	MO	Sophisticates	6,040	4,017	\$60,339.60	\$40,129.83	\$9.99	2,023	50.4%	\$20,209.77	50.4%	12.8%	14.5%
965	-	Northwest Tattoo	BM	Tattoos	6,697		\$60,206.03		\$8.99					17.7%	
966	822	Sophisticated Black Hair	BM	Fashion/Beauty	8,304	11,574	\$60,204.00	\$83,911.50	\$7.25	-3,270	-28.3%	(\$23,707.50)	-28.3%	19.4%	25.1%
967	959	Wedding Style	SA	Bridal	5,021	5,106	\$60,201.79	\$61,220.94	\$11.99	-85	-1.7%	(\$1,019.15)	-1.7%	19.6%	18.2%
968	966	Canadian Wine Annual	AN	Wine/Spirits	5,034	6,117	\$60,156.30	\$60,864.15	\$11.95	-1,083	-17.7%	(\$707.85)	-1.2%	26.1%	25.5%
969	985	New York Review of Books	BW	Literature	8,630	8,221	\$59,978.50	\$57,135.95	\$6.95	409	5.0%	\$2,842.55	5.0%	26.0%	32.7%
970	990	Wine Access	BM	Wine/Spirits	10,070	9,519	\$59,916.50	\$56,638.05	\$5.95	551	5.8%	\$3,278.45	5.8%	20.2%	22.6%
971	1,069	Veg News	SA	Food/Recipes	8,544	7,267	\$59,722.56	\$46,337.65	\$6.99	1,277	17.6%	\$13,384.91	28.9%	30.3%	28.0%
972	855	Flight Journal	BM	Aviation/Transportation	6,366	8,258	\$59,686.34	\$79,365.42	\$9.38	-1,892	-22.9%	(\$19,679.08)	-24.8%	23.2%	34.4%
973	1,070	Natural Home	BM	Home Decor	8,510	6,610	\$59,484.90	\$46,203.90	\$6.99	1,900	28.7%	\$13,281.00	28.7%	20.3%	27.2%
974	976	Revolution Motorcycle Magazine	QU	Motorcycles	7,677	8,538	\$59,136.15	\$59,339.10	\$7.70	-861	-10.1%	(\$202.95)	-0.3%	22.6%	27.2%
975	945	Stereophile	MO	Audio/Video	6,568	6,991	\$59,046.32	\$62,849.09	\$8.99	-423	-6.1%	(\$3,802.77)	-6.1%	39.6%	35.4%
976	722	Sports Illustrated - SIP 10272	SA	Sports General	3,316	5,545	\$59,024.84	\$104,782.55	\$17.80	-2,229	-40.2%	(\$45,757.71)	-43.7%	25.3%	35.3%
977	1,068	Handguns Annual	BM	Military/Weapons	6,563	5,165	\$59,001.37	\$46,433.35	\$8.99	1,398	27.1%	\$12,568.02	27.1%	32.5%	32.0%
978	807	Sport Rider	MO	Motorcycles	8,395	12,332	\$58,681.05	\$86,200.68	\$6.99	-3,937	-31.9%	(\$27,519.63)	-31.9%	24.1%	22.2%
979	-	Cooking Light - SIP 10436	AN	Food/Recipes	3,912		\$58,640.88		\$14.99					29.2%	
980	972	Digital SLR Photography	MO	Photography	5,835	6,036	\$58,291.65	\$60,299.64	\$9.99	-201	-3.3%	(\$2,007.99)	-3.3%	28.0%	28.7%
981	973	Canadian Home Workshop	BM	Woodworking	9,720	10,050	\$57,834.00	\$59,797.50	\$5.95	-330	-3.3%	(\$1,963.50)	-3.3%	16.9%	18.0%
982	960	American Artist - Drawing	QU	Art	5,259	5,569	\$57,796.41	\$61,203.31	\$10.99	-310	-5.6%	(\$3,406.90)	-5.6%	28.8%	27.8%
983	894	Caribbean Travel & Life	MO	Travel	9,644	12,252	\$57,767.56	\$73,389.48	\$5.99	-2,608	-21.3%	(\$15,621.92)	-21.3%	27.3%	33.2%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
984	882	Loaded	MO	Sophisticates	5,249	6,994	\$57,670.67	\$75,777.90	\$10.99	-1,745	-24.9%	(\$18,107.23)	-23.9%	25.7%	38.4%
985	943	BC Business	MO	Business/Finance	11,254	12,582	\$57,388.30	\$63,552.90	\$5.10	-1,328	-10.6%	(\$6,164.60)	-9.7%	31.1%	29.8%
986	899	Small Business Opportunities	MO	Business/Finance	10,898	14,504	\$57,229.02	\$72,374.96	\$5.25	-3,606	-24.9%	(\$15,145.94)	-20.9%	16.6%	19.6%
987	963	Ebony	MO	Fashion/Beauty	11,463	12,245	\$57,200.37	\$61,102.55	\$4.99	-782	-6.4%	(\$3,902.18)	-6.4%	26.5%	21.1%
988	1,041	Downhome Magazine	MO	Regional/City	14,263	12,515	\$56,909.37	\$49,934.85	\$3.99	1,748	14.0%	\$6,974.52	14.0%	28.4%	34.6%
989	920	Glamour (UK Edition)	MO	Fashion/Beauty	9,556	11,369	\$56,858.20	\$67,645.55	\$5.95	-1,813	-15.9%	(\$10,787.35)	-15.9%	24.5%	28.7%
990	912	Alberta Fishing Guide	AN	Fishing	5,686	6,916	\$56,575.70	\$68,814.20	\$9.95	-1,230	-17.8%	(\$12,238.50)	-17.8%	55.1%	54.3%
991	997	Forbes	MO	Business/Finance	9,438	9,286	\$56,533.62	\$55,623.14	\$5.99	152	1.6%	\$910.48	1.6%	28.8%	26.2%
992	1,034	Predator Xtreme	BM	Hunting	9,394	8,525	\$56,270.06	\$51,064.75	\$5.99	869	10.2%	\$5,205.31	10.2%	24.3%	20.6%
993	-	Premier Guitar	MO	Music	9,443		\$56,185.85		\$5.95					28.8%	
994	1,307	Where Women Create	QU	Crafts	3,498	1,659	\$55,933.02	\$26,527.41	\$15.99	1,839	110.8%	\$29,405.61	110.8%	27.0%	47.2%
995	925	All Boy	MO	Gay Sophisticate	5,576	6,728	\$55,704.24	\$67,212.72	\$9.99	-1,152	-17.1%	(\$11,508.48)	-17.1%	26.4%	31.6%
996	845	Road Bike	MO	Motorcycles	7,956	11,511	\$55,612.44	\$80,461.89	\$6.99	-3,555	-30.9%	(\$24,849.45)	-30.9%	19.4%	20.9%
997	-	Bride & Groom Canada Magazine	AN	Bridal	7,943		\$55,521.57		\$6.99					33.8%	
998	1,179	50 Plus (DVD)	MO	Sophisticates	5,531	3,603	\$55,254.69	\$35,993.97	\$9.99	1,928	53.5%	\$19,260.72	53.5%	17.3%	15.6%
999	-	Southern Living - SIP 10475	SA	Food/Recipes	3,678		\$55,133.22		\$14.99					13.0%	
1,000	-	Cozy Winter Knits	AN	Crafts	4,227		\$54,908.73		\$12.99					23.2%	
1,001	1,040	Guns & Weapons For Law Enforcement	BM	Military/Weapons	7,850	7,151	\$54,871.50	\$49,985.49	\$6.99	699	9.8%	\$4,886.01	9.8%	24.3%	25.0%
1,002	-	Highlights Puzzle Mania	MO	Crosswords/Puzzles	9,210		\$54,799.50		\$5.95					15.3%	
1,003	823	Create & Decorate	MO	Crafts	7,830	11,990	\$54,731.70	\$83,810.10	\$6.99	-4,160	-34.7%	(\$29,078.40)	-34.7%	15.6%	20.2%
1,004	841	Popular Plates - SIP 38428	QU	Food/Recipes	5,452	8,095	\$54,465.48	\$80,869.05	\$9.99	-2,643	-32.6%	(\$26,403.57)	-32.6%	10.0%	21.8%
1,005	1,238	South Beach Senioritas	MO	Sophisticates	5,448	3,161	\$54,425.52	\$31,578.39	\$9.99	2,287	72.4%	\$22,847.13	72.4%	11.1%	14.9%
1,006	747	Fill-Ins Special	BW	Crosswords/Puzzles	13,864	26,648	\$54,355.25	\$98,890.75	\$3.92	-12,784	-48.0%	(\$44,535.50)	-45.0%	26.3%	29.1%
1,007	904	Modern Drummer	MO	Music	9,064	12,116	\$54,293.36	\$71,269.84	\$5.99	-3,052	-25.2%	(\$16,976.48)	-23.8%	24.9%	26.2%
1,008	858	Crafts N Things	BM	Crafts	6,793	9,891	\$54,276.07	\$79,029.09	\$7.99	-3,098	-31.3%	(\$24,753.02)	-31.3%	14.3%	21.3%
1,009	832	NFL Fantasy Football	AN	Football	4,523	6,878	\$54,230.77	\$82,467.22	\$11.99	-2,355	-34.2%	(\$28,236.45)	-34.2%	29.0%	43.8%
1,010	991	Lindy's Baseball Preview	AN	Baseball	5,708	5,949	\$54,226.00	\$56,515.50	\$9.50	-241	-4.1%	(\$2,289.50)	-4.1%	32.0%	33.7%
1,011	933	Writer, The	MO	Literature	6,440	7,858	\$54,015.00	\$65,627.10	\$8.39	-1,418	-18.0%	(\$11,612.10)	-17.7%	22.6%	27.8%
1,012	1,117	Tea Time	BM	Women's Lifestyle	6,932	5,012	\$53,968.68	\$40,439.88	\$7.79	1,920	38.3%	\$13,528.80	33.5%	25.7%	33.3%
1,013	956	Rider	MO	Motorcycles	10,747	12,298	\$53,627.53	\$61,367.02	\$4.99	-1,551	-12.6%	(\$7,739.49)	-12.6%	29.0%	26.6%
1,014	868	Camaro Performers	MO	Automobile	7,668	11,072	\$53,599.32	\$77,393.28	\$6.99	-3,404	-30.7%	(\$23,793.96)	-30.7%	22.1%	23.4%
1,015	941	Popular Woodworking	BM	Woodworking	6,701	8,030	\$53,540.99	\$64,159.70	\$7.99	-1,329	-16.6%	(\$10,618.71)	-16.6%	21.4%	17.2%
1,016	853	Teen Prom	AN	Teen	8,894	13,264	\$53,275.06	\$79,451.36	\$5.99	-4,370	-32.9%	(\$26,176.30)	-32.9%	21.6%	25.5%
1,017	1,007	Bass Player	MO	Music	7,620	7,829	\$53,263.80	\$54,724.71	\$6.99	-209	-2.7%	(\$1,460.91)	-2.7%	18.4%	28.2%
1,018	798	Military History	BM	History	6,645	11,005	\$53,093.55	\$87,929.95	\$7.99	-4,360	-39.6%	(\$34,836.40)	-39.6%	33.0%	38.2%
1,019	-	Barbie Magazine	QU	Children	10,592		\$52,854.08		\$4.99					45.9%	
1,020	593	Hearst Bookazine 2	SA	Food/Recipes	4,808	12,677	\$52,839.92	\$139,320.23	\$10.99	-7,869	-62.1%	(\$86,480.31)	-62.1%	10.5%	30.6%
1,021	949	Latitudes and Attitudes	MO	Boating	7,289	8,598	\$52,801.11	\$62,080.02	\$7.24	-1,309	-15.2%	(\$9,278.91)	-14.9%	31.7%	31.5%
1,022	1,106	Alberta Game Warden	SA	Hunting	10,635	8,389	\$52,643.25	\$41,525.55	\$4.95	2,246	26.8%	\$11,117.70	26.8%	35.6%	32.1%
1,023	799	Sports Illustrated - SIP 10253	SA	Motorsports	6,585	10,990	\$52,614.15	\$87,810.10	\$7.99	-4,405	-40.1%	(\$35,195.95)	-40.1%	42.8%	33.6%
1,024	948	Fly RC	MO	Hobby	5,845	6,929	\$52,546.55	\$62,291.71	\$8.99	-1,084	-15.6%	(\$9,745.16)	-15.6%	25.7%	24.0%
1,025	1,002	Dune Buggies And Hot VWs	MO	Automobile	7,497	7,885	\$52,404.03	\$55,116.15	\$6.99	-388	-4.9%	(\$2,712.12)	-4.9%	19.4%	18.2%
1,026	788	Marvel Comics - SIP 01985	MO	Comics	7,540	11,571	\$52,361.60	\$90,724.29	\$6.94	-4,031	-34.8%	(\$38,362.69)	-42.3%	16.1%	21.0%
1,027	910	Performance Auto & Sound SIP	QU	Automobile	8,030	10,707	\$52,195.00	\$69,595.50	\$6.50	-2,677	-25.0%	(\$17,400.50)	-25.0%	16.8%	21.7%
1,028	967	Surfer	MO	Sports General	6,351	7,689	\$52,101.49	\$60,814.11	\$8.20	-1,338	-17.4%	(\$8,712.62)	-14.3%	29.2%	24.5%
1,029	996	Dell Horoscope	MO	Astrology/Horoscopes	12,700	13,583	\$52,094.00	\$55,656.17	\$4.10	-883	-6.5%	(\$3,562.17)	-6.4%	25.0%	26.3%
1,030	1,131	Country Living (UK Edition)	MO	Home Decor	6,506	5,364	\$51,982.94	\$39,484.36	\$7.99	1,142	21.3%	\$12,498.58	31.7%	37.1%	48.5%
1,031	980	MHQ Military History	QU	History	3,968	4,869	\$51,544.32	\$58,379.31	\$12.99	-901	-18.5%	(\$6,834.99)	-11.7%	33.7%	42.2%
1,032	979	High Performance Pontiac	MO	Automobile	7,293	8,363	\$50,978.07	\$58,457.37	\$6.99	-1,070	-12.8%	(\$7,479.30)	-12.8%	23.8%	28.2%
1,033	873	Step by Step Wire Jewelry	BM	Crafts	6,389	9,416	\$50,946.11	\$76,793.84	\$7.97	-3,027	-32.1%	(\$25,847.73)	-33.7%	25.7%	31.4%
1,034	-	BDM Itech SP Series	QU	Computer	2,543		\$50,834.57		\$19.99					26.3%	
1,035	860	In Style (UK Edition)	MO	Celebrity	5,806	8,985	\$50,802.50	\$78,618.75	\$8.75	-3,179	-35.4%	(\$27,816.25)	-35.4%	31.1%	36.6%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,036	-	Autumn Cottage	QU	Home Decor	4,237		\$50,801.63		\$11.99					28.8%	
1,037	1,011	Girls of Penthouse	BM	Sophisticates	6,305	6,788	\$50,376.95	\$54,236.12	\$7.99	-483	-7.1%	(\$3,859.17)	-7.1%	19.6%	22.1%
1,038	839	Genesis	BM	Sophisticates	4,153	6,797	\$50,318.47	\$81,188.03	\$12.12	-2,644	-38.9%	(\$30,869.56)	-38.0%	15.3%	19.1%
1,039	1,121	Tattoo Collection	BM	Tattoos	7,193	5,749	\$50,279.07	\$40,185.51	\$6.99	1,444	25.1%	\$10,093.56	25.1%	28.8%	30.2%
1,040	1,164	Unique Homes	QU	Home Decor	5,592	4,154	\$50,272.08	\$37,344.46	\$8.99	1,438	34.6%	\$12,927.62	34.6%	39.0%	40.7%
1,041	1,049	American Scientist	BM	Science/Nature	10,144	9,861	\$50,212.80	\$48,811.95	\$4.95	283	2.9%	\$1,400.85	2.9%	32.7%	29.3%
1,042	986	Star Trek	BM	Science/Nature	4,831	5,873	\$50,035.69	\$57,017.27	\$10.36	-1,042	-17.7%	(\$6,981.58)	-12.2%	24.7%	18.3%
1,043	-	Southern Living - SIP 10476	AN	Food/Recipes	8,350		\$50,016.50		\$5.99					19.7%	
1,044	856	Exercise For Men Only	BM	Fitness/Exercise	6,255	9,920	\$49,977.45	\$79,260.80	\$7.99	-3,665	-36.9%	(\$29,283.35)	-36.9%	16.6%	19.4%
1,045	-	Cars 2 Stickers	AN	Collectibles	49,171		\$49,940.30		\$1.02					46.1%	
1,046	1,235	Fantasy Baseball Guide	SA	Baseball	5,544	3,535	\$49,840.56	\$31,779.65	\$8.99	2,009	56.8%	\$18,060.91	56.8%	37.9%	25.5%
1,047	1,451	High Times Medicinal Marijuana	SA	Cannabis	6,222	2,293	\$49,713.78	\$18,321.07	\$7.99	3,929	171.3%	\$31,392.71	171.3%	24.9%	30.4%
1,048	1,025	Sonic X	MO	Comics	16,528	17,814	\$49,418.72	\$52,001.70	\$2.99	-1,286	-7.2%	(\$2,582.98)	-5.0%	26.0%	26.7%
1,049	1,116	Playgirl	QU	Sophisticates	7,001	6,768	\$49,411.95	\$40,540.32	\$7.06	233	3.4%	\$8,871.63	21.9%	25.3%	26.5%
1,050	726	Fresh Home	QU	Home Improvement	8,238	17,319	\$49,345.62	\$103,740.81	\$5.99	-9,081	-52.4%	(\$54,395.19)	-52.4%	17.7%	27.1%
1,051	1,379	Titan - SIP 03161	SA	Entertainment	9,864	4,429	\$49,221.36	\$22,100.71	\$4.99	5,435	122.7%	\$27,120.65	122.7%	32.9%	34.5%
1,052	1,252	Airbrush Action	BM	Art	6,328	4,309	\$49,170.72	\$30,452.91	\$7.77	2,019	46.9%	\$18,717.81	61.5%	10.9%	26.0%
1,053	-	Canada's History Magazine	BM	History	7,049		\$48,990.55		\$6.95					29.7%	
1,054	1,226	Lindy's Pro Football Draft	SA	Football	5,154	3,394	\$48,963.00	\$32,243.00	\$9.50	1,760	51.9%	\$16,720.00	51.9%	43.7%	29.2%
1,055	957	Blue Ribbon - Fill-It-Ins Jumbo	MO	Crosswords/Puzzles	13,897	17,530	\$48,639.50	\$61,355.00	\$3.50	-3,633	-20.7%	(\$12,715.50)	-20.7%	23.5%	25.8%
1,056	802	Canadian Investment Guide	AN	Business/Finance	4,859	8,769	\$48,541.41	\$87,602.31	\$9.99	-3,910	-44.6%	(\$39,060.90)	-44.6%	17.7%	39.9%
1,057	994	Leg Sex	SA	Sophisticates	3,475	4,020	\$48,367.25	\$55,835.80	\$13.92	-545	-13.6%	(\$7,468.55)	-13.4%	27.7%	28.9%
1,058	871	Better Homes & Gardens - Appetizers	AN	Food/Recipes	6,046	9,633	\$48,307.54	\$76,967.67	\$7.99	-3,587	-37.2%	(\$28,660.13)	-37.2%	15.3%	20.8%
1,059	876	Kappa Puzzles Sudoku	MO	Crosswords/Puzzles	10,148	16,052	\$48,203.00	\$76,247.00	\$4.75	-5,904	-36.8%	(\$28,044.00)	-36.8%	16.9%	23.5%
1,060	1,155	Cabela's Outfitters	BM	Outdoors/Camping	9,643	7,601	\$48,118.57	\$37,928.99	\$4.99	2,042	26.9%	\$10,189.58	26.9%	20.7%	16.6%
1,061	1,038	Money	MO	Business/Finance	9,314	9,798	\$48,116.86	\$50,229.02	\$5.17	-484	-4.9%	(\$2,112.16)	-4.2%	27.0%	27.3%
1,062	-	Toronto Home Magazine	BM	Home Decor	8,072		\$48,028.40		\$5.95					46.6%	
1,063	713	Better Homes & Gardens - SIP 14437	AN	Food/Recipes	6,001	13,536	\$47,947.99	\$108,152.64	\$7.99	-7,535	-55.7%	(\$60,204.65)	-55.7%	14.8%	32.7%
1,064	720	Woman's Day - SIP 03946	SA	Food/Recipes	6,845	15,030	\$47,846.55	\$105,059.70	\$6.99	-8,185	-54.5%	(\$57,213.15)	-54.5%	31.9%	36.9%
1,065	981	Hot Bike Baggers	MO	Motorcycles	6,830	9,697	\$47,741.70	\$58,085.03	\$6.99	-2,867	-29.6%	(\$10,343.33)	-17.8%	26.1%	23.5%
1,066	1,174	Digital Camera World	MO	Photography	4,933	2,623	\$47,732.35	\$36,336.00	\$9.68	2,310	88.1%	\$11,396.35	31.4%	53.6%	39.3%
1,067	857	Zink	QU	Fashion/Beauty	7,966	13,204	\$47,716.34	\$79,091.96	\$5.99	-5,238	-39.7%	(\$31,375.62)	-39.7%	25.7%	29.8%
1,068	1,098	World War II	BM	Military/Weapons	5,972	6,134	\$47,716.28	\$42,876.66	\$7.99	-162	-2.6%	\$4,839.62	11.3%	36.1%	34.5%
1,069	829	Bongo Comics Presents - Futurama Comics	MO	Comics	15,937	26,968	\$47,651.63	\$82,787.32	\$2.99	-11,031	-40.9%	(\$35,135.69)	-42.4%	28.5%	28.5%
1,070	1,024	Ice Fishing	SA	Fishing	5,978	6,562	\$47,525.10	\$52,167.90	\$7.95	-584	-8.9%	(\$4,642.80)	-8.9%	32.9%	37.3%
1,071	982	Sports Afield	BM	Hunting	4,751	5,996	\$47,462.49	\$57,736.04	\$9.99	-1,245	-20.8%	(\$10,273.55)	-17.8%	27.0%	28.1%
1,072	970	Source	BM	Music	9,460	12,147	\$47,205.40	\$60,613.53	\$4.99	-2,687	-22.1%	(\$13,408.13)	-22.1%	20.8%	26.0%
1,073	-	NFL Magazine	MO	Football	9,456		\$47,185.44		\$4.99					37.0%	
1,074	965	Road Iron	MO	Motorcycles	5,181	6,097	\$47,176.19	\$60,909.03	\$9.11	-916	-15.0%	(\$13,732.84)	-22.5%	16.3%	30.0%
1,075	667	Law of Attraction	BM	General Interest	5,730	13,751	\$47,174.70	\$119,739.49	\$8.23	-8,021	-58.3%	(\$72,564.79)	-60.6%	26.2%	13.0%
1,076	914	Combat Aircraft	MO	Aviation/Transportation	5,595	8,554	\$47,151.03	\$68,346.46	\$8.43	-2,959	-34.6%	(\$21,195.43)	-31.0%	26.6%	26.4%
1,077	433	Pro Football Weekly	BW	Football	6,180	26,946	\$47,146.20	\$209,112.54	\$7.63	-20,766	-77.1%	(\$161,966.34)	-77.5%	27.0%	29.2%
1,078	952	Crochet Today Special	SA	Crafts	3,617	4,745	\$46,984.83	\$61,637.55	\$12.99	-1,128	-23.8%	(\$14,652.72)	-23.8%	14.7%	23.8%
1,079	1,081	Successful Hunter	BM	Hunting	7,823	7,814	\$46,859.77	\$45,053.86	\$5.99	9	0.1%	\$1,805.91	4.0%	22.3%	27.6%
1,080	1,046	Tattoo Society	QU	Tattoos	5,852	6,145	\$46,757.48	\$49,098.55	\$7.99	-293	-4.8%	(\$2,341.07)	-4.8%	26.5%	30.8%
1,081	1,037	Skeptical Inquirer	BM	Science/Nature	9,410	10,226	\$46,579.50	\$50,618.70	\$4.95	-816	-8.0%	(\$4,039.20)	-8.0%	32.6%	34.2%
1,082	776	Best of True Confessions	QU	Fiction	7,749	15,706	\$46,416.51	\$94,078.94	\$5.99	-7,957	-50.7%	(\$47,662.43)	-50.7%	30.9%	28.6%
1,083	1,104	Classic Motorsports	BM	Motorcycles	6,766	7,049	\$46,221.06	\$41,941.55	\$6.83	-283	-4.0%	\$4,279.51	10.2%	29.9%	31.7%
1,084	1,072	DC Comics - Scooby-Doo	MO	Comics	15,457	15,131	\$46,216.43	\$46,014.55	\$2.99	326	2.2%	\$201.88	0.4%	32.3%	32.6%
1,085	1,127	Southwest Art	MO	Art	5,134	4,528	\$46,154.66	\$39,818.72	\$8.99	606	13.4%	\$6,335.94	15.9%	30.3%	27.4%
1,086	1,323	Writer's Yearbook	SA	Literature	4,524	2,833	\$46,115.76	\$25,468.67	\$10.19	1,691	59.7%	\$20,647.09	81.1%	26.5%	30.4%
1,087	-	Fresh Home Color	QU	Home Decor	5,129		\$46,109.71		\$8.99					33.6%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,088	1,009	Cross Stitch & Needlework	BM	Crafts	5,796	6,855	\$46,078.20	\$54,497.25	\$7.95	-1,059	-15.4%	(\$8,419.05)	-15.4%	22.5%	25.3%
1,089	1,039	Woman's Day - SIP 03940	SA	Home Decor	7,658	8,373	\$45,871.42	\$50,154.27	\$5.99	-715	-8.5%	(\$4,282.85)	-8.5%	21.9%	24.8%
1,090	1,351	Inked Girls	SA	Tattoos	5,740	3,034	\$45,862.60	\$24,241.66	\$7.99	2,706	89.2%	\$21,620.94	89.2%	30.1%	34.1%
1,091	1,369	Harvard Business Review OnPoint	BM	Business/Finance	2,298	1,169	\$45,845.10	\$23,057.55	\$19.95	1,129	96.6%	\$22,787.55	98.8%	45.0%	45.2%
1,092	837	Beckett - Massive Online Gamer	MO	Video Gaming	5,080	9,069	\$45,669.20	\$81,530.31	\$8.99	-3,989	-44.0%	(\$35,861.11)	-44.0%	16.5%	17.1%
1,093	1,237	Log Homes Illustrated	SA	Home Decor	4,685	3,132	\$45,654.15	\$31,690.68	\$9.74	1,553	49.6%	\$13,963.47	44.1%	24.7%	43.3%
1,094	1,111	American Bagger	MO	Motorcycles	7,508	6,710	\$45,632.92	\$41,017.90	\$6.08	798	11.9%	\$4,615.02	11.3%	24.3%	25.9%
1,095	1,067	Scale Auto	BM	Hobby	6,158	6,421	\$45,602.40	\$46,552.25	\$7.41	-263	-4.1%	(\$949.85)	-2.0%	28.5%	32.5%
1,096	1,052	Gardener For Prairie	QU	Gardening	9,207	9,681	\$45,574.65	\$47,920.95	\$4.95	-474	-4.9%	(\$2,346.30)	-4.9%	30.9%	30.4%
1,097	1,008	Harper's Bazaar (UK Edition)	MO	Fashion/Beauty	4,579	5,479	\$45,561.05	\$54,516.05	\$9.95	-900	-16.4%	(\$8,955.00)	-16.4%	29.9%	33.4%
1,098	1,240	House & Garden (UK Edition)	MO	Gardening	5,725	3,953	\$45,513.75	\$31,426.35	\$7.95	1,772	44.8%	\$14,087.40	44.8%	32.1%	36.5%
1,099	1,090	USA Today - SIP 47724	SA	Baseball	5,056	4,828	\$45,453.44	\$43,403.72	\$8.99	228	4.7%	\$2,049.72	4.7%	31.8%	27.5%
1,100	987	Mother Jones	BM	Current Affairs	7,586	9,501	\$45,440.14	\$56,731.43	\$5.99	-1,915	-20.2%	(\$11,291.29)	-19.9%	19.4%	26.7%
1,101	1,057	Wheeler Dealer	MO	Automobile	9,083	9,470	\$45,324.17	\$47,255.30	\$4.99	-387	-4.1%	(\$1,931.13)	-4.1%	21.2%	19.8%
1,102	-	Cooking Light - SIP 10478	SA	Food/Recipes	7,559		\$45,278.41		\$5.99					18.0%	
1,103	923	Fortune - SIP 10030	SA	Business/Finance	7,043	10,220	\$45,275.57	\$67,379.80	\$6.43	-3,177	-31.1%	(\$22,104.23)	-32.8%	27.1%	27.4%
1,104	1,042	Trailer Life	MO	Outdoors/Camping	8,275	8,841	\$45,078.25	\$49,912.59	\$5.45	-566	-6.4%	(\$4,834.34)	-9.7%	26.8%	28.2%
1,105	1,332	Vintage Truck	QU	Automobile	7,559	4,206	\$44,976.05	\$25,025.70	\$5.95	3,353	79.7%	\$19,950.35	79.7%	38.6%	35.1%
1,106	1,118	Quality Fill-Ins	MO	Crosswords/Puzzles	12,743	11,535	\$44,600.50	\$40,372.50	\$3.50	1,208	10.5%	\$4,228.00	10.5%	22.7%	29.8%
1,107	908	Elle (UK Edition)	MO	Fashion/Beauty	3,880	6,306	\$44,561.80	\$70,547.20	\$11.49	-2,426	-38.5%	(\$25,985.40)	-36.8%	25.1%	35.5%
1,108	1,017	High Times Calendar	AN	Calendars	2,313	2,777	\$43,923.87	\$52,735.23	\$18.99	-464	-16.7%	(\$8,811.36)	-16.7%	30.3%	33.7%
1,109	830	Lollypops (DVD)	MO	Sophisticates	3,139	6,768	\$43,914.61	\$82,738.32	\$13.99	-3,629	-53.6%	(\$38,823.71)	-46.9%	35.2%	29.2%
1,110	1,033	American Art Collector	MO	Art	6,311	7,369	\$43,861.45	\$51,214.55	\$6.95	-1,058	-14.4%	(\$7,353.10)	-14.4%	36.4%	39.6%
1,111	1,026	Supertrax	QU	Snowmobile	8,787	10,471	\$43,495.65	\$51,831.45	\$4.95	-1,684	-16.1%	(\$8,335.80)	-16.1%	22.5%	24.1%
1,112	618	Girls Gone Wild (DVD)	BM	Sophisticates	3,341	10,215	\$43,399.59	\$132,692.85	\$12.99	-6,874	-67.3%	(\$89,293.26)	-67.3%	25.3%	23.1%
1,113	1,074	Bow & Arrow Hunting	MO	Hunting	6,668	7,035	\$43,342.00	\$45,727.50	\$6.50	-367	-5.2%	(\$2,385.50)	-5.2%	21.8%	25.1%
1,114	739	Bluff	MO	Hobby	6,196	14,394	\$43,310.04	\$100,614.06	\$6.99	-8,198	-57.0%	(\$57,304.02)	-57.0%	19.4%	17.7%
1,115	277	Pillsbury - SIP 03976	MO	Food/Recipes	3,933	32,189	\$43,223.67	\$353,757.11	\$10.99	-28,256	-87.8%	(\$310,533.44)	-87.8%	30.6%	28.7%
1,116	1,030	RC Driver	MO	Hobby	6,147	7,362	\$42,967.53	\$51,460.38	\$6.99	-1,215	-16.5%	(\$8,492.85)	-16.5%	21.7%	20.7%
1,117	706	Muscle Car Power	MO	Automobile	7,166	18,423	\$42,924.34	\$110,353.77	\$5.99	-11,257	-61.1%	(\$67,429.43)	-61.1%	24.8%	23.3%
1,118	1,675	BBC Top Gear	MO	Automobile	3,312	800	\$42,890.40	\$10,360.00	\$12.95	2,512	314.0%	\$32,530.40	314.0%	11.5%	11.2%
1,119	1,005	Cycle Sport America	MO	Bicycling	4,293	5,495	\$42,887.07	\$54,895.05	\$9.99	-1,202	-21.9%	(\$12,007.98)	-21.9%	25.4%	25.1%
1,120	928	Yum Food & Fun	BM	Food/Recipes	6,125	9,528	\$42,813.75	\$66,600.72	\$6.99	-3,403	-35.7%	(\$23,786.97)	-35.7%	15.7%	9.9%
1,121	1,001	PC Photo	BM	Computer	5,925	7,566	\$42,760.75	\$55,121.34	\$7.22	-1,641	-21.7%	(\$12,360.59)	-22.4%	22.1%	28.6%
1,122	-	Living Etc	MO	Home Decor	4,289		\$42,675.55		\$9.95					16.2%	
1,123	1,084	Highlights - SIP 08573	QU	Children	7,162	7,536	\$42,613.90	\$44,839.20	\$5.95	-374	-5.0%	(\$2,225.30)	-5.0%	31.3%	26.6%
1,124	1,055	Games	MO	Crosswords/Puzzles	7,043	7,830	\$42,608.30	\$47,301.45	\$6.05	-787	-10.1%	(\$4,693.15)	-9.9%	22.8%	25.9%
1,125	922	Art Jewelry	BM	Crafts	5,359	8,032	\$42,604.05	\$67,450.40	\$7.95	-2,673	-33.3%	(\$24,846.35)	-36.8%	22.9%	26.7%
1,126	1,094	Corvette Magazine	BM	Automobile	6,088	6,157	\$42,555.12	\$43,037.43	\$6.99	-69	-1.1%	(\$482.31)	-1.1%	29.1%	30.9%
1,127	1,190	Spot & Circle Jumbo	BW	Crosswords/Puzzles	14,267	11,797	\$42,519.30	\$34,696.55	\$2.98	2,470	20.9%	\$7,822.75	22.5%	18.5%	23.3%
1,128	784	Old Farmer's Almanac - Gardening Calendar	AN	Calendars	4,686	10,207	\$42,127.14	\$91,760.93	\$8.99	-5,521	-54.1%	(\$49,633.79)	-54.1%	56.0%	61.3%
1,129	1,000	Black Belt	MO	Sports General	6,013	7,894	\$42,030.87	\$55,179.06	\$6.99	-1,881	-23.8%	(\$13,148.19)	-23.8%	22.9%	26.8%
1,130	1,092	UTNE Reader	BM	Literature	6,011	6,167	\$42,016.89	\$43,107.33	\$6.99	-156	-2.5%	(\$1,090.44)	-2.5%	30.2%	30.9%
1,131	955	Knitter's	BM	Crafts	7,044	9,899	\$41,911.80	\$61,489.05	\$5.95	-2,855	-28.8%	(\$19,577.25)	-31.8%	27.6%	36.2%
1,132	1,089	Freeskier	BM	Ski/Snowboard	5,962	6,211	\$41,674.38	\$43,414.89	\$6.99	-249	-4.0%	(\$1,740.51)	-4.0%	19.2%	21.8%
1,133	1,228	The Wrestler	QU	Sports General	4,184	3,231	\$41,630.80	\$32,148.45	\$9.95	953	29.5%	\$9,482.35	29.5%	20.1%	23.9%
1,134	1,219	S.W.A.T.	MO	Military/Weapons	5,864	4,578	\$41,589.36	\$32,627.22	\$7.09	1,286	28.1%	\$8,962.14	27.5%	13.4%	16.5%
1,135	1,197	Photo Life Buyer's Guide	AN	Photography	5,217	4,295	\$41,475.15	\$34,145.25	\$7.95	922	21.5%	\$7,329.90	21.5%	27.5%	28.2%
1,136	993	Foreign Policy	BM	Literature	5,909	8,009	\$41,303.91	\$55,982.91	\$6.99	-2,100	-26.2%	(\$14,679.00)	-26.2%	25.1%	32.3%
1,137	1,032	Sports Illustrated - SIP 10249	SA	Hockey	5,156	6,419	\$41,196.44	\$51,287.81	\$7.99	-1,263	-19.7%	(\$10,091.37)	-19.7%	42.5%	34.2%
1,138	900	Pools, Spas & Patios	AN	Home Decor	4,138	7,260	\$41,173.10	\$72,237.00	\$9.95	-3,122	-43.0%	(\$31,063.90)	-43.0%	13.0%	23.6%
1,139	308	Betty Crocker - SIP 02399	BM	Food/Recipes	6,861	51,251	\$41,097.39	\$306,993.49	\$5.99	-44,390	-86.6%	(\$265,896.10)	-86.6%	24.6%	29.8%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,140	634	Betty Crocker - SIP 03975	BM	Food/Recipes	3,733	14,903	\$41,025.67	\$127,306.97	\$10.99	-11,170	-75.0%	(\$86,281.30)	-67.8%	29.1%	19.1%
1,141	1,108	Land O Lakes - SIP 49105	SA	Food/Recipes	4,772	4,634	\$40,643.28	\$41,352.66	\$8.52	138	3.0%	(\$709.38)	-1.7%	22.3%	31.4%
1,142	1,073	My Home My Style	BM	Home Improvement	5,776	6,544	\$40,374.24	\$45,742.56	\$6.99	-768	-11.7%	(\$5,368.32)	-11.7%	22.4%	20.3%
1,143	1,125	Simply Knitting	MO	Crafts	3,784	2,661	\$40,349.20	\$39,907.50	\$10.66	1,123	42.2%	\$441.70	1.1%	36.4%	30.7%
1,144	968	Hip Hop Weekly	BWV	Music	8,617	13,203	\$40,254.83	\$60,798.47	\$4.67	-4,586	-34.7%	(\$20,543.64)	-33.8%	16.4%	17.6%
1,145	1,035	Nickelodeon Fun Puzzles & Games	BM	Crosswords/Puzzles	8,061	10,216	\$40,224.39	\$50,977.84	\$4.99	-2,155	-21.1%	(\$10,753.45)	-21.1%	15.2%	19.0%
1,146	1,151	Bead Unique	QU	Crafts	5,740	5,485	\$40,122.60	\$38,340.15	\$6.99	255	4.6%	\$1,782.45	4.6%	18.7%	19.4%
1,147	1,147	English Garden	BM	Gardening	5,724	5,503	\$40,010.76	\$38,465.97	\$6.99	221	4.0%	\$1,544.79	4.0%	29.4%	29.8%
1,148	1,020	Cuisine at Home	BM	Food/Recipes	5,721	7,522	\$39,989.79	\$52,578.78	\$6.99	-1,801	-23.9%	(\$12,588.99)	-23.9%	21.9%	22.4%
1,149	1,036	Canadian Home Trends	QU	Home Decor	8,063	10,296	\$39,911.85	\$50,965.20	\$4.95	-2,233	-21.7%	(\$11,053.35)	-21.7%	28.5%	26.6%
1,150	1,013	Fly Fisherman	BM	Fishing	6,425	8,461	\$39,889.75	\$53,525.39	\$6.21	-2,036	-24.1%	(\$13,635.64)	-25.5%	30.0%	26.1%
1,151	951	4 Wheel Drive & Sport Utility	MO	Automobile	5,688	8,859	\$39,759.12	\$61,924.41	\$6.99	-3,171	-35.8%	(\$22,165.29)	-35.8%	25.5%	26.9%
1,152	1,010	Sound & Vision	BM	Audio/Video	7,904	10,888	\$39,440.96	\$54,331.12	\$4.99	-2,984	-27.4%	(\$14,890.16)	-27.4%	20.9%	25.1%
1,153	1,061	Bust	BM	Women's Lifestyle	5,631	6,752	\$39,360.69	\$47,196.48	\$6.99	-1,121	-16.6%	(\$7,835.79)	-16.6%	26.9%	22.1%
1,154	1,207	In Britain	BM	Travel	5,916	5,056	\$39,341.40	\$33,622.40	\$6.65	860	17.0%	\$5,719.00	17.0%	43.9%	39.0%
1,155	-	Jiu Jitsu	BM	Sports General	5,623		\$39,304.77		\$6.99					18.2%	
1,156	1,152	Celebrity Collector's Edition	AN	Celebrity	4,370	4,264	\$39,286.30	\$38,333.36	\$8.99	106	2.5%	\$952.94	2.5%	14.4%	11.8%
1,157	-	WP Posterzine Series	AN	Music	4,908		\$39,214.92		\$7.99					14.4%	
1,158	1,135	Mary Janes Farm	BM	Gardening	6,546	6,549	\$39,210.54	\$39,228.51	\$5.99	-3	0.0%	(\$17.97)	0.0%	34.4%	40.5%
1,159	1,110	Aviation History	BM	Aviation/Transportation	5,599	5,900	\$39,137.01	\$41,241.00	\$6.99	-301	-5.1%	(\$2,103.99)	-5.1%	36.3%	37.5%
1,160	1,486	Quality Find the Word	MO	Crosswords/Puzzles	11,175	4,853	\$39,112.50	\$16,985.50	\$3.50	6,322	130.3%	\$22,127.00	130.3%	23.8%	23.1%
1,161	1,083	Airways	MO	Aviation/Transportation	6,527	7,262	\$39,096.73	\$44,849.14	\$5.99	-735	-10.1%	(\$5,752.41)	-12.8%	33.5%	34.9%
1,162	-	Rat Rod	BM	Automobile	4,864		\$38,863.36		\$7.99					35.8%	
1,163	1,456	Life - Picture Puzzle	SA	Crosswords/Puzzles	2,582	1,343	\$38,858.18	\$18,123.57	\$15.05	1,239	92.3%	\$20,734.61	114.4%	18.0%	17.8%
1,164	530	Brain Game Puzzles	BM	Crosswords/Puzzles	4,877	19,442	\$38,772.15	\$161,227.90	\$7.95	-14,565	-74.9%	(\$122,455.75)	-76.0%	19.8%	19.8%
1,165	1,126	Alberta Venture	MO	Business/Finance	6,514	6,706	\$38,758.30	\$39,900.70	\$5.95	-192	-2.9%	(\$1,142.40)	-2.9%	25.0%	24.0%
1,166	1,012	Tennis	MO	Sports General	6,318	8,754	\$38,749.82	\$53,634.46	\$6.13	-2,436	-27.8%	(\$14,884.64)	-27.8%	22.5%	21.8%
1,167	1,056	Petersen's Bowhunting	MO	Hunting	5,543	6,764	\$38,745.57	\$47,280.36	\$6.99	-1,221	-18.1%	(\$8,534.79)	-18.1%	23.2%	27.2%
1,168	1,088	Triathlon	BM	Sports General	7,816	8,776	\$38,689.20	\$43,441.20	\$4.95	-960	-10.9%	(\$4,752.00)	-10.9%	23.3%	28.0%
1,169	846	Treating Yourself	BM	Cannabis	4,839	10,062	\$38,663.61	\$80,395.38	\$7.99	-5,223	-51.9%	(\$41,731.77)	-51.9%	15.8%	18.0%
1,170	-	Train Hard Fight Easy	MO	Sports General	4,808		\$38,415.92		\$7.99					7.7%	
1,171	1,105	Ski Canada	QU	Ski/Snowboard	7,742	8,445	\$38,322.90	\$41,802.75	\$4.95	-703	-8.3%	(\$3,479.85)	-8.3%	23.2%	26.7%
1,172	1,176	Fine Home Plans	AN	Home Improvement	4,258	4,042	\$38,109.10	\$36,175.90	\$8.95	216	5.3%	\$1,933.20	5.3%	41.1%	45.0%
1,173	1,629	Dress To Kill	QU	Fashion/Beauty	7,517	2,362	\$38,094.83	\$11,786.38	\$5.07	5,155	218.2%	\$26,308.45	223.2%	16.4%	11.0%
1,174	1,059	Ski Canada Buyer's Guide	AN	Ski/Snowboard	6,393	7,935	\$38,038.35	\$47,213.25	\$5.95	-1,542	-19.4%	(\$9,174.90)	-19.4%	31.8%	36.1%
1,175	1,165	Diesel Tech	BM	Automobile	6,334	6,232	\$37,940.66	\$37,329.68	\$5.99	102	1.6%	\$610.98	1.6%	20.9%	27.5%
1,176	-	Newsweek - SIP 08324	AN	Current Affairs	3,162		\$37,912.38		\$11.99					22.1%	
1,177	1,210	Prairies North	QU	Regional/City	5,453	4,763	\$37,898.35	\$33,102.85	\$6.95	690	14.5%	\$4,795.50	14.5%	30.7%	27.7%
1,178	1,086	Xtreme RC Cars	MO	Hobby	5,412	6,221	\$37,829.88	\$43,484.79	\$6.99	-809	-13.0%	(\$5,654.91)	-13.0%	19.2%	20.6%
1,179	1,050	Sporting News - Nascar	AN	Automobile	3,781	4,865	\$37,772.19	\$48,601.35	\$9.99	-1,084	-22.3%	(\$10,829.16)	-22.3%	29.6%	38.3%
1,180	1,058	Sunset - SIP 10139	QU	Gardening	2,696	3,575	\$37,717.04	\$47,246.25	\$13.99	-879	-24.6%	(\$9,529.21)	-20.2%	30.2%	24.8%
1,181	1,137	Canadian Geographic Travel	QU	Travel	5,395	5,620	\$37,495.25	\$39,059.00	\$6.95	-225	-4.0%	(\$1,563.75)	-4.0%	13.0%	32.1%
1,182	1,158	Rides	BM	Automobile	5,152	5,372	\$37,456.48	\$37,550.28	\$7.27	-220	-4.1%	(\$93.80)	-0.2%	14.9%	15.0%
1,183	1,120	Forbes Specials	AN	Business/Finance	5,346	6,725	\$37,368.54	\$40,282.75	\$6.99	-1,379	-20.5%	(\$2,914.21)	-7.2%	35.7%	50.7%
1,184	-	Kit Car	BM	Automobile	5,335		\$37,291.65		\$6.99					19.5%	
1,185	1,411	Premium Magazine	SA	Business/Finance	2,879	1,572	\$37,283.05	\$20,357.40	\$12.95	1,307	83.1%	\$16,925.65	83.1%	14.7%	20.1%
1,186	936	Parenting	MO	Parenting	7,462	13,012	\$37,235.38	\$64,929.88	\$4.99	-5,550	-42.7%	(\$27,694.50)	-42.7%	11.6%	15.9%
1,187	1,163	Traditional Bowhunter	BM	Hunting	6,738	6,790	\$37,059.00	\$37,345.00	\$5.50	-52	-0.8%	(\$286.00)	-0.8%	19.3%	22.7%
1,188	1,263	Marvel Comics - The Amazing Spiderman	MO	Comics	9,285	6,747	\$37,047.15	\$29,522.53	\$3.99	2,538	37.6%	\$7,524.62	25.5%	26.3%	20.7%
1,189	1,051	International Architecture & Design	SA	Home Decor	6,192	8,125	\$36,842.40	\$48,343.75	\$5.95	-1,933	-23.8%	(\$11,501.35)	-23.8%	20.9%	26.7%
1,190	1,157	GQ - Gentlemen's Quarterly (UK Edition)	MO	Men's Lifestyle	4,092	3,568	\$36,787.08	\$37,794.32	\$8.99	524	14.7%	(\$1,007.24)	-2.7%	37.3%	45.0%
1,191	1,085	Dogs In Canada	MO	Pets	7,420	9,012	\$36,729.00	\$44,609.40	\$4.95	-1,592	-17.7%	(\$7,880.40)	-17.7%	17.8%	14.8%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,192	1,136	Log Cabin Homes	QU	Home Improvement	6,162	6,619	\$36,658.38	\$39,078.81	\$5.95	-457	-6.9%	(\$2,420.43)	-6.2%	27.3%	27.4%
1,193	1,062	Cat Fancy	MO	Pets	7,332	7,992	\$36,586.68	\$47,183.08	\$4.99	-660	-8.3%	(\$10,596.40)	-22.5%	19.3%	18.4%
1,194	1,048	Fine Scale Modeler Specials	SA	Hobby	3,872	4,917	\$36,543.40	\$48,924.15	\$9.44	-1,045	-21.3%	(\$12,380.75)	-25.3%	29.1%	26.1%
1,195	1,047	Technology Review	BM	Science/Nature	7,074	9,032	\$36,539.50	\$49,047.60	\$5.17	-1,958	-21.7%	(\$12,508.10)	-25.5%	23.0%	25.7%
1,196	1,063	Cabin Life	BM	Outdoors/Camping	7,317	9,387	\$36,511.83	\$46,841.13	\$4.99	-2,070	-22.1%	(\$10,329.30)	-22.1%	17.0%	13.9%
1,197	1,071	Lowrider	MO	Automobile	4,561	5,800	\$36,442.39	\$46,038.00	\$7.99	-1,239	-21.4%	(\$9,595.61)	-20.8%	20.5%	19.3%
1,198	1,281	Old House Journal	QU	Home Decor	5,204	4,086	\$36,375.96	\$28,561.14	\$6.99	1,118	27.4%	\$7,814.82	27.4%	17.9%	19.3%
1,199	1,145	Cross Stitch Gold	MO	Crafts	3,229	3,485	\$36,326.25	\$38,611.25	\$11.25	-256	-7.3%	(\$2,285.00)	-5.9%	25.5%	27.6%
1,200	1,285	Respect Magazine	QU	Music	5,196	2,836	\$36,320.04	\$28,331.64	\$6.99	2,360	83.2%	\$7,988.40	28.2%	14.0%	13.6%
1,201	1,130	Soldier of Fortune	MO	Military/Weapons	6,706	7,917	\$36,045.94	\$39,505.83	\$5.38	-1,211	-15.3%	(\$3,459.89)	-8.8%	25.9%	19.3%
1,202	1,289	Canadian Woodworking	BM	Woodworking	6,042	5,688	\$35,949.90	\$28,155.60	\$5.95	354	6.2%	\$7,794.30	27.7%	20.3%	21.8%
1,203	1,169	Ontario Heavy Equipment	WK	Classifieds	11,717	12,300	\$35,846.63	\$36,931.70	\$3.06	-583	-4.7%	(\$1,085.07)	-2.9%	28.0%	33.3%
1,204	-	B Gourmet Specials	QU	Food/Recipes	6,023		\$35,836.85		\$5.95					23.9%	
1,205	-	Maple Street Canucks	AN	Hockey	3,582		\$35,784.18		\$9.99					19.5%	
1,206	1,096	Boat Guide	SA	Boating	7,217	8,672	\$35,724.15	\$42,926.40	\$4.95	-1,455	-16.8%	(\$7,202.25)	-16.8%	21.1%	25.6%
1,207	1,142	Yachting	MO	Boating	3,961	4,297	\$35,649.00	\$38,673.00	\$9.00	-336	-7.8%	(\$3,024.00)	-7.8%	24.5%	26.0%
1,208	1,283	Irish Quilting	BM	Crafts	3,354	2,518	\$35,552.30	\$28,438.10	\$10.60	836	33.2%	\$7,114.20	25.0%	21.5%	23.9%
1,209	1,107	Bimmer	BM	Automobile	5,904	6,915	\$35,364.96	\$41,420.85	\$5.99	-1,011	-14.6%	(\$6,055.89)	-14.6%	26.6%	30.3%
1,210	1,160	Garden Gate	BM	Gardening	5,046	5,370	\$35,271.54	\$37,536.30	\$6.99	-324	-6.0%	(\$2,264.76)	-6.0%	23.2%	26.1%
1,211	1,382	Hit Parader	AN	Music	3,919	2,449	\$35,231.81	\$22,016.51	\$8.99	1,470	60.0%	\$13,215.30	60.0%	29.2%	34.4%
1,212	1,242	Air Classics	MO	Aviation/Transportation	4,409	3,917	\$35,227.91	\$31,296.83	\$7.99	492	12.6%	\$3,931.08	12.6%	28.3%	24.2%
1,213	1,146	Fly Fishing and Tying Journal	QU	Fishing	5,235	6,424	\$35,215.65	\$38,479.76	\$6.73	-1,189	-18.5%	(\$3,264.11)	-8.5%	29.6%	34.6%
1,214	1,143	Nylon Guys	BM	Men's Lifestyle	7,033	8,262	\$35,094.67	\$38,652.38	\$4.99	-1,229	-14.9%	(\$3,557.71)	-9.2%	21.0%	25.3%
1,215	1,097	Celebrity Skin	QU	Sophisticates	4,388	5,372	\$35,060.12	\$42,922.28	\$7.99	-984	-18.3%	(\$7,862.16)	-18.3%	25.4%	33.3%
1,216	1,399	Snow Goer Canada	SA	Snowmobile	7,016	4,165	\$35,009.84	\$20,783.35	\$4.99	2,851	68.5%	\$14,226.49	68.5%	21.6%	25.7%
1,217	-	Super Chevy Platinum	SA	Automobile	4,369		\$34,908.31		\$7.99					19.5%	
1,218	1,140	Wild West	BM	History	4,986	5,552	\$34,852.14	\$38,808.48	\$6.99	-566	-10.2%	(\$3,956.34)	-10.2%	32.6%	34.7%
1,219	1,115	Hooters	QU	Sophisticates	5,818	6,770	\$34,849.82	\$40,552.30	\$5.99	-952	-14.1%	(\$5,702.48)	-14.1%	19.1%	18.6%
1,220	1,175	Gold Prospectors	BM	Hobby	5,824	6,090	\$34,652.80	\$36,235.50	\$5.95	-266	-4.4%	(\$1,582.70)	-4.4%	43.7%	40.5%
1,221	1,220	Auto Truck Round Up	MO	Automobile	8,648	8,172	\$34,505.52	\$32,606.28	\$3.99	476	5.8%	\$1,899.24	5.8%	30.0%	26.8%
1,222	1,372	Circle It Jumbo	MO	Crosswords/Puzzles	10,796	6,493	\$34,495.85	\$22,725.50	\$3.20	4,303	66.3%	\$11,770.35	51.8%	23.3%	23.9%
1,223	1,192	Old Farmer's Almanac - Garden Guide	AN	Gardening	8,611	8,641	\$34,357.89	\$34,477.59	\$3.99	-30	-0.3%	(\$119.70)	-0.3%	49.2%	40.5%
1,224	1,082	Woman's Day - SIP 03938	AN	Home Decor	5,707	7,510	\$34,184.93	\$44,984.90	\$5.99	-1,803	-24.0%	(\$10,799.97)	-24.0%	31.0%	40.7%
1,225	1,497	Disney - Cars	MO	Children	6,846	5,154	\$34,161.54	\$16,634.06	\$4.99	1,692	32.8%	\$17,527.48	105.4%	33.0%	19.5%
1,226	1,102	Arts & Crafts Homes	QU	Home Improvement	4,906	6,054	\$34,148.18	\$42,075.30	\$6.96	-1,148	-19.0%	(\$7,927.12)	-18.8%	26.7%	32.6%
1,227	1,200	Skin Art	BM	Tattoos	4,633	4,875	\$34,139.67	\$34,076.25	\$7.37	-242	-5.0%	\$63.42	0.2%	22.6%	24.5%
1,228	834	Southern Living - SIP 10442	QU	Food/Recipes	2,344	5,883	\$34,138.56	\$82,303.17	\$14.56	-3,539	-60.2%	(\$48,164.61)	-58.5%	23.4%	27.7%
1,229	578	Harrowsmith Country Life	BM	Home Decor	6,892	29,036	\$34,115.40	\$143,728.20	\$4.95	-22,144	-76.3%	(\$109,612.80)	-76.3%	25.6%	27.8%
1,230	988	Vancouver City Guide	SA	Regional/City	3,410	5,676	\$34,065.90	\$56,703.24	\$9.99	-2,266	-39.9%	(\$22,637.34)	-39.9%	19.9%	12.2%
1,231	1,184	Ontario Monster Whitetails	QU	Hunting	5,686	5,924	\$33,831.70	\$35,247.80	\$5.95	-238	-4.0%	(\$1,416.10)	-4.0%	30.2%	38.1%
1,232	1,231	Tricycle Buddhist	QU	Ethnic/Religion	4,226	4,005	\$33,765.74	\$31,999.95	\$7.99	221	5.5%	\$1,765.79	5.5%	26.4%	15.8%
1,233	-	Cross Stitch For Holiday	AN	Crafts	2,593		\$33,683.07		\$12.99					29.9%	
1,234	1,357	Iron Horse	BM	Motorcycles	4,206	3,028	\$33,605.94	\$23,904.72	\$7.99	1,178	38.9%	\$9,701.22	40.6%	12.9%	12.2%
1,235	1,015	Martha Stewart - Destination Weddings	AN	Bridal	4,208	6,699	\$33,453.60	\$53,257.05	\$7.95	-2,491	-37.2%	(\$19,803.45)	-37.2%	15.4%	19.8%
1,236	1,141	Interior Design	MO	Home Decor	3,723	4,322	\$33,320.85	\$38,681.90	\$8.95	-599	-13.9%	(\$5,361.05)	-13.9%	25.8%	26.0%
1,237	1,204	Victorian Homes	BM	Home Decor	5,249	5,637	\$33,282.51	\$33,765.63	\$6.34	-388	-6.9%	(\$483.12)	-1.4%	22.5%	23.2%
1,238	1,170	USA Today - SIP 47722	SA	Football	3,672	4,103	\$33,011.28	\$36,885.97	\$8.99	-431	-10.5%	(\$3,874.69)	-10.5%	29.1%	29.3%
1,239	1,287	Shotgun News	MO	Military/Weapons	4,328	3,797	\$32,968.72	\$28,317.03	\$7.62	531	14.0%	\$4,651.69	16.4%	17.7%	30.6%
1,240	1,103	Armchair General	BM	History	5,537	7,064	\$32,945.15	\$42,030.80	\$5.95	-1,527	-21.6%	(\$9,085.65)	-21.6%	29.9%	34.8%
1,241	1,078	Mayfair (UK Edition)	MO	Sophisticates	2,752	3,845	\$32,893.76	\$45,178.75	\$11.95	-1,093	-28.4%	(\$12,284.99)	-27.2%	18.3%	20.7%
1,242	978	Truck, Race, Cycle & Rec	MO	Automobile	5,954	10,666	\$32,687.46	\$58,556.34	\$5.49	-4,712	-44.2%	(\$25,868.88)	-44.2%	34.4%	30.3%
1,243	1,336	Classic Rock	MO	Music	2,157	1,670	\$32,573.15	\$24,966.50	\$15.10	487	29.2%	\$7,606.65	30.5%	25.6%	30.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,244	1,027	Stargate	QU	Entertainment	2,155	4,216	\$32,303.45	\$51,788.84	\$14.99	-2,061	-48.9%	(\$19,485.39)	-37.6%	36.7%	30.1%
1,245	1,113	Real Simple - SIP 10351	AN	Women's Lifestyle	5,377	6,837	\$32,208.23	\$40,953.63	\$5.99	-1,460	-21.4%	(\$8,745.40)	-21.4%	32.0%	40.4%
1,246	1,284	Grassroots Motorsports	BM	Automobile	4,706	5,069	\$32,167.98	\$28,389.35	\$6.84	-363	-7.2%	\$3,778.63	13.3%	27.7%	30.5%
1,247	1,028	Celebrate Phyllis Hoffman	BM	Food/Recipes	3,567	5,759	\$32,067.33	\$51,773.41	\$8.99	-2,192	-38.1%	(\$19,706.08)	-38.1%	21.0%	18.3%
1,248	1,119	Mother Earth News - Food & Garden	SA	Agriculture	4,583	5,771	\$32,035.17	\$40,339.29	\$6.99	-1,188	-20.6%	(\$8,304.12)	-20.6%	22.5%	29.4%
1,249	1,087	Psychologies (UK Edition)	MO	Literature	3,364	4,843	\$31,958.00	\$43,451.09	\$9.50	-1,479	-30.5%	(\$11,493.09)	-26.5%	21.3%	27.7%
1,250	1,060	The Skateboard Mag	MO	Sports General	6,404	9,459	\$31,955.96	\$47,200.41	\$4.99	-3,055	-32.3%	(\$15,244.45)	-32.3%	18.2%	18.8%
1,251	1,122	Garden Wise	BM	Gardening	6,452	8,117	\$31,937.40	\$40,179.15	\$4.95	-1,665	-20.5%	(\$8,241.75)	-20.5%	18.0%	18.8%
1,252	1,109	Stuff For Men (UK Edition)	MO	Men's Lifestyle	2,605	3,370	\$31,911.25	\$41,282.50	\$12.25	-765	-22.7%	(\$9,371.25)	-22.7%	13.4%	20.9%
1,253	1,262	Afar	BM	Travel	5,325	4,958	\$31,896.75	\$29,698.42	\$5.99	367	7.4%	\$2,198.33	7.4%	31.2%	22.3%
1,254	1,166	Mojo (CD)	MO	Music	2,360	2,758	\$31,860.00	\$37,233.00	\$13.50	-398	-14.4%	(\$5,373.00)	-14.4%	27.5%	33.6%
1,255	1,368	Warbirds International	BM	Aviation/Transportation	3,983	2,887	\$31,824.17	\$23,067.13	\$7.99	1,096	38.0%	\$8,757.04	38.0%	27.8%	27.4%
1,256	1,014	4WD Magazine	BM	Automobile	5,340	8,975	\$31,773.00	\$53,401.25	\$5.95	-3,635	-40.5%	(\$21,628.25)	-40.5%	23.0%	26.0%
1,257	1,202	Sports Illustrated - For Kids	MO	Children	5,301	6,604	\$31,752.99	\$33,900.96	\$5.99	-1,303	-19.7%	(\$2,147.97)	-6.3%	28.6%	24.8%
1,258	1,181	Watchtime	BM	Hobby	3,983	4,452	\$31,664.85	\$35,393.40	\$7.95	-469	-10.5%	(\$3,728.55)	-10.5%	42.3%	43.9%
1,259	1,129	Small Farm Canada	BM	Agriculture	5,317	7,347	\$31,636.15	\$39,561.65	\$5.95	-2,030	-27.6%	(\$7,925.50)	-20.0%	21.7%	27.9%
1,260	1,468	Creative Machine Embroidery	BM	Crafts	3,519	1,988	\$31,635.81	\$17,872.12	\$8.99	1,531	77.0%	\$13,763.69	77.0%	15.9%	24.2%
1,261	850	Enjoy Gardening	SA	Gardening	4,511	11,377	\$31,531.89	\$79,525.23	\$6.99	-6,866	-60.3%	(\$47,993.34)	-60.3%	7.8%	16.5%
1,262	1,213	Southern Living	MO	Home Decor	4,824	5,068	\$31,356.00	\$32,942.00	\$6.50	-244	-4.8%	(\$1,586.00)	-4.8%	29.3%	25.5%
1,263	1,217	How	BM	Computer	1,798	1,587	\$31,252.10	\$32,884.65	\$17.38	211	13.3%	(\$1,632.55)	-5.0%	27.3%	19.3%
1,264	1,205	Drag Racing Action	BM	Automobile	3,920	4,242	\$31,164.00	\$33,723.90	\$7.95	-322	-7.6%	(\$2,559.90)	-7.6%	17.1%	16.1%
1,265	1,261	Gripped	BM	Sports General	5,235	5,000	\$31,148.25	\$29,750.00	\$5.95	235	4.7%	\$1,398.25	4.7%	23.2%	26.7%
1,266	1,223	BackHome	BM	Agriculture	6,283	6,549	\$31,100.85	\$32,417.55	\$4.95	-266	-4.1%	(\$1,316.70)	-4.1%	27.7%	28.3%
1,267	1,405	USA Today - Auto Guide	AN	Automobile	3,960	2,289	\$31,084.40	\$20,578.11	\$7.85	1,671	73.0%	\$10,506.29	51.1%	5.8%	22.3%
1,268	1,173	Pilates Style	BM	Health/Wellness	4,661	5,283	\$31,009.39	\$36,415.17	\$6.65	-622	-11.8%	(\$5,405.78)	-14.8%	19.9%	24.6%
1,269	1,171	Ellery Queen's Mystery Magazine	MO	Fiction	5,545	6,606	\$30,981.55	\$36,485.94	\$5.59	-1,061	-16.1%	(\$5,504.39)	-15.1%	21.6%	25.4%
1,270	1,282	TSN Fantasy Baseball	AN	Baseball	3,095	2,855	\$30,919.05	\$28,521.45	\$9.99	240	8.4%	\$2,397.60	8.4%	33.9%	32.2%
1,271	1,561	Signature Dream Homes	AN	Home Decor	3,099	1,381	\$30,835.05	\$13,740.95	\$9.95	1,718	124.4%	\$17,094.10	124.4%	26.9%	39.6%
1,272	1,199	60 Up	MO	Sophisticates	2,368	2,635	\$30,760.32	\$34,090.65	\$12.99	-267	-10.1%	(\$3,330.33)	-9.8%	20.6%	21.9%
1,273	1,076	American Photo	BM	Photography	6,151	9,116	\$30,693.49	\$45,488.84	\$4.99	-2,965	-32.5%	(\$14,795.35)	-32.5%	21.9%	21.6%
1,274	-	Green Lantern Bookazine	QU	Comics	3,454		\$30,684.46		\$8.88					14.5%	
1,275	1,248	Elle Decoration (UK Edition)	MO	Fashion/Beauty	2,730	2,815	\$30,677.15	\$30,824.25	\$11.24	-85	-3.0%	(\$147.10)	-0.5%	49.5%	47.0%
1,276	1,311	Gun World	MO	Military/Weapons	4,753	4,480	\$30,598.47	\$26,223.68	\$6.44	273	6.1%	\$4,374.79	16.7%	24.2%	23.2%
1,277	1,267	Skiing	SA	Ski/Snowboard	3,827	3,991	\$30,577.73	\$29,364.09	\$7.99	-164	-4.1%	\$1,213.64	4.1%	20.6%	28.2%
1,278	1,134	Transformation	SA	Gay/Lesbian Lifestyle	2,445	3,147	\$30,562.50	\$39,337.50	\$12.50	-702	-22.3%	(\$8,775.00)	-22.3%	24.1%	27.3%
1,279	1,159	ATV Rider	BM	Motocross/ATV	5,089	6,268	\$30,483.11	\$37,545.32	\$5.99	-1,179	-18.8%	(\$7,062.21)	-18.8%	24.2%	26.9%
1,280	1,306	Tactical Knives	BM	Military/Weapons	3,405	2,969	\$30,474.75	\$26,572.55	\$8.95	436	14.7%	\$3,902.20	14.7%	23.6%	24.9%
1,281	1,080	Quilter's Home	BM	Crafts	3,813	5,646	\$30,465.87	\$45,111.54	\$7.99	-1,833	-32.5%	(\$14,645.67)	-32.5%	15.5%	20.4%
1,282	971	Cryptograms	BM	Crosswords/Puzzles	5,108	10,144	\$30,392.60	\$60,356.80	\$5.95	-5,036	-49.6%	(\$29,964.20)	-49.6%	33.0%	34.3%
1,283	-	Woman's Weekly - Royal Wedding	AN	Celebrity	3,054		\$30,387.30		\$9.95					18.8%	
1,284	1,053	Smooth Girl	BM	Sophisticates	3,179	5,327	\$30,386.21	\$47,889.73	\$9.56	-2,148	-40.3%	(\$17,503.52)	-36.5%	20.6%	20.2%
1,285	-	Hair Fashion	QU	Fashion/Beauty	5,072		\$30,381.28		\$5.99					15.2%	
1,286	1,347	Whitetail Journal	QU	Fishing	6,068	4,885	\$30,279.32	\$24,376.15	\$4.99	1,183	24.2%	\$5,903.17	24.2%	13.7%	23.3%
1,287	1,511	Cats USA	AN	Pets	3,366	1,461	\$30,260.34	\$16,056.39	\$8.99	1,905	130.4%	\$14,203.95	88.5%	27.0%	25.6%
1,288	1,245	Ski	BM	Ski/Snowboard	4,751	4,791	\$30,241.49	\$30,973.09	\$6.37	-40	-0.8%	(\$731.60)	-2.4%	19.2%	21.9%
1,289	1,198	Alfred Hitchcock Mystery Magazine	MO	Literature	5,332	6,072	\$30,203.68	\$34,136.28	\$5.66	-740	-12.2%	(\$3,932.60)	-11.5%	25.4%	27.8%
1,290	1,123	Dog Fancy	MO	Pets	6,041	6,800	\$30,144.59	\$40,142.00	\$4.99	-759	-11.2%	(\$9,997.41)	-24.9%	14.5%	13.5%
1,291	1,149	Philosophy Now	BM	Literature	4,017	5,127	\$30,087.33	\$38,401.23	\$7.49	-1,110	-21.7%	(\$8,313.90)	-21.7%	29.8%	34.0%
1,292	1,316	Perfect Wedding	SA	Bridal	3,021	2,621	\$30,058.95	\$26,078.95	\$9.95	400	15.3%	\$3,980.00	15.3%	16.5%	16.2%
1,293	461	Super Easy To Do Crosswords	MO	Crosswords/Puzzles	7,071	45,543	\$30,051.75	\$193,557.75	\$4.25	-38,472	-84.5%	(\$163,506.00)	-84.5%	28.1%	28.6%
1,294	1,099	Arthritis Today	BM	Health/Wellness	4,975	7,107	\$29,800.25	\$42,570.93	\$5.99	-2,132	-30.0%	(\$12,770.68)	-30.0%	26.1%	28.6%
1,295	1,305	Western Horse Review	BM	Equestrian	6,005	5,373	\$29,724.75	\$26,596.35	\$4.95	632	11.8%	\$3,128.40	11.8%	25.5%	20.2%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,296	1,353	Sledheads	SA	Snowmobile	4,966	4,058	\$29,547.70	\$24,145.10	\$5.95	908	22.4%	\$5,402.60	22.4%	29.0%	35.9%
1,297	769	Elegant Wedding	QU	Bridal	2,681	8,711	\$29,491.00	\$95,821.00	\$11.00	-6,030	-69.2%	(\$66,330.00)	-69.2%	19.0%	44.4%
1,298	909	Celebrity Sleuth	QU	Sophisticates	3,269	7,782	\$29,388.31	\$69,960.18	\$8.99	-4,513	-58.0%	(\$40,571.87)	-58.0%	33.9%	29.9%
1,299	-	Hearst Bookazine 5	QU	Food/Recipes	2,663		\$29,266.37		\$10.99						11.7%
1,300	672	True Romance	MO	Fiction	5,861	23,758	\$29,246.39	\$118,552.42	\$4.99	-17,897	-75.3%	(\$89,306.03)	-75.3%	31.1%	24.1%
1,301	-	Disney - Fairies	BM	Children	5,832		\$29,101.68		\$4.99						18.9%
1,302	-	Canning & Preserving	AN	Food/Recipes	2,648		\$29,101.52		\$10.99						23.8%
1,303	750	Go Pix	QU	Celebrity	4,853	16,386	\$29,069.47	\$98,152.14	\$5.99	-11,533	-70.4%	(\$69,082.67)	-70.4%	24.9%	15.2%
1,304	1,671	Bloomberg Markets	MO	Business/Finance	4,504	1,828	\$28,979.96	\$10,452.60	\$6.43	2,676	146.4%	\$18,527.36	177.3%	15.1%	30.5%
1,305	1,194	CQ Amateur Radio	MO	Hobby	4,829	5,728	\$28,925.71	\$34,310.72	\$5.99	-899	-15.7%	(\$5,385.01)	-15.7%	27.3%	24.1%
1,306	1,189	Trail Runner	BM	Sports General	4,817	5,802	\$28,853.83	\$34,753.98	\$5.99	-985	-17.0%	(\$5,900.15)	-17.0%	19.1%	18.0%
1,307	1,538	Car	MO	Automobile	2,065	1,048	\$28,806.75	\$14,619.60	\$13.95	1,017	97.0%	\$14,187.15	97.0%	15.6%	20.3%
1,308	1,470	Resource World	MO	Business/Finance	4,840	2,990	\$28,798.00	\$17,790.50	\$5.95	1,850	61.9%	\$11,007.50	61.9%	16.9%	24.1%
1,309	1,244	Art In America	MO	Art	2,924	3,356	\$28,761.00	\$31,170.00	\$9.84	-432	-12.9%	(\$2,409.00)	-7.7%	25.3%	24.1%
1,310	1,188	Boating	MO	Boating	5,763	6,965	\$28,757.37	\$34,755.35	\$4.99	-1,202	-17.3%	(\$5,997.98)	-17.3%	27.9%	35.2%
1,311	-	Maple Street Jets	AN	Hockey	2,877		\$28,741.23		\$9.99						20.2%
1,312	1,436	Outlaw Biker	QU	Motorcycles	4,102	2,741	\$28,672.98	\$19,159.59	\$6.99	1,361	49.7%	\$9,513.39	49.7%	25.2%	35.6%
1,313	1,021	International Tattoo Art	MO	Tattoos	4,095	7,486	\$28,624.05	\$52,327.14	\$6.99	-3,391	-45.3%	(\$23,703.09)	-45.3%	19.7%	25.7%
1,314	1,161	Garden Design	BM	Gardening	4,084	5,369	\$28,547.16	\$37,529.31	\$6.99	-1,285	-23.9%	(\$8,982.15)	-23.9%	15.8%	17.6%
1,315	1,029	American Artist	MO	Art	4,057	7,382	\$28,358.43	\$51,600.18	\$6.99	-3,325	-45.0%	(\$23,241.75)	-45.0%	20.0%	25.8%
1,316	1,191	Smart Money	MO	Business/Finance	4,734	5,769	\$28,356.66	\$34,556.31	\$5.99	-1,035	-17.9%	(\$6,199.65)	-17.9%	16.2%	19.3%
1,317	1,172	American Art Review	BM	Art	4,047	5,246	\$28,126.65	\$36,459.70	\$6.95	-1,199	-22.9%	(\$8,333.05)	-22.9%	41.8%	46.8%
1,318	1,260	Cruise Travel	BM	Travel	4,013	4,259	\$28,050.87	\$29,770.41	\$6.99	-246	-5.8%	(\$1,719.54)	-5.8%	27.6%	28.8%
1,319	1,480	National Classic & Antique Car	MO	Classifieds	4,699	2,916	\$27,959.05	\$17,350.20	\$5.95	1,783	61.1%	\$10,608.85	61.1%	28.0%	44.2%
1,320	1,292	Woman's Day - SIP 03936	AN	Women's Lifestyle	3,992	4,010	\$27,904.08	\$28,029.90	\$6.99	-18	-0.4%	(\$125.82)	-0.4%	12.0%	12.1%
1,321	1,066	Family Tree	BM	History	3,103	5,113	\$27,895.97	\$46,608.87	\$8.99	-2,010	-39.3%	(\$18,712.90)	-40.1%	19.3%	26.1%
1,322	-	Where Women Cook	QU	Food/Recipes	1,742		\$27,854.58		\$15.99						14.7%
1,323	1,195	Smithsonian	MO	Literature	4,648	6,549	\$27,841.52	\$34,290.51	\$5.99	-1,901	-29.0%	(\$6,448.99)	-18.8%	22.9%	24.6%
1,324	1,412	Woodcraft Magazine	BM	Woodworking	4,646	3,395	\$27,829.54	\$20,336.05	\$5.99	1,251	36.8%	\$7,493.49	36.8%	31.0%	30.8%
1,325	1,196	Iron Man	MO	Fitness/Exercise	4,632	5,705	\$27,745.68	\$34,172.95	\$5.99	-1,073	-18.8%	(\$6,427.27)	-18.8%	19.1%	21.0%
1,326	1,206	Canadian Defense Review	BM	Military/Weapons	2,833	3,620	\$27,688.35	\$33,645.00	\$9.77	-787	-21.7%	(\$5,956.65)	-17.7%	27.6%	34.5%
1,327	-	Disney - Junior	MO	Children	5,529		\$27,589.71		\$4.99						35.2%
1,328	1,437	Favorite Brand Name Recipes Special - SIP 37501	SA	Food/Recipes	5,016	3,471	\$27,588.00	\$19,090.50	\$5.50	1,545	44.5%	\$8,497.50	44.5%	23.0%	17.6%
1,329	1,101	Motivated	QU	Business/Finance	4,630	7,106	\$27,548.50	\$42,280.70	\$5.95	-2,476	-34.8%	(\$14,732.20)	-34.8%	18.6%	16.0%
1,330	1,272	Real Fishing	QU	Fishing	6,973	7,344	\$27,543.35	\$29,008.80	\$3.95	-371	-5.1%	(\$1,465.45)	-5.1%	29.6%	32.4%
1,331	-	Tattoo Special	SA	Tattoos	2,749		\$27,462.51		\$9.99						31.6%
1,332	-	On the Go Clip Strip	AN	Crosswords/Puzzles	7,228		\$27,394.12		\$3.79						26.8%
1,333	1,150	Christie's Great Estates	QU	Home Decor	1,816	2,565	\$27,149.20	\$38,346.75	\$14.95	-749	-29.2%	(\$11,197.55)	-29.2%	23.8%	25.1%
1,334	1,308	Parents Canada	BM	Parenting	5,483	5,346	\$27,140.85	\$26,462.70	\$4.95	137	2.6%	\$678.15	2.6%	19.6%	15.4%
1,335	1,268	Old Cars Price Guide	BM	Automobile	4,538	4,883	\$27,137.24	\$29,200.34	\$5.98	-345	-7.1%	(\$2,063.10)	-7.1%	28.4%	29.1%
1,336	1,253	SBC Surf	SA	Sports General	3,875	4,350	\$27,086.25	\$30,406.50	\$6.99	-475	-10.9%	(\$3,320.25)	-10.9%	26.3%	26.7%
1,337	1,180	Uncut Music (CD)	MO	Music	1,946	2,606	\$27,027.70	\$35,527.40	\$13.89	-660	-25.3%	(\$8,499.70)	-23.9%	18.9%	22.7%
1,338	1,132	MXP Motocross & Off Road	BM	Motocross/ATV	5,424	7,975	\$26,848.80	\$39,476.25	\$4.95	-2,551	-32.0%	(\$12,627.45)	-32.0%	18.0%	19.7%
1,339	1,348	Rug Hooking	QU	Crafts	2,693	2,446	\$26,795.35	\$24,337.70	\$9.95	247	10.1%	\$2,457.65	10.1%	28.6%	29.5%
1,340	1,221	Australian Decorative Painting	BW	Crafts	2,083	2,542	\$26,768.85	\$32,562.90	\$12.85	-459	-18.1%	(\$5,794.05)	-17.8%	20.8%	19.4%
1,341	1,415	Adult Multi Pack (DVD)	SA	Sophisticates	2,429	1,847	\$26,694.71	\$20,298.53	\$10.99	582	31.5%	\$6,396.18	31.5%	28.3%	33.5%
1,342	1,254	Railfan & Railroad	MO	Aviation/Transportation	4,484	4,653	\$26,679.80	\$30,333.19	\$5.95	-169	-3.6%	(\$3,653.39)	-12.0%	25.5%	24.2%
1,343	1,229	Alberta Views	MO	Current Affairs	4,477	5,393	\$26,638.15	\$32,088.35	\$5.95	-916	-17.0%	(\$5,450.20)	-17.0%	18.0%	17.1%
1,344	1,212	Hi-Fi News	BM	Audio/Video	2,217	2,750	\$26,581.83	\$32,972.50	\$11.99	-533	-19.4%	(\$6,390.67)	-19.4%	22.2%	21.7%
1,345	1,250	The Pastel Journal	BM	Literature	2,903	3,331	\$26,546.97	\$30,579.69	\$9.14	-428	-12.8%	(\$4,032.72)	-13.2%	32.6%	33.8%
1,346	1,162	Select Home Designs	AN	Home Decor	2,665	3,757	\$26,516.75	\$37,382.15	\$9.95	-1,092	-29.1%	(\$10,865.40)	-29.1%	27.0%	38.0%
1,347	1,023	SBC Skier	SA	Ski/Snowboard	3,774	7,477	\$26,380.26	\$52,264.23	\$6.99	-3,703	-49.5%	(\$25,883.97)	-49.5%	23.3%	15.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,348	1,278	Walnecks Classic Cycle	MO	Motorcycles	4,045	4,408	\$26,292.50	\$28,652.00	\$6.50	-363	-8.2%	(\$2,359.50)	-8.2%	20.6%	20.7%
1,349	1,241	Marie Claire (UK Edition)	MO	Fashion/Beauty	3,052	3,140	\$26,284.00	\$31,400.00	\$8.61	-88	-2.8%	(\$5,116.00)	-16.3%	22.9%	22.3%
1,350	1,270	Tattoos For Women	BM	Tattoos	3,413	4,157	\$26,079.87	\$29,057.43	\$7.64	-744	-17.9%	(\$2,977.56)	-10.2%	20.0%	18.2%
1,351	1,318	Alberta Oil	MO	Business/Finance	3,460	3,352	\$25,950.00	\$25,885.00	\$7.50	108	3.2%	\$65.00	0.3%	11.1%	11.1%
1,352	1,297	Scotland Magazine	BM	Travel	4,332	4,554	\$25,948.68	\$27,278.46	\$5.99	-222	-4.9%	(\$1,329.78)	-4.9%	41.1%	42.8%
1,353	1,531	Marvel Comics - SIP 02857	BM	Comics	3,793	1,844	\$25,908.07	\$14,851.56	\$6.83	1,949	105.7%	\$11,056.51	74.4%	6.5%	8.2%
1,354	1,343	Back Country	BM	Ski/Snowboard	4,180	4,151	\$25,897.00	\$24,698.45	\$6.20	29	0.7%	\$1,198.55	4.9%	20.8%	24.1%
1,355	1,600	Western Living SIP	AN	Home Decor	4,300	2,123	\$25,757.00	\$12,716.77	\$5.99	2,177	102.5%	\$13,040.23	102.5%	30.6%	32.4%
1,356	1,183	Best Recipes Special - SIP 37502	BM	Food/Recipes	4,674	6,424	\$25,707.00	\$35,332.00	\$5.50	-1,750	-27.2%	(\$9,625.00)	-27.2%	26.1%	27.1%
1,357	-	Sonic Super Special	QU	Comics	2,573		\$25,704.27		\$9.99						37.5%
1,358	1,331	The People's Friend	WK	Tabloid	7,163	7,255	\$25,702.85	\$25,130.45	\$3.59	-92	-1.3%	\$572.40	2.3%	26.1%	22.4%
1,359	1,295	Wildfowl	BM	Hunting	4,283	4,598	\$25,655.17	\$27,542.02	\$5.99	-315	-6.9%	(\$1,886.85)	-6.9%	26.7%	31.7%
1,360	1,208	Business Week Specials	QU	Business/Finance	4,312	6,706	\$25,636.88	\$33,462.94	\$5.95	-2,394	-35.7%	(\$7,826.06)	-23.4%	23.9%	19.2%
1,361	-	Peloton	BM	Motorcycles	3,204		\$25,599.96		\$7.99						22.2%
1,362	1,075	Ottawa Magazine	BM	Regional/City	5,148	7,037	\$25,482.60	\$45,553.15	\$4.95	-1,889	-26.8%	(\$20,070.55)	-44.1%	36.4%	36.7%
1,363	1,492	Travel Guide to Canada	AN	Travel	3,661	2,417	\$25,443.95	\$16,798.15	\$6.95	1,244	51.5%	\$8,645.80	51.5%	38.6%	35.5%
1,364	1,288	Transworld - Ride BMX	MO	Bicycling	4,241	4,702	\$25,403.59	\$28,164.98	\$5.99	-461	-9.8%	(\$2,761.39)	-9.8%	20.6%	22.2%
1,365	1,325	Blade Magazine	MO	Military/Weapons	3,654	3,637	\$25,395.30	\$25,336.19	\$6.95	17	0.5%	\$59.11	0.2%	24.9%	27.2%
1,366	1,378	Antique Power	BM	Automobile	4,262	3,718	\$25,358.90	\$22,122.10	\$5.95	544	14.6%	\$3,236.80	14.6%	35.3%	41.2%
1,367	1,300	Out Magazine	MO	Gay Sophisticate	4,225	4,481	\$25,307.75	\$26,841.19	\$5.99	-256	-5.7%	(\$1,533.44)	-5.7%	27.8%	27.2%
1,368	-	RV/Sportboat Magazine	QU	Sports General	3,600		\$25,164.00		\$6.99						9.4%
1,369	1,209	Woman's Day - SIP 03937	AN	Gardening	4,200	5,573	\$25,158.00	\$33,382.27	\$5.99	-1,373	-24.6%	(\$8,224.27)	-24.6%	24.0%	33.3%
1,370	1,018	Super Streetbike	MO	Motorcycles	4,197	8,803	\$25,140.03	\$52,729.97	\$5.99	-4,606	-52.3%	(\$27,589.94)	-52.3%	17.0%	21.0%
1,371	1,148	Tattoo Revue	BM	Tattoos	3,433	5,502	\$25,130.67	\$38,458.98	\$7.32	-2,069	-37.6%	(\$13,328.31)	-34.7%	16.5%	21.2%
1,372	1,462	Birdwatching	BM	Science/Nature	3,603	2,594	\$25,040.85	\$18,028.30	\$6.95	1,009	38.9%	\$7,012.55	38.9%	21.5%	21.9%
1,373	1,304	Betty & Veronica	BM	Comics	8,352	9,108	\$24,972.48	\$26,607.24	\$2.99	-756	-8.3%	(\$1,634.76)	-6.1%	28.2%	31.1%
1,374	1,449	The Herb Quarterly	QU	Gardening	4,166	3,070	\$24,954.34	\$18,389.30	\$5.99	1,096	35.7%	\$6,565.04	35.7%	30.6%	31.8%
1,375	1,341	Dell Puzzle Lovers Word Search	BM	Crosswords/Puzzles	6,567	6,533	\$24,888.93	\$24,760.07	\$3.79	34	0.5%	\$128.86	0.5%	21.2%	22.4%
1,376	1,303	Primitive Archer	BM	Fishing	3,260	4,472	\$24,731.60	\$26,608.40	\$7.59	-1,212	-27.1%	(\$1,876.80)	-7.1%	18.0%	20.7%
1,377	1,425	Dream Homes International	BM	Home Decor	3,557	2,847	\$24,721.15	\$19,786.65	\$6.95	710	24.9%	\$4,934.50	24.9%	28.5%	35.3%
1,378	1,401	France	BM	Travel	3,543	2,985	\$24,623.85	\$20,745.75	\$6.95	558	18.7%	\$3,878.10	18.7%	44.2%	37.5%
1,379	1,168	Highlights - High Five	MO	Children	4,963	7,499	\$24,566.85	\$37,120.05	\$4.95	-2,536	-33.8%	(\$12,553.20)	-33.8%	14.3%	13.9%
1,380	1,178	Interview	MO	Celebrity	3,691	5,578	\$24,558.00	\$36,096.00	\$6.65	-1,887	-33.8%	(\$11,538.00)	-32.0%	18.1%	23.9%
1,381	1,257	Major League Baseball	AN	Baseball	2,046	2,509	\$24,531.54	\$30,082.91	\$11.99	-463	-18.5%	(\$5,551.37)	-18.5%	19.8%	25.8%
1,382	648	Beckett - SIP 01943	BM	Collectibles	1,632	9,055	\$24,463.68	\$123,664.45	\$14.99	-7,423	-82.0%	(\$99,200.77)	-80.2%	13.5%	15.3%
1,383	1,277	Drag Racer	BM	Automobile	3,492	3,881	\$24,409.08	\$28,703.19	\$6.99	-389	-10.0%	(\$4,294.11)	-15.0%	26.3%	22.8%
1,384	1,587	Beautiful Bedrooms	AN	Home Decor	1,353	729	\$24,340.47	\$13,114.71	\$17.99	624	85.6%	\$11,225.76	85.6%	16.5%	24.1%
1,385	1,290	Athlon Racing	AN	Motorsports	3,036	3,521	\$24,257.64	\$28,132.79	\$7.99	-485	-13.8%	(\$3,875.15)	-13.8%	25.5%	28.2%
1,386	1,280	Marvel Adventures - SIP 01664	MO	Comics	5,007	5,829	\$24,221.93	\$28,639.71	\$4.84	-822	-14.1%	(\$4,417.78)	-15.4%	14.8%	17.9%
1,387	1,526	Quiltmania	QU	Crafts	2,013	1,209	\$24,135.87	\$15,125.07	\$11.99	804	66.5%	\$9,010.80	59.6%	15.3%	24.8%
1,388	1,193	Road	MO	Bicycling	2,416	3,445	\$24,135.84	\$34,415.55	\$9.99	-1,029	-29.9%	(\$10,279.71)	-29.9%	13.7%	17.3%
1,389	1,317	Musky Hunter	BM	Fishing	4,875	5,233	\$24,131.25	\$25,903.35	\$4.95	-358	-6.8%	(\$1,772.10)	-6.8%	29.1%	26.6%
1,390	1,495	Bicycle Times	QU	Bicycling	4,869	3,372	\$24,101.55	\$16,691.40	\$4.95	1,497	44.4%	\$7,410.15	44.4%	29.5%	27.1%
1,391	1,264	Blue Water Sailing	MO	Boating	3,444	4,221	\$24,073.56	\$29,504.79	\$6.99	-777	-18.4%	(\$5,431.23)	-18.4%	26.7%	30.2%
1,392	1,291	Fortune - SIP 10035	SA	Business/Finance	3,627	4,284	\$24,043.73	\$28,131.16	\$6.63	-657	-15.3%	(\$4,087.43)	-14.5%	31.1%	27.4%
1,393	-	Cars 2 Blister Pack	AN	Collectibles	4,817		\$24,036.83		\$4.99						50.3%
1,394	1,233	Prospects Hockey	SA	Hockey	4,855	6,459	\$24,032.25	\$31,972.05	\$4.95	-1,604	-24.8%	(\$7,939.80)	-24.8%	23.5%	28.7%
1,395	1,377	WOW Magazine	AN	Men's Lifestyle	4,842	4,497	\$23,967.90	\$22,260.15	\$4.95	345	7.7%	\$1,707.75	7.7%	24.1%	17.5%
1,396	1,338	Photo Techniques	BM	Photography	2,987	3,120	\$23,866.13	\$24,928.80	\$7.99	-133	-4.3%	(\$1,062.67)	-4.3%	21.6%	18.5%
1,397	1,215	Highlights	MO	Children	4,811	6,651	\$23,814.45	\$32,922.45	\$4.95	-1,840	-27.7%	(\$9,108.00)	-27.7%	15.1%	16.1%
1,398	-	Law & Order	QU	General Interest	2,976		\$23,778.24		\$7.99						10.2%
1,399	1,249	Surfing	MO	Sports General	3,270	4,391	\$23,775.30	\$30,693.09	\$7.27	-1,121	-25.5%	(\$6,917.79)	-22.5%	23.3%	24.6%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,400	1,557	<i>Sporting News - Fantasy Football</i>	AN	Football	2,377	1,397	\$23,746.23	\$13,956.03	\$9.99	980	70.2%	\$9,790.20	70.2%	55.9%	23.3%
1,401	1,313	<i>Sea Classics</i>	MO	Military/Weapons	2,963	3,274	\$23,674.37	\$26,159.26	\$7.99	-311	-9.5%	(\$2,484.89)	-9.5%	28.2%	31.1%
1,402	1,381	<i>Better Homes & Gardens - SIP 14440</i>	AN	Home Decor	2,623	2,453	\$23,580.77	\$22,052.47	\$8.99	170	6.9%	\$1,528.30	6.9%	23.2%	18.7%
1,403	1,298	<i>Canoe & Kayak</i>	MO	Boating	3,305	3,819	\$23,502.95	\$27,253.81	\$7.11	-514	-13.5%	(\$3,750.86)	-13.8%	22.4%	21.0%
1,404	1,380	<i>Hodgdon Reloading</i>	SA	Military/Weapons	2,352	2,212	\$23,496.48	\$22,097.88	\$9.99	140	6.3%	\$1,398.60	6.3%	40.6%	35.7%
1,405	1,236	<i>Equus</i>	MO	Equestrian	3,917	5,301	\$23,462.83	\$31,752.99	\$5.99	-1,384	-26.1%	(\$8,290.16)	-26.1%	24.8%	27.1%
1,406	1,302	<i>Classic Auto & Parts</i>	MO	Automobile	4,693	5,531	\$23,418.07	\$26,630.96	\$4.99	-838	-15.2%	(\$3,212.89)	-12.1%	25.5%	22.1%
1,407	1,345	<i>Analog Science Fiction</i>	MO	Science/Nature	4,117	4,411	\$23,345.83	\$24,617.89	\$5.67	-294	-6.7%	(\$1,272.06)	-5.2%	24.0%	28.6%
1,408	1,093	<i>Color Magazine</i>	BM	Sports General	2,908	5,395	\$23,234.92	\$43,106.05	\$7.99	-2,487	-46.1%	(\$19,871.13)	-46.1%	7.6%	14.5%
1,409	1,216	<i>Hawaii Magazine</i>	BM	Travel	4,650	6,596	\$23,203.50	\$32,914.04	\$4.99	-1,946	-29.5%	(\$9,710.54)	-29.5%	41.2%	42.2%
1,410	-	<i>Backyard Birding</i>	AN	Science/Nature	2,321		\$23,186.79		\$9.99						33.5%
1,411	1,342	<i>Canadian Beading</i>	QU	Crafts	4,669	4,991	\$23,111.55	\$24,705.45	\$4.95	-322	-6.5%	(\$1,593.90)	-6.5%	36.1%	37.0%
1,412	1,507	<i>Classic Toy Trains</i>	MO	Hobby	2,907	2,236	\$23,088.35	\$16,211.00	\$7.94	671	30.0%	\$6,877.35	42.4%	19.1%	17.9%
1,413	1,256	<i>Destination Weddings & Honeymoons</i>	BM	Bridal	3,301	4,313	\$23,073.99	\$30,147.87	\$6.99	-1,012	-23.5%	(\$7,073.88)	-23.5%	15.4%	19.4%
1,414	1,430	<i>Scuba Diving</i>	BM	Sports General	3,848	3,274	\$23,049.52	\$19,611.26	\$5.99	574	17.5%	\$3,438.26	17.5%	29.4%	26.3%
1,415	1,349	<i>National Geographic - Little Kids</i>	BM	Children	3,846	4,060	\$23,037.54	\$24,319.40	\$5.99	-214	-5.3%	(\$1,281.86)	-5.3%	32.8%	35.8%
1,416	1,392	<i>Fly Rod and Reel</i>	QU	Fishing	3,295	3,038	\$23,032.05	\$21,235.62	\$6.99	257	8.5%	\$1,796.43	8.5%	30.2%	35.8%
1,417	1,974	<i>Taste of Italia</i>	BM	Food/Recipes	3,851	520	\$22,913.45	\$3,094.00	\$5.95	3,331	640.6%	\$19,819.45	640.6%	21.4%	19.8%
1,418	964	<i>Golf Illustrated</i>	BM	Golf	5,708	15,307	\$22,774.92	\$61,074.93	\$3.99	-9,599	-62.7%	(\$38,300.01)	-62.7%	30.1%	23.3%
1,419	1,251	<i>Drum</i>	MO	Music	3,801	5,090	\$22,767.99	\$30,489.10	\$5.99	-1,289	-25.3%	(\$7,721.11)	-25.3%	16.6%	22.1%
1,420	-	<i>Lucky Peach</i>	QU	Food/Recipes	2,029		\$22,752.00		\$11.21						20.5%
1,421	1,310	<i>Yachts International</i>	BM	Boating	2,521	2,928	\$22,689.00	\$26,352.00	\$9.00	-407	-13.9%	(\$3,663.00)	-13.9%	34.4%	39.0%
1,422	1,567	<i>Luxury Pools</i>	QU	Luxury	2,036	1,092	\$22,687.64	\$13,545.08	\$11.14	944	86.4%	\$9,142.56	67.5%	22.4%	19.1%
1,423	1,603	<i>Status Fitness</i>	SA	Fitness/Exercise	3,251	1,819	\$22,594.45	\$12,642.05	\$6.95	1,432	78.7%	\$9,952.40	78.7%	16.4%	10.8%
1,424	1,453	<i>Realm</i>	BM	Travel	3,224	2,611	\$22,535.76	\$18,250.89	\$6.99	613	23.5%	\$4,284.87	23.5%	34.8%	27.1%
1,425	1,362	<i>Marvel Comics - Wolverine</i>	MO	Comics	4,936	5,902	\$22,530.64	\$23,548.98	\$4.56	-966	-16.4%	(\$1,018.34)	-4.3%	27.0%	20.0%
1,426	1,502	<i>Phil Steele College Football</i>	AN	Football	2,514	1,833	\$22,500.30	\$16,405.35	\$8.95	681	37.2%	\$6,094.95	37.2%	27.8%	32.1%
1,427	1,420	<i>Dirt Rag</i>	BM	Motocross/ATV	4,527	4,036	\$22,408.65	\$19,978.20	\$4.95	491	12.2%	\$2,430.45	12.2%	24.1%	16.6%
1,428	1,387	<i>International Watch</i>	MO	Literature	2,235	2,171	\$22,327.65	\$21,688.29	\$9.99	64	2.9%	\$639.36	2.9%	23.5%	36.7%
1,429	1,185	<i>Photo Solution</i>	BM	Photography	3,738	5,904	\$22,241.10	\$35,128.80	\$5.95	-2,166	-36.7%	(\$12,887.70)	-36.7%	26.7%	25.8%
1,430	1,439	<i>Spin To Win Rodeo</i>	MO	Sports General	4,425	4,447	\$22,080.75	\$18,897.53	\$4.99	-22	-0.5%	\$3,183.22	16.8%	29.9%	32.4%
1,431	-	<i>Grow Cook Eat</i>	AN	Food/Recipes	1,999		\$21,969.01		\$10.99						16.2%
1,432	1,375	<i>Shooting Sportsman</i>	BM	Hunting	2,745	2,803	\$21,932.55	\$22,395.97	\$7.99	-58	-2.1%	(\$463.42)	-2.1%	27.6%	26.7%
1,433	1,391	<i>World of Puzzles</i>	BM	Crosswords/Puzzles	3,683	3,600	\$21,913.85	\$21,420.00	\$5.95	83	2.3%	\$493.85	2.3%	21.3%	26.1%
1,434	944	<i>True Story Romance Special</i>	SA	Fiction	3,656	10,539	\$21,899.44	\$63,128.61	\$5.99	-6,883	-65.3%	(\$41,229.17)	-65.3%	29.1%	27.6%
1,435	1,167	<i>Dirt Trax</i>	QU	Motocross/ATV	4,392	7,516	\$21,740.40	\$37,204.20	\$4.95	-3,124	-41.6%	(\$15,463.80)	-41.6%	16.9%	22.2%
1,436	1,633	<i>Science News</i>	MO	Science/Nature	5,479	2,946	\$21,642.05	\$11,636.70	\$3.95	2,533	86.0%	\$10,005.35	86.0%	10.1%	11.4%
1,437	1,186	<i>Mini Truckin'</i>	MO	Automobile	3,084	4,992	\$21,557.16	\$34,894.08	\$6.99	-1,908	-38.2%	(\$13,336.92)	-38.2%	16.0%	16.5%
1,438	1,374	<i>Spin Off</i>	QU	Crafts	1,959	2,041	\$21,529.41	\$22,430.59	\$10.99	-82	-4.0%	(\$901.18)	-4.0%	36.3%	39.6%
1,439	1,365	<i>50 Up</i>	MO	Sophisticates	1,792	1,953	\$21,486.08	\$23,137.47	\$11.99	-161	-8.2%	(\$1,651.39)	-7.1%	22.6%	21.4%
1,440	1,328	<i>Australian Stitches</i>	MO	Crafts	1,919	2,271	\$21,390.05	\$25,184.45	\$11.15	-352	-15.5%	(\$3,794.40)	-15.1%	15.9%	16.8%
1,441	1,354	<i>Transworld - Surf</i>	MO	Sports General	3,461	3,890	\$21,365.39	\$24,079.10	\$6.17	-429	-11.0%	(\$2,713.71)	-11.3%	21.8%	23.5%
1,442	1,321	<i>House Beautiful (UK Edition)</i>	MO	Home Decor	3,051	3,673	\$21,326.49	\$25,674.27	\$6.99	-622	-16.9%	(\$4,347.78)	-16.9%	25.3%	31.3%
1,443	1,222	<i>Snowboard</i>	BM	Ski/Snowboard	3,042	4,652	\$21,263.58	\$32,517.48	\$6.99	-1,610	-34.6%	(\$11,253.90)	-34.6%	13.8%	15.1%
1,444	1,568	<i>ATV World</i>	BM	Motocross/ATV	3,551	2,273	\$21,128.45	\$13,524.35	\$5.95	1,278	56.2%	\$7,604.10	56.2%	24.5%	22.7%
1,445	1,230	<i>BC Home Magazine</i>	BM	Home Improvement	4,263	6,465	\$21,101.85	\$32,001.75	\$4.95	-2,202	-34.1%	(\$10,899.90)	-34.1%	28.7%	23.8%
1,446	-	<i>Real Maine Weddings</i>	AN	Bridal	3,507		\$21,005.85		\$5.99						90.4%
1,447	1,560	<i>Stitch Quilting Arts</i>	SA	Crafts	1,401	918	\$21,000.99	\$13,760.82	\$14.99	483	52.6%	\$7,240.17	52.6%	38.2%	36.2%
1,448	1,505	<i>Golf AGP International</i>	AN	Golf	3,518	2,743	\$20,932.10	\$16,320.85	\$5.95	775	28.3%	\$4,611.25	28.3%	24.5%	34.3%
1,449	1,524	<i>Knives Illustrated</i>	BM	Military/Weapons	3,362	2,552	\$20,894.38	\$15,286.48	\$6.21	810	31.7%	\$5,607.90	36.7%	27.2%	24.2%
1,450	1,410	<i>Sport Diver</i>	MO	Sports General	3,473	3,411	\$20,803.27	\$20,431.89	\$5.99	62	1.8%	\$371.38	1.8%	25.2%	30.3%
1,451	1,356	<i>Rodder's Journal</i>	SA	Automobile	1,390	1,600	\$20,780.50	\$23,920.00	\$14.95	-210	-13.1%	(\$3,139.50)	-13.1%	42.1%	54.5%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,452	1,312	Circle Track	MO	Automobile	2,972	3,746	\$20,774.28	\$26,184.54	\$6.99	-774	-20.7%	(\$5,410.26)	-20.7%	20.7%	26.2%
1,453	1,402	Up Here	BM	Regional/City	4,194	4,190	\$20,760.30	\$20,740.50	\$4.95	4	0.1%	\$19.80	0.1%	20.9%	17.0%
1,454	1,320	Recording	MO	Audio/Video	3,458	4,296	\$20,713.42	\$25,733.04	\$5.99	-838	-19.5%	(\$5,019.62)	-19.5%	23.8%	24.2%
1,455	-	New York SIP	QU	Business/Finance	2,959		\$20,683.41		\$6.99						40.1%
1,456	-	Vegetable Gardens	AN	Gardening	1,881		\$20,672.19		\$10.99						32.0%
1,457	1,386	Mountain Living	BM	Home Decor	3,472	3,668	\$20,658.40	\$21,824.60	\$5.95	-196	-5.3%	(\$1,166.20)	-5.3%	36.1%	38.7%
1,458	992	TV Guide Presents - SIP 18221	AN	Sports General	2,585	7,032	\$20,654.15	\$56,185.68	\$7.99	-4,447	-63.2%	(\$35,531.53)	-63.2%	8.9%	20.9%
1,458	1,340	European Car	MO	Automobile	2,585	3,100	\$20,654.15	\$24,769.00	\$7.99	-515	-16.6%	(\$4,114.85)	-16.6%	15.6%	19.8%
1,460	1,138	Action Pursuit Games	MO	Sports General	2,952	5,573	\$20,634.48	\$38,955.27	\$6.99	-2,621	-47.0%	(\$18,320.79)	-47.0%	29.4%	22.5%
1,461	1,265	RC Heli	MO	Hobby	2,582	3,681	\$20,630.18	\$29,411.19	\$7.99	-1,099	-29.9%	(\$8,781.01)	-29.9%	27.1%	24.9%
1,462	1,493	Barnett's Magazine	QU	Motorcycles	3,444	2,804	\$20,629.56	\$16,795.96	\$5.99	640	22.8%	\$3,833.60	22.8%	22.8%	23.0%
1,463	1,337	Forza	BM	Automobile	3,437	4,165	\$20,587.63	\$24,948.35	\$5.99	-728	-17.5%	(\$4,360.72)	-17.5%	25.5%	30.9%
1,464	1,144	Linux Journal	MO	Computer	3,432	6,446	\$20,557.68	\$38,611.54	\$5.99	-3,014	-46.8%	(\$18,053.86)	-46.8%	26.9%	23.5%
1,465	1,723	Light of Consciousness	QU	Ethnic/Religion	2,741	1,164	\$20,557.50	\$8,730.00	\$7.50	1,577	135.5%	\$11,827.50	135.5%	33.9%	25.0%
1,466	1,384	Harper's Bazaar - Runway	AN	Fashion/Beauty	2,575	2,754	\$20,471.25	\$21,894.30	\$7.95	-179	-6.5%	(\$1,423.05)	-6.5%	44.2%	55.1%
1,467	1,330	Show Boats	MO	Boating	2,270	2,793	\$20,430.00	\$25,137.00	\$9.00	-523	-18.7%	(\$4,707.00)	-18.7%	28.6%	20.8%
1,468	1,995	Cosmo Handy Travel	MO	Fashion/Beauty	3,432	460	\$20,420.40	\$2,737.00	\$5.95	2,972	646.1%	\$17,683.40	646.1%	11.8%	8.0%
1,469	1,499	Allergic Living	QU	Health/Wellness	3,416	2,782	\$20,325.20	\$16,552.90	\$5.95	634	22.8%	\$3,772.30	22.8%	16.5%	18.8%
1,470	1,421	Runway Magazine	QU	Fashion/Beauty	3,391	3,331	\$20,312.09	\$19,952.69	\$5.99	60	1.8%	\$359.40	1.8%	14.0%	17.5%
1,471	1,416	Betty	BM	Comics	6,786	6,918	\$20,290.14	\$20,232.66	\$2.99	-132	-1.9%	\$57.48	0.3%	26.6%	27.3%
1,472	1,246	Euro Tuner	MO	Automobile	2,852	4,421	\$20,227.48	\$30,902.79	\$7.09	-1,569	-35.5%	(\$10,675.31)	-34.5%	23.9%	21.7%
1,473	1,314	Motorhome	MO	Outdoors/Camping	4,052	4,699	\$20,219.48	\$26,140.34	\$4.99	-647	-13.8%	(\$5,920.86)	-22.7%	28.2%	23.2%
1,474	1,177	Gamepro Wii Games	QU	Video Gaming	3,109	5,559	\$20,208.50	\$36,133.50	\$6.50	-2,450	-44.1%	(\$15,925.00)	-44.1%	15.8%	19.7%
1,475	1,286	Sailing World	MO	Boating	2,889	4,053	\$20,194.11	\$28,330.47	\$6.99	-1,164	-28.7%	(\$8,136.36)	-28.7%	23.1%	29.0%
1,476	934	Best of Secrets	QU	Fiction	3,370	10,929	\$20,186.30	\$65,464.71	\$5.99	-7,559	-69.2%	(\$45,278.41)	-69.2%	30.5%	24.0%
1,477	1,359	DC Comics - Batman	MO	Comics	6,746	6,480	\$20,170.54	\$23,836.80	\$2.99	266	4.1%	(\$3,666.26)	-15.4%	29.2%	30.0%
1,478	1,457	Sporting News - College Football	AN	Football	2,014	1,814	\$20,119.86	\$18,121.86	\$9.99	200	11.0%	\$1,998.00	11.0%	35.8%	30.7%
1,479	1,809	Blaze	BM	Equestrian	2,124	936	\$19,961.39	\$6,416.16	\$9.40	1,188	126.9%	\$13,545.23	211.1%	49.5%	17.7%
1,480	1,389	Over 50	MO	Sophisticates	2,217	2,411	\$19,930.83	\$21,674.89	\$8.99	-194	-8.0%	(\$1,744.06)	-8.0%	24.5%	24.8%
1,481	-	Quebec Outfitters Guide	AN	Fishing/Hunting	4,022		\$19,908.90		\$4.95						57.0%
1,482	1,203	Archie & Friends	MO	Comics	6,645	11,575	\$19,868.55	\$33,796.37	\$2.99	-4,930	-42.6%	(\$13,927.82)	-41.2%	20.9%	24.7%
1,483	1,243	Hype Hair	MO	Fashion/Beauty	2,832	4,472	\$19,795.68	\$31,259.28	\$6.99	-1,640	-36.7%	(\$11,463.60)	-36.7%	17.7%	25.3%
1,484	1,500	Wallpaper	MO	General Interest	1,961	1,584	\$19,672.50	\$16,520.00	\$10.03	377	23.8%	\$3,152.50	19.1%	16.3%	14.9%
1,485	1,716	Open Minds	SA	Science/Nature	2,618	1,185	\$19,635.00	\$8,887.50	\$7.50	1,433	120.9%	\$10,747.50	120.9%	16.3%	15.7%
1,486	1,724	Ottawa Magazine Specials	AN	Regional/City	2,219	1,163	\$19,550.65	\$8,722.50	\$8.81	1,056	90.8%	\$10,828.15	124.1%	32.5%	31.9%
1,487	-	Moshi Monsters	MO	Children	3,261		\$19,533.39		\$5.99						36.2%
1,488	1,418	Watch Journal	BM	General Interest	2,457	2,525	\$19,533.15	\$20,073.75	\$7.95	-68	-2.7%	(\$540.60)	-2.7%	32.1%	35.5%
1,489	1,358	Practical Horseman	MO	Equestrian	2,784	3,406	\$19,488.00	\$23,842.00	\$7.00	-622	-18.3%	(\$4,354.00)	-18.3%	20.1%	23.4%
1,490	1,455	Lindy's Fantasy Baseball	AN	Baseball	2,041	1,918	\$19,389.50	\$18,221.00	\$9.50	123	6.4%	\$1,168.50	6.4%	30.8%	28.7%
1,491	1,371	Popular Communications	MO	Hobby	3,234	3,796	\$19,371.66	\$22,738.04	\$5.99	-562	-14.8%	(\$3,366.38)	-14.8%	23.1%	18.5%
1,492	1,607	SBC Resort Guide	AN	Ski/Snowboard	2,763	1,782	\$19,313.37	\$12,456.18	\$6.99	981	55.1%	\$6,857.19	55.1%	23.8%	13.0%
1,493	1,329	Digital Photo	MO	Photography	1,209	1,576	\$19,283.55	\$25,137.20	\$15.95	-367	-23.3%	(\$5,853.65)	-23.3%	24.1%	34.0%
1,494	1,463	Evo	MO	Automobile	1,400	1,309	\$19,250.00	\$17,998.75	\$13.75	91	7.0%	\$1,251.25	7.0%	27.7%	38.5%
1,495	1,383	East Coast Living	QU	Regional/City	3,888	4,444	\$19,245.60	\$21,997.80	\$4.95	-556	-12.5%	(\$2,752.20)	-12.5%	38.8%	44.3%
1,496	1,403	Today's Black Woman	BM	Ethnic/Religion	3,212	3,188	\$19,239.88	\$20,626.12	\$5.99	24	0.8%	(\$1,386.24)	-6.7%	28.1%	20.6%
1,497	-	BDM Digital Photography	QU	Photography	958		\$19,150.42		\$19.99						37.6%
1,498	1,153	Tryst	QU	Sophisticates	1,590	3,182	\$19,080.00	\$38,184.00	\$12.00	-1,592	-50.0%	(\$19,104.00)	-50.0%	19.6%	23.3%
1,499	1,443	Countryside	BM	Gardening	4,764	4,661	\$19,008.36	\$18,597.39	\$3.99	103	2.2%	\$410.97	2.2%	26.7%	28.7%
1,500	1,269	ATV Sport	BM	Motocross/ATV	4,746	6,642	\$18,936.54	\$29,078.58	\$3.99	-1,896	-28.5%	(\$10,142.04)	-34.9%	29.8%	32.1%
1,501	1,154	Show	QU	Sophisticates	2,105	4,247	\$18,923.95	\$38,180.53	\$8.99	-2,142	-50.4%	(\$19,256.58)	-50.4%	23.6%	41.3%
1,502	1,293	Marvel Comics - Super Hero Squad	MO	Comics	3,947	7,015	\$18,904.53	\$27,989.85	\$4.79	-3,068	-43.7%	(\$9,085.32)	-32.5%	17.7%	28.2%
1,503	1,385	Photoshop Creative	MO	Photography	947	1,094	\$18,892.65	\$21,825.30	\$19.95	-147	-13.4%	(\$2,932.65)	-13.4%	16.6%	17.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,504	1,322	Dangerous Game Hunt	SA	Hunting	3,150	4,265	\$18,868.50	\$25,547.35	\$5.99	-1,115	-26.1%	(\$6,678.85)	-26.1%	20.3%	19.8%
1,505	-	Freshly Inked	QU	Tattoos	2,690		\$18,803.10		\$6.99					29.7%	
1,506	1,651	Donna Hay	QU	Women's Lifestyle	1,879	1,114	\$18,771.21	\$11,128.86	\$9.99	765	68.7%	\$7,642.35	68.7%	40.8%	30.4%
1,507	1,433	Good Housekeeping (UK Edition)	MO	Women's Lifestyle	2,662	2,774	\$18,607.38	\$19,334.34	\$6.99	-112	-4.0%	(\$726.96)	-3.8%	22.5%	20.0%
1,508	1,536	Playbook	AN	Football	1,869	1,471	\$18,596.55	\$14,636.45	\$9.95	398	27.1%	\$3,960.10	27.1%	31.4%	24.7%
1,509	1,448	Salmon Trout Steelheader	MO	Fishing	3,119	3,102	\$18,558.05	\$18,456.90	\$5.95	17	0.5%	\$101.15	0.5%	21.1%	22.9%
1,510	1,464	Asimov's Science Fiction	MO	Science/Nature	3,310	3,216	\$18,550.90	\$17,991.84	\$5.60	94	2.9%	\$559.06	3.1%	24.4%	26.4%
1,511	1,373	Downbeat	MO	Music	3,706	4,519	\$18,492.94	\$22,549.81	\$4.99	-813	-18.0%	(\$4,056.87)	-18.0%	26.0%	27.2%
1,512	1,562	Marvel Comics - Uncanny X-Men	MO	Comics	4,610	3,422	\$18,393.90	\$13,653.78	\$3.99	1,188	34.7%	\$4,740.12	34.7%	20.1%	21.2%
1,513	1,569	ATV Trail Rider Buyer's Guide	AN	Motocross/ATV	1,230	903	\$18,388.50	\$13,499.85	\$14.95	327	36.2%	\$4,888.65	36.2%	26.1%	17.1%
1,514	1,479	Consumers Digest	BM	General Interest	3,282	3,232	\$18,243.18	\$17,571.68	\$5.56	50	1.5%	\$671.50	3.8%	18.5%	16.7%
1,515	-	Organic Farm & Garden	AN	Gardening	1,825		\$18,231.75		\$9.99					34.8%	
1,516	1,481	Strawberry Shortcake Magazine	AN	Children	3,651	3,474	\$18,218.49	\$17,335.26	\$4.99	177	5.1%	\$883.23	5.1%	31.5%	36.6%
1,517	-	Woman's Day - SIP 03930	BW	Women's Lifestyle	2,606		\$18,215.94		\$6.99					18.9%	
1,518	1,294	Mayfair - SIP 72127	BM	Sophisticates	1,330	2,043	\$18,202.75	\$27,580.50	\$13.69	-713	-34.9%	(\$9,377.75)	-34.0%	16.6%	14.9%
1,519	1,408	Snowboard Canada Women's	AN	Ski/Snowboard	2,603	2,933	\$18,194.97	\$20,501.67	\$6.99	-330	-11.3%	(\$2,306.70)	-11.3%	16.3%	16.1%
1,520	1,452	Mag Pak 2 \$7.99	SA	Sophisticates	2,276	2,291	\$18,185.24	\$18,305.09	\$7.99	-15	-0.7%	(\$119.85)	-0.7%	27.1%	39.0%
1,521	-	RC Buyer's Guide	MO	Hobby	1,384		\$18,132.16		\$13.10					19.5%	
1,522	650	Wizard	MO	Collectibles	2,587	17,659	\$18,083.13	\$123,436.41	\$6.99	-15,072	-85.4%	(\$105,353.28)	-85.4%	24.3%	21.2%
1,523	1,400	Kiteboarding	BM	Sports General	2,261	2,597	\$18,065.39	\$20,750.03	\$7.99	-336	-12.9%	(\$2,684.64)	-12.9%	27.3%	28.1%
1,524	1,491	Cross Country Stitching	BM	Crafts	3,010	2,805	\$18,029.90	\$16,801.95	\$5.99	205	7.3%	\$1,227.95	7.3%	27.8%	23.2%
1,525	1,363	GM High Tech Performance	MO	Automobile	2,578	3,350	\$18,020.22	\$23,416.50	\$6.99	-772	-23.0%	(\$5,396.28)	-23.0%	20.4%	23.9%
1,526	1,471	Salmon & Steelhead Journal	QU	Fishing	2,984	2,968	\$17,874.16	\$17,778.32	\$5.99	16	0.5%	\$95.84	0.5%	36.3%	41.8%
1,527	1,258	Housewives Confessions	QU	Sophisticates	1,976	3,317	\$17,764.24	\$29,819.83	\$8.99	-1,341	-40.4%	(\$12,055.59)	-40.4%	21.3%	25.1%
1,528	2,048	Auto Enthusiast	SA	Automobile	2,217	288	\$17,713.83	\$2,023.12	\$7.99	1,929	669.8%	\$15,690.71	775.6%	7.3%	13.1%
1,529	1,616	History Specials	SA	Military/Weapons	1,771	1,523	\$17,692.29	\$12,107.85	\$9.99	248	16.3%	\$5,584.44	46.1%	24.6%	16.9%
1,530	1,327	ATV Trail Rider	QU	Motocross/ATV	4,461	5,098	\$17,620.95	\$25,235.10	\$3.95	-637	-12.5%	(\$7,614.15)	-30.2%	21.0%	28.3%
1,531	1,909	Star Wars - Crimson	SA	Comics	5,021	1,141	\$17,573.50	\$3,993.50	\$3.50	3,880	340.1%	\$13,580.00	340.1%	27.1%	19.0%
1,532	1,390	Mud Life	BM	Automobile	2,933	3,613	\$17,568.67	\$21,641.87	\$5.99	-680	-18.8%	(\$4,073.20)	-18.8%	24.6%	24.8%
1,533	1,422	Garden Railways	BM	Hobby	2,201	2,507	\$17,497.95	\$19,930.65	\$7.95	-306	-12.2%	(\$2,432.70)	-12.2%	21.7%	24.2%
1,534	2,423	Knit Today	MO	Crafts	1,252	6	\$17,473.05	\$83.70	\$13.96	1,246	20,766.7%	\$17,389.35	20,775.8%	25.8%	7.7%
1,535	1,498	Platinum Tips	BW	Sports General	1,940	1,932	\$17,440.60	\$16,558.68	\$8.99	8	0.4%	\$881.92	5.3%	20.4%	27.6%
1,536	1,476	Native Peoples	BM	Ethnic/Religion	2,911	2,943	\$17,436.89	\$17,628.57	\$5.99	-32	-1.1%	(\$191.68)	-1.1%	25.7%	20.9%
1,537	1,426	Food & Wine - SIP 10487	AN	Food/Recipes	1,026	1,164	\$17,431.74	\$19,776.36	\$16.99	-138	-11.9%	(\$2,344.62)	-11.9%	19.6%	29.6%
1,538	1,508	Vette	MO	Automobile	2,493	2,317	\$17,426.07	\$16,195.83	\$6.99	176	7.6%	\$1,230.24	7.6%	28.2%	27.7%
1,539	1,782	Get Married	QU	Bridal	3,491	1,436	\$17,420.09	\$7,165.64	\$4.99	2,055	143.1%	\$10,254.45	143.1%	12.6%	17.4%
1,540	-	3/Go Triathlon	BM	Fitness/Exercise	2,160		\$17,258.40		\$7.99					15.0%	
1,541	1,393	Inside Triathlon	BM	Sports General	2,875	3,535	\$17,250.00	\$21,210.00	\$6.00	-660	-18.7%	(\$3,960.00)	-18.7%	22.8%	28.0%
1,542	1,360	40 Up	MO	Sophisticates	1,433	2,017	\$17,181.67	\$23,691.83	\$11.99	-584	-29.0%	(\$6,510.16)	-27.5%	19.9%	21.2%
1,543	1,541	Western Mariner	MO	Boating	2,638	2,226	\$17,147.00	\$14,469.00	\$6.50	412	18.5%	\$2,678.00	18.5%	31.1%	33.9%
1,544	-	Jamie Magazine	MO	Food/Recipes	1,323		\$17,132.85		\$12.95					30.2%	
1,545	1,225	NBA Hoop	BM	Basketball	2,853	5,402	\$17,089.47	\$32,357.98	\$5.99	-2,549	-47.2%	(\$15,268.51)	-47.2%	30.8%	26.8%
1,546	1,947	Marvel Comics - Heroic Age Avengers	SA	Comics	4,024	882	\$17,048.76	\$3,519.18	\$4.24	3,142	356.2%	\$13,529.58	384.5%	14.0%	13.8%
1,547	1,350	Athlon Sports - Golf	AN	Golf	2,435	3,476	\$17,020.65	\$24,297.24	\$6.99	-1,041	-29.9%	(\$7,276.59)	-29.9%	20.7%	31.9%
1,548	-	Dream Homes	QU	Home Improvement	1,219		\$17,005.05		\$13.95					39.4%	
1,549	-	How It Works	MO	Science/Nature	1,447		\$17,002.25		\$11.75					20.9%	
1,550	2,292	Optimyz Magazine	QU	Health/Wellness	3,432	60	\$16,988.40	\$297.00	\$4.95	3,372	5,620.0%	\$16,691.40	5,620.0%	3.9%	1.6%
1,551	1,355	International Figure Skating	BM	Sports General	2,834	3,995	\$16,975.66	\$23,930.05	\$5.99	-1,161	-29.1%	(\$6,954.39)	-29.1%	19.2%	25.3%
1,551	1,398	Cooking Light - SIP 10472	AN	Food/Recipes	2,834	3,470	\$16,975.66	\$20,785.30	\$5.99	-636	-18.3%	(\$3,809.64)	-18.3%	20.8%	19.0%
1,553	1,279	Country Threads	MO	Crafts	1,525	2,511	\$16,905.75	\$28,648.45	\$11.09	-986	-39.3%	(\$11,742.70)	-41.0%	14.4%	19.1%
1,554	1,521	Bark	QU	Pets	3,036	3,094	\$16,853.64	\$15,439.06	\$5.55	-58	-1.9%	\$1,414.58	9.2%	22.7%	29.8%
1,555	2,058	Brain World	SA	Science/Nature	2,398	269	\$16,762.02	\$1,880.31	\$6.99	2,129	791.4%	\$14,881.71	791.4%	17.4%	11.8%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,556	1,445	<i>Wine & Spirits Buyer's Guide</i>	SA	Wine/Spirits	1,885	2,130	\$16,758.15	\$18,564.70	\$8.89	-245	-11.5%	(\$1,806.55)	-9.7%	21.9%	22.8%
1,557	1,424	Strategy + Business	QU	Business/Finance	1,293	1,528	\$16,744.35	\$19,787.60	\$12.95	-235	-15.4%	(\$3,043.25)	-15.4%	29.0%	25.1%
1,558	1,296	<i>SBC Skier Buyer's Guide</i>	AN	Ski/Snowboard	2,393	3,912	\$16,727.07	\$27,344.88	\$6.99	-1,519	-38.8%	(\$10,617.81)	-38.8%	16.5%	24.2%
1,559	1,395	Hemmings Sport & Exotic Cars	MO	Automobile	2,113	2,621	\$16,711.51	\$20,941.79	\$7.91	-508	-19.4%	(\$4,230.28)	-20.2%	13.4%	10.6%
1,560	1,490	Herb Companion	BM	Food/Recipes	2,544	2,412	\$16,697.56	\$16,859.88	\$6.56	132	5.5%	(\$162.32)	-1.0%	26.0%	23.9%
1,561	1,441	Success From Home	MO	Business/Finance	2,794	3,149	\$16,624.30	\$18,736.55	\$5.95	-355	-11.3%	(\$2,112.25)	-11.3%	19.5%	20.0%
1,562	1,432	<i>Fantasy Baseball Index</i>	AN	Baseball	1,664	1,940	\$16,623.36	\$19,380.60	\$9.99	-276	-14.2%	(\$2,757.24)	-14.2%	23.8%	23.6%
1,563	1,442	Veronica	BM	Comics	5,545	6,410	\$16,579.55	\$18,700.06	\$2.99	-865	-13.5%	(\$2,120.51)	-11.3%	22.2%	32.2%
1,564	1,333	Bassin	BM	Fishing	4,721	7,148	\$16,523.50	\$25,018.00	\$3.50	-2,427	-34.0%	(\$8,494.50)	-34.0%	37.2%	36.7%
1,565	1,438	<i>Athlon Sports - College Football</i>	AN	Football	1,835	2,118	\$16,496.65	\$19,040.82	\$8.99	-283	-13.4%	(\$2,544.17)	-13.4%	37.7%	33.3%
1,566	1,496	DC Comics - Looney Tunes	MO	Comics	5,517	5,444	\$16,495.83	\$16,659.04	\$2.99	73	1.3%	(\$163.21)	-1.0%	33.3%	30.7%
1,567	1,461	Ironworks	MO	Motorcycles	3,102	3,615	\$16,460.98	\$18,038.85	\$5.31	-513	-14.2%	(\$1,577.87)	-8.7%	19.5%	21.5%
1,568	1,388	<i>Masters Journal</i>	AN	Golf	1,370	1,807	\$16,440.00	\$21,684.00	\$12.00	-437	-24.2%	(\$5,244.00)	-24.2%	32.1%	36.7%
1,569	1,726	<i>Designer Dream Homes</i>	SA	Home Decor	1,177	624	\$16,419.15	\$8,704.80	\$13.95	553	88.6%	\$7,714.35	88.6%	41.2%	54.7%
1,570	1,677	<i>Old House Design Center Sourcebook</i>	SA	Home Decor	1,262	790	\$16,393.38	\$10,262.10	\$12.99	472	59.7%	\$6,131.28	59.7%	18.3%	28.4%
1,571	2,181	<i>Marvel Comics - Avengers Chaos War</i>	AN	Comics	3,473	200	\$16,378.27	\$798.00	\$4.72	3,273	1,636.5%	\$15,580.27	1,952.4%	13.2%	11.1%
1,572	-	<i>Knit Accessories</i>	AN	Crafts	1,090		\$16,339.10		\$14.99					63.9%	
1,573	1,458	Natural Bodybuilding & Fitness	QU	Fitness/Exercise	1,804	2,015	\$16,217.96	\$18,114.85	\$8.99	-211	-10.5%	(\$1,896.89)	-10.5%	16.3%	12.6%
1,574	1,409	Celtic Heritage	QU	Ethnic/Religion	2,033	2,593	\$16,165.35	\$20,493.35	\$7.95	-560	-21.6%	(\$4,328.00)	-21.1%	11.8%	11.5%
1,575	1,599	<i>Affluent Traveller</i>	SA	Travel	1,081	852	\$16,160.95	\$12,737.40	\$14.95	229	26.9%	\$3,423.55	26.9%	15.5%	21.5%
1,576	1,431	Western Producer	WK	Agriculture	4,420	5,220	\$16,066.36	\$19,575.00	\$3.63	-800	-15.3%	(\$3,508.64)	-17.9%	28.3%	31.8%
1,577	1,469	Jughead	BM	Comics	5,370	6,133	\$16,056.30	\$17,834.39	\$2.99	-763	-12.4%	(\$1,778.09)	-10.0%	24.4%	27.8%
1,578	-	<i>Royal Wedding Illustrated</i>	AN	Celebrity	947		\$16,051.65		\$16.95					35.5%	
1,579	1,274	Under The Radar	BM	Music	2,744	5,808	\$16,023.56	\$28,981.92	\$5.84	-3,064	-52.8%	(\$12,958.36)	-44.7%	26.5%	28.6%
1,580	1,460	<i>Smallville</i>	AN	Comics	1,065	1,207	\$15,964.35	\$18,092.93	\$14.99	-142	-11.8%	(\$2,128.58)	-11.8%	31.6%	31.8%
1,581	1,689	<i>Canadian Business Franchise Annual</i>	AN	Business/Finance	1,604	974	\$15,959.80	\$9,691.30	\$9.95	630	64.7%	\$6,268.50	64.7%	12.1%	9.9%
1,582	1,515	<i>The Want List</i>	BM	Collectibles	2,192	2,052	\$15,930.40	\$15,981.40	\$7.27	140	6.8%	(\$51.00)	-0.3%	18.1%	19.5%
1,583	1,459	Romantic Times Book Reviews	MO	Literature	3,186	3,630	\$15,898.14	\$18,113.70	\$4.99	-444	-12.2%	(\$2,215.56)	-12.2%	31.5%	33.2%
1,584	1,454	Variety	WK	Entertainment	1,431	1,658	\$15,741.00	\$18,238.00	\$11.00	-227	-13.7%	(\$2,497.00)	-13.7%	19.1%	22.2%
1,585	1,510	<i>TSN Fantasy Football</i>	SA	Football	1,571	1,610	\$15,694.29	\$16,083.90	\$9.99	-39	-2.4%	(\$389.61)	-2.4%	36.2%	31.8%
1,586	1,079	Color Fine Photography	BM	Photography	1,192	3,819	\$15,688.56	\$45,139.49	\$13.16	-2,627	-68.8%	(\$29,450.93)	-65.2%	27.9%	23.1%
1,587	1,275	<i>FT 25 Magazine</i>	AN	Fashion/Beauty	2,636	4,167	\$15,684.20	\$28,960.65	\$5.95	-1,531	-36.7%	(\$13,276.45)	-45.8%	13.2%	11.4%
1,588	1,509	Miniature Collector	MO	Collectibles	2,239	2,316	\$15,650.61	\$16,188.84	\$6.99	-77	-3.3%	(\$538.23)	-3.3%	25.1%	23.7%
1,589	1,446	BMX Plus!	MO	Bicycling	2,610	3,088	\$15,633.90	\$18,497.12	\$5.99	-478	-15.5%	(\$2,863.22)	-15.5%	14.5%	10.5%
1,590	-	<i>Bass Angler Magazine</i>	QU	Fishing	1,966		\$15,629.70		\$7.95					12.4%	
1,591	1,637	Beckett - Sports Card	BW	Collectibles	1,638	1,089	\$15,589.62	\$11,564.11	\$9.52	549	50.4%	\$4,025.51	34.8%	14.2%	19.9%
1,592	1,427	Saturday Evening Post	BM	Literature	2,929	3,658	\$15,514.71	\$19,731.42	\$5.30	-729	-19.9%	(\$4,216.71)	-21.4%	19.9%	20.3%
1,593	1,483	Gray's Sporting Journal	BM	Fishing/Hunting	1,939	2,017	\$15,492.61	\$17,171.83	\$7.99	-78	-3.9%	(\$1,679.22)	-9.8%	25.9%	31.7%
1,594	-	<i>Marvel Figurine</i>	AN	Hobby	2,836		\$15,480.35		\$5.46					24.0%	
1,595	1,315	The 4th Period	QU	Hockey	3,126	5,280	\$15,473.70	\$26,136.00	\$4.95	-2,154	-40.8%	(\$10,662.30)	-40.8%	17.4%	8.5%
1,596	1,654	<i>Blum's Almanac</i>	AN	Agriculture	2,581	2,212	\$15,460.19	\$11,037.88	\$5.99	369	16.7%	\$4,422.31	40.1%	31.2%	28.3%
1,597	1,883	<i>Flower Magazine</i>	SA	Gardening	2,912	884	\$15,441.88	\$4,411.16	\$5.30	2,028	229.4%	\$11,030.72	250.1%	15.8%	10.5%
1,598	-	<i>Guide Justice</i>	AN	General Interest	1,551		\$15,432.45		\$9.95					10.4%	
1,599	2,128	<i>Marvel Comics - Iron Man Legacy</i>	SA	Comics	3,430	298	\$15,298.70	\$1,189.02	\$4.46	3,132	1,051.0%	\$14,109.68	1,186.7%	14.6%	6.9%
1,600	1,435	Gun Dog	BM	Hunting	2,543	3,206	\$15,232.57	\$19,203.94	\$5.99	-663	-20.7%	(\$3,971.37)	-20.7%	20.4%	22.7%
1,601	2,105	<i>Urban Bagger</i>	AN	Motorcycles	2,249	226	\$15,204.51	\$1,353.74	\$6.76	2,023	895.1%	\$13,850.77	1,023.1%	20.1%	23.0%
1,602	1,881	<i>Glock Autopistols</i>	AN	Military/Weapons	2,028	688	\$15,151.78	\$4,472.00	\$7.47	1,340	194.8%	\$10,679.78	238.8%	26.6%	18.9%
1,603	1,617	<i>Marvel Comics - Web of Spiderman</i>	MO	Comics	3,549	2,495	\$15,136.51	\$12,106.05	\$4.27	1,054	42.2%	\$3,030.46	25.0%	22.7%	13.6%
1,604	1,367	Australian Cardmaking Stamping & Papercraft	BW	Crafts	1,436	2,160	\$15,120.20	\$23,092.00	\$10.53	-724	-33.5%	(\$7,971.80)	-34.5%	26.2%	27.4%
1,605	1,428	Country Home Ideas	BW	Crafts	915	1,221	\$15,057.25	\$19,717.95	\$16.46	-306	-25.1%	(\$4,660.70)	-23.6%	21.9%	18.7%
1,606	-	<i>Sponge Bob Comics</i>	BM	Comics	5,020		\$15,009.80		\$2.99					36.2%	
1,607	1,472	<i>Marvel Comics - Incredible Hulk</i>	MO	Comics	3,761	4,084	\$15,006.39	\$17,777.16	\$3.99	-323	-7.9%	(\$2,770.77)	-15.6%	16.3%	27.9%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,608	1,506	Tabu Tattoo	SA	Tattoos	1,875	2,034	\$14,981.25	\$16,251.66	\$7.99	-159	-7.8%	(\$1,270.41)	-7.8%	28.0%	29.0%
1,609	1,423	RV Lifestyle	QU	Outdoors/Camping	3,026	4,017	\$14,978.70	\$19,884.15	\$4.95	-991	-24.7%	(\$4,905.45)	-24.7%	29.9%	23.2%
1,610	1,520	Outpost Magazine	BM	Travel	2,929	3,432	\$14,900.40	\$15,444.00	\$5.09	-503	-14.7%	(\$543.60)	-3.5%	13.7%	13.4%
1,611	1,444	Writer's Journal	BM	Literature	2,129	2,658	\$14,881.71	\$18,579.42	\$6.99	-529	-19.9%	(\$3,697.71)	-19.9%	19.5%	23.8%
1,612	995	Flirt	QU	Sophisticates	2,816	10,614	\$14,784.00	\$55,723.50	\$5.25	-7,798	-73.5%	(\$40,939.50)	-73.5%	14.2%	12.9%
1,613	1,896	Ottawa Wedding Magazine	AN	Bridal	1,851	524	\$14,715.45	\$4,165.80	\$7.95	1,327	253.2%	\$10,549.65	253.2%	29.4%	31.8%
1,614	1,447	American Cycle	MO	Motorcycles	2,372	3,458	\$14,699.28	\$18,489.42	\$6.20	-1,086	-31.4%	(\$3,790.14)	-20.5%	22.6%	18.3%
1,615	-	Essential Guide to Android	QU	Computer	732		\$14,632.68		\$19.99					25.2%	
1,616	1,440	Vertical	BM	Aviation/Transportation	1,830	2,351	\$14,621.70	\$18,784.49	\$7.99	-521	-22.2%	(\$4,162.79)	-22.2%	17.9%	20.5%
1,617	1,485	Bass Pro Shops	SA	Fishing	2,923	3,424	\$14,615.00	\$17,120.00	\$5.00	-501	-14.6%	(\$2,505.00)	-14.6%	29.0%	36.2%
1,618	1,540	F-1 Racing	MO	Motorsports	1,463	1,460	\$14,556.85	\$14,527.00	\$9.95	3	0.2%	\$29.85	0.2%	15.8%	15.6%
1,619	1,527	Rock & Gem	MO	Hobby	2,915	3,026	\$14,545.85	\$15,099.74	\$4.99	-111	-3.7%	(\$553.89)	-3.7%	23.1%	22.2%
1,620	1,711	Roadracing World	MO	Motorcycles	2,911	1,801	\$14,525.89	\$8,986.99	\$4.99	1,110	61.6%	\$5,538.90	61.6%	17.9%	33.1%
1,621	1,595	Horoscope Guide	MO	Astrology/Horoscopes	3,056	2,705	\$14,516.00	\$12,848.75	\$4.75	351	13.0%	\$1,667.25	13.0%	14.8%	15.8%
1,622	1,407	BC Outdoors Fishing Adventures	AN	Fishing	2,436	3,446	\$14,494.20	\$20,503.70	\$5.95	-1,010	-29.3%	(\$6,009.50)	-29.3%	21.5%	28.2%
1,623	1,550	Flight Training	MO	Aviation/Transportation	3,472	3,606	\$14,491.40	\$14,243.70	\$4.17	-134	-3.7%	\$247.70	1.7%	16.5%	27.8%
1,624	1,712	Just Cards	SA	Crafts	1,119	693	\$14,491.05	\$8,974.35	\$12.95	426	61.5%	\$5,516.70	61.5%	40.5%	34.5%
1,625	1,516	Beer Magazine	QU	Wine/Spirits	2,070	2,284	\$14,469.30	\$15,965.16	\$6.99	-214	-9.4%	(\$1,495.86)	-9.4%	15.8%	17.4%
1,626	-	Best of Drawing	AN	Literature	962		\$14,420.38		\$14.99					48.3%	
1,627	1,339	Franchise Canada Direct	SA	Business/Finance	1,439	2,481	\$14,375.61	\$24,785.19	\$9.99	-1,042	-42.0%	(\$10,409.58)	-42.0%	23.0%	24.5%
1,628	1,580	Horses USA	AN	Equestrian	1,791	1,333	\$14,310.09	\$13,316.67	\$7.99	458	34.4%	\$993.42	7.5%	31.7%	25.8%
1,629	1,606	Marvel Comics - Amazing Spiderman 03503	MO	Comics	3,585	3,058	\$14,304.15	\$12,464.42	\$3.99	527	17.2%	\$1,839.73	14.8%	28.9%	21.4%
1,630	1,266	The Nest	SA	Women's Lifestyle	2,860	5,891	\$14,271.40	\$29,396.09	\$4.99	-3,031	-51.5%	(\$15,124.69)	-51.5%	17.6%	18.3%
1,631	-	Jamie Recipe Yearbook	AN	Food/Recipes	711		\$14,184.45		\$19.95					43.8%	
1,632	1,552	America's Civil War	BM	Military/Weapons	2,365	2,342	\$14,166.35	\$14,028.58	\$5.99	23	1.0%	\$137.77	1.0%	34.1%	32.9%
1,633	1,684	Shooting Illustrated	MO	Military/Weapons	3,543	2,470	\$14,136.57	\$9,855.30	\$3.99	1,073	43.4%	\$4,281.27	43.4%	23.1%	23.7%
1,634	1,396	Men's Exercise	QU	Fitness/Exercise	1,767	2,610	\$14,118.33	\$20,853.90	\$7.99	-843	-32.3%	(\$6,735.57)	-32.3%	15.9%	15.9%
1,635	1,525	Young & Wild	QU	Sophisticates	1,568	1,687	\$14,096.32	\$15,166.13	\$8.99	-119	-7.1%	(\$1,069.81)	-7.1%	18.0%	16.6%
1,636	1,556	Civil War Times	BM	Military/Weapons	2,348	2,330	\$14,064.52	\$13,956.70	\$5.99	18	0.8%	\$107.82	0.8%	38.5%	39.4%
1,637	-	Bullett	QU	Fashion/Beauty	1,561		\$14,033.39		\$8.99					11.0%	
1,638	1,582	National Review	BW	Current Affairs	3,000	3,361	\$14,023.60	\$13,275.95	\$4.67	-361	-10.7%	\$747.65	5.6%	14.9%	14.7%
1,639	1,831	American Waterfowler	SA	Hunting	2,308	989	\$13,996.60	\$5,884.55	\$6.06	1,319	133.4%	\$8,112.05	137.9%	15.5%	14.7%
1,640	1,484	Creative Embroidery & Cross Stitch	BW	Crafts	1,367	1,575	\$13,945.65	\$17,143.25	\$10.20	-208	-13.2%	(\$3,197.60)	-18.7%	21.7%	23.5%
1,641	1,352	Best of Outrageous Letters	QU	Sophisticates	1,548	2,696	\$13,916.52	\$24,237.04	\$8.99	-1,148	-42.6%	(\$10,320.52)	-42.6%	25.8%	23.6%
1,642	1,414	Power & Motor Yacht	MO	Boating	1,978	2,900	\$13,846.00	\$20,300.00	\$7.00	-922	-31.8%	(\$6,454.00)	-31.8%	16.5%	23.8%
1,643	783	True Love	MO	Fiction	2,765	18,572	\$13,797.35	\$92,674.28	\$4.99	-15,807	-85.1%	(\$78,876.93)	-85.1%	36.6%	22.6%
1,644	-	Mega Man	MO	Comics	4,613		\$13,792.87		\$2.99					16.3%	
1,645	1,558	Marvel Comics - X-Men Legacy	MO	Comics	3,344	3,467	\$13,756.56	\$13,833.33	\$4.11	-123	-3.5%	(\$76.77)	-0.6%	17.5%	18.3%
1,646	1,827	Four Four Two	MO	Sports General	1,034	434	\$13,712.30	\$5,944.30	\$13.26	600	138.2%	\$7,768.00	130.7%	8.6%	10.9%
1,647	1,211	WPT Poker	MO	Hobby	2,743	6,612	\$13,687.57	\$32,993.88	\$4.99	-3,869	-58.5%	(\$19,306.31)	-58.5%	10.0%	7.7%
1,648	-	Mustang Flight Journal	QU	Aviation/Transportation	1,245		\$13,682.55		\$10.99					27.1%	
1,649	1,519	Horse Sport	MO	Equestrian	2,758	3,139	\$13,652.10	\$15,538.05	\$4.95	-381	-12.1%	(\$1,885.95)	-12.1%	22.1%	21.3%
1,650	1,488	Zamoo!	BM	Children	3,324	4,247	\$13,620.00	\$16,945.53	\$4.10	-923	-21.7%	(\$3,325.53)	-19.6%	13.8%	17.3%
1,651	1,683	Ultra High Fidelity	AN	Audio/Video	2,093	1,541	\$13,583.57	\$10,001.09	\$6.49	552	35.8%	\$3,582.48	35.8%	27.1%	39.1%
1,652	1,324	Tattoos For Men	BM	Tattoos	1,757	3,633	\$13,476.43	\$25,394.67	\$7.67	-1,876	-51.6%	(\$11,918.24)	-46.9%	23.3%	22.6%
1,653	1,429	Over 40	MO	Sophisticates	1,497	2,183	\$13,458.03	\$19,625.17	\$8.99	-686	-31.4%	(\$6,167.14)	-31.4%	20.6%	25.1%
1,654	1,795	Creative Beading	MO	Crafts	1,000	485	\$13,446.00	\$6,819.75	\$13.45	515	106.2%	\$6,626.25	97.2%	15.8%	9.7%
1,655	1,271	Spank	QU	Sophisticates	1,491	3,228	\$13,404.09	\$29,019.72	\$8.99	-1,737	-53.8%	(\$15,615.63)	-53.8%	20.6%	22.6%
1,656	-	Luxe	QU	Home Decor	1,685		\$13,395.75		\$7.95					27.6%	
1,657	1,214	Franchise Canada	BM	Business/Finance	2,682	6,598	\$13,383.18	\$32,924.02	\$4.99	-3,916	-59.4%	(\$19,540.84)	-59.4%	10.4%	10.8%
1,658	1,095	Old Farmer's Almanac - Recipe Calendar	AN	Food/Recipes	1,486	4,778	\$13,359.14	\$42,954.22	\$8.99	-3,292	-68.9%	(\$29,595.08)	-68.9%	30.8%	74.6%
1,659	1,503	Western Art Collector	MO	Art	1,922	2,354	\$13,357.90	\$16,360.30	\$6.95	-432	-18.4%	(\$3,002.40)	-18.4%	28.3%	29.2%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,660	1,849	Marvel Comics - Ultimate X-Men	MO	Comics	2,989	1,235	\$13,318.11	\$5,280.65	\$4.46	1,754	142.0%	\$8,037.46	152.2%	20.8%	13.9%
1,661	1,598	Life Extension	MO	Health/Wellness	2,665	2,555	\$13,298.35	\$12,749.45	\$4.99	110	4.3%	\$548.90	4.3%	17.3%	19.5%
1,662	1,544	USA Crosswords Jumbo/Horoscope Guide	MO	Crosswords/Puzzles	3,123	3,396	\$13,272.75	\$14,433.00	\$4.25	-273	-8.0%	(\$1,160.25)	-8.0%	13.5%	16.5%
1,663	1,487	Canadian Business Franchise	BM	Business/Finance	2,202	2,831	\$13,189.98	\$16,957.69	\$5.99	-629	-22.2%	(\$3,767.71)	-22.2%	7.2%	6.9%
1,664	-	Apps iPhone + iPad	AN	Computer	778		\$13,187.10		\$16.95					38.1%	
1,665	1,611	Eye Spy	BM	Business/Finance	1,649	1,540	\$13,175.51	\$12,304.60	\$7.99	109	7.1%	\$870.91	7.1%	19.5%	20.2%
1,666	1,590	Eastmans Hunting Journal	SA	Hunting	2,198	2,168	\$13,166.02	\$12,986.32	\$5.99	30	1.4%	\$179.70	1.4%	29.1%	27.1%
1,667	1,593	Phil Steele Football	AN	Football	1,654	1,620	\$13,149.30	\$12,879.00	\$7.95	34	2.1%	\$270.30	2.1%	40.7%	39.9%
1,668	-	Kate & Diana	AN	Celebrity	1,092		\$13,093.08		\$11.99					14.7%	
1,669	1,547	Adventure Kayak	SA	Boating	2,189	2,413	\$13,024.55	\$14,357.35	\$5.95	-224	-9.3%	(\$1,332.80)	-9.3%	30.3%	31.4%
1,670	1,335	Old Farmer's Almanac - Weather Watch	AN	Calendars	1,432	2,778	\$12,873.68	\$24,974.22	\$8.99	-1,346	-48.5%	(\$12,100.54)	-48.5%	29.1%	51.8%
1,671	999	500 Uncensored Sex & Stag	QU	Sophisticates	1,167	5,026	\$12,825.33	\$55,235.74	\$10.99	-3,859	-76.8%	(\$42,410.41)	-76.8%	13.6%	20.5%
1,672	1,950	Marvel Comics - Spiderman	SA	Comics	3,204	861	\$12,783.96	\$3,435.39	\$3.99	2,343	272.1%	\$9,348.57	272.1%	13.7%	13.4%
1,673	1,309	Nasty Neighbors	QU	Sophisticates	1,404	2,938	\$12,621.96	\$26,412.62	\$8.99	-1,534	-52.2%	(\$13,790.66)	-52.2%	21.2%	22.4%
1,674	1,549	Marvel Comics - SIP 03187	MO	Comics	3,142	3,150	\$12,536.58	\$14,290.50	\$3.99	-8	-0.3%	(\$1,753.92)	-12.3%	19.0%	15.7%
1,675	1,952	Outdoor Sportsman	BM	Fishing/Hunting	2,773	761	\$12,478.50	\$3,424.50	\$4.50	2,012	264.4%	\$9,054.00	264.4%	16.4%	26.1%
1,676	1,681	Good Magazine	QU	Current Affairs	1,794	1,445	\$12,468.30	\$10,042.75	\$6.95	349	24.2%	\$2,425.55	24.2%	37.8%	30.0%
1,677	1,494	Climbing	MO	Sports General	2,081	2,797	\$12,465.19	\$16,754.03	\$5.99	-716	-25.6%	(\$4,288.84)	-25.6%	23.5%	23.3%
1,678	1,182	Great Hair	MO	Fashion/Beauty	1,909	5,559	\$12,408.50	\$35,373.75	\$6.50	-3,650	-65.7%	(\$22,965.25)	-64.9%	18.1%	17.9%
1,679	1,618	Wedding Essentials	AN	Bridal	2,085	2,028	\$12,405.75	\$12,066.60	\$5.95	57	2.8%	\$339.15	2.8%	14.7%	24.3%
1,680	1,091	Tapout Magazine	BM	Sports General	1,706	5,963	\$12,368.50	\$43,231.75	\$7.25	-4,257	-71.4%	(\$30,863.25)	-71.4%	23.7%	31.3%
1,681	1,661	Old House Interiors	BM	Home Decor	2,487	2,172	\$12,330.09	\$10,751.40	\$4.96	315	14.5%	\$1,578.69	14.7%	22.1%	22.8%
1,682	-	Wolverine Power Pack	MO	Comics	2,279		\$12,265.21		\$5.38					20.6%	
1,683	1,473	ATV Illustrated	QU	Motocross/ATV	2,441	3,552	\$12,180.59	\$17,724.48	\$4.99	-1,111	-31.3%	(\$5,543.89)	-31.3%	25.1%	24.3%
1,684	1,754	Marvel Comics - SIP 03253	MO	Comics	3,043	2,005	\$12,141.57	\$7,999.95	\$3.99	1,038	51.8%	\$4,141.62	51.8%	23.4%	18.7%
1,685	1,434	Marvel Comics - Amazing Spiderman 02199	MO	Comics	2,937	4,688	\$12,104.63	\$19,305.12	\$4.12	-1,751	-37.4%	(\$7,200.49)	-37.3%	20.8%	20.2%
1,686	1,623	DC Comics - Superman	MO	Comics	4,038	3,241	\$12,073.62	\$11,877.05	\$2.99	797	24.6%	\$196.57	1.7%	24.2%	19.4%
1,687	-	WP Platinum Edition	SA	Music	1,203		\$12,017.97		\$9.99					10.8%	
1,688	1,610	Florida Travel & Life	QU	Travel	2,006	2,055	\$12,015.94	\$12,309.45	\$5.99	-49	-2.4%	(\$293.51)	-2.4%	29.9%	36.6%
1,689	1,588	Power Boating Canada	QU	Boating	2,424	2,642	\$11,998.80	\$13,077.90	\$4.95	-218	-8.3%	(\$1,079.10)	-8.3%	20.1%	19.7%
1,690	1,750	Nuts & Volts	MO	Science/Nature	1,599	1,085	\$11,992.50	\$8,137.50	\$7.50	514	47.4%	\$3,855.00	47.4%	14.2%	8.6%
1,691	1,739	Foreign Affairs	QU	Current Affairs	925	640	\$11,978.75	\$8,440.00	\$12.95	285	44.5%	\$3,538.75	41.9%	27.8%	24.5%
1,692	1,586	Man at Arms	BM	Military/Weapons	1,506	1,659	\$11,972.70	\$13,189.05	\$7.95	-153	-9.2%	(\$1,216.35)	-9.2%	21.1%	24.7%
1,693	1,612	Airforce Magazine	QU	Aviation/Transportation	1,888	2,458	\$11,957.00	\$12,290.00	\$6.33	-570	-23.2%	(\$333.00)	-2.7%	21.2%	26.5%
1,694	1,615	Calgary Specials	SA	Food/Recipes	1,503	1,528	\$11,948.85	\$12,147.60	\$7.95	-25	-1.6%	(\$198.75)	-1.6%	17.1%	16.3%
1,695	1,413	Snow Goer Buyer's Guide	AN	Snowmobile	2,385	4,072	\$11,901.15	\$20,319.28	\$4.99	-1,687	-41.4%	(\$8,418.13)	-41.4%	18.6%	28.3%
1,696	1,577	Artists Palette	MO	Art	1,195	1,347	\$11,890.25	\$13,402.65	\$9.95	-152	-11.3%	(\$1,512.40)	-11.3%	22.8%	18.5%
1,697	1,563	Whorientals	QU	Sophisticates	1,321	1,514	\$11,875.79	\$13,610.86	\$8.99	-193	-12.7%	(\$1,735.07)	-12.7%	15.7%	16.3%
1,698	1,658	Animal Wellness	BM	Pets	1,994	1,837	\$11,864.30	\$10,930.15	\$5.95	157	8.5%	\$934.15	8.5%	15.4%	16.5%
1,699	1,589	Sportsform	BW	Sports General	1,316	1,510	\$11,830.84	\$13,030.90	\$8.99	-194	-12.8%	(\$1,200.06)	-9.2%	23.1%	24.4%
1,700	1,638	Western & Eastern Treasures	MO	Hobby	2,149	2,102	\$11,819.50	\$11,561.00	\$5.50	47	2.2%	\$258.50	2.2%	25.3%	22.4%
1,701	1,366	Tight Squeeze	QU	Sophisticates	1,313	2,571	\$11,803.87	\$23,113.29	\$8.99	-1,258	-48.9%	(\$11,309.42)	-48.9%	20.7%	27.5%
1,702	1,224	House Plans	SA	Home Improvement	1,186	3,258	\$11,800.70	\$32,417.10	\$9.95	-2,072	-63.6%	(\$20,616.40)	-63.6%	28.8%	32.2%
1,703	1,706	Autos Unlimited	MO	Automobile	2,359	1,825	\$11,771.41	\$9,106.75	\$4.99	534	29.3%	\$2,664.66	29.3%	23.2%	20.9%
1,704	1,239	World Soccer (UK Edition)	MO	Sports General	1,174	2,983	\$11,740.00	\$31,513.95	\$10.00	-1,809	-60.6%	(\$19,773.95)	-62.7%	13.6%	25.0%
1,705	-	Carb Lover's Diet	SA	Food/Recipes	1,068		\$11,737.32		\$10.99					20.5%	
1,706	1,571	HD Videopro	BM	Audio/Video	1,304	1,531	\$11,722.96	\$13,462.69	\$8.99	-227	-14.8%	(\$1,739.73)	-12.9%	23.7%	24.6%
1,707	1,537	Grit	BM	Agriculture	2,349	2,930	\$11,721.51	\$14,620.70	\$4.99	-581	-19.8%	(\$2,899.19)	-19.8%	24.7%	28.2%
1,708	2,021	Marvel Adventures - Thor	QU	Comics	2,689	595	\$11,567.11	\$2,374.05	\$4.30	2,094	351.9%	\$9,193.06	387.2%	13.1%	6.8%
1,709	1,597	Halifax Magazine	MO	Regional/City	991	1,283	\$11,562.45	\$12,763.85	\$11.67	-292	-22.8%	(\$1,201.40)	-9.4%	20.4%	22.3%
1,710	1,604	Whisky Magazine	BM	Wine/Spirits	1,650	1,808	\$11,533.50	\$12,637.92	\$6.99	-158	-8.7%	(\$1,104.42)	-8.7%	26.2%	27.1%
1,710	1,605	Wake Boarding	MO	Sports General	1,650	1,882	\$11,533.50	\$12,490.18	\$6.99	-232	-12.3%	(\$956.68)	-7.7%	14.5%	15.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,712	-	Disney - Family Fun	BM	Children	2,295		\$11,452.05		\$4.99					27.1%	
1,713	1,299	Hustler - Leg World (DVD)	BM	Sophisticates	1,036	2,461	\$11,385.64	\$27,046.39	\$10.99	-1,425	-57.9%	(\$15,660.75)	-57.9%	17.1%	20.1%
1,714	1,545	Aperture	QU	Photography	759	964	\$11,347.05	\$14,411.80	\$14.95	-205	-21.3%	(\$3,064.75)	-21.3%	22.9%	26.6%
1,715	1,566	Real Weddings (BC Edition)	SA	Bridal	2,521	3,011	\$11,344.50	\$13,549.50	\$4.50	-490	-16.3%	(\$2,205.00)	-16.3%	30.8%	36.4%
1,716	1,532	Best of 60 Up	BM	Sophisticates	867	1,154	\$11,262.33	\$14,807.46	\$12.99	-287	-24.9%	(\$3,545.13)	-23.9%	16.7%	21.6%
1,717	1,761	International Quilt Festival	AN	Crafts	747	519	\$11,197.53	\$7,779.81	\$14.99	228	43.9%	\$3,417.72	43.9%	39.2%	30.9%
1,718	1,695	Northwest Fly Fishing	QU	Fishing	1,611	1,351	\$11,196.45	\$9,389.45	\$6.95	260	19.2%	\$1,807.00	19.2%	15.8%	11.4%
1,719	1,576	Q Magazine (UK Edition)	MO	Music	878	1,052	\$11,194.50	\$13,413.00	\$12.75	-174	-16.5%	(\$2,218.50)	-16.5%	12.3%	14.7%
1,720	1,478	Arabian Horse World	SA	Equestrian	1,118	1,759	\$11,168.82	\$17,572.41	\$9.99	-641	-36.4%	(\$6,403.59)	-36.4%	17.4%	25.9%
1,721	1,676	Fishing Facts	BM	Fishing	1,863	1,725	\$11,159.37	\$10,332.75	\$5.99	138	8.0%	\$826.62	8.0%	22.9%	17.3%
1,722	-	Drumhead	BM	Music	1,392		\$11,122.08		\$7.99					18.5%	
1,723	1,837	Moviemaker	SA	Entertainment	1,632	881	\$11,112.00	\$5,726.50	\$6.81	751	85.2%	\$5,385.50	94.0%	20.4%	24.9%
1,724	1,518	Advertising Age	WK	Business/Finance	1,747	2,579	\$11,082.53	\$15,554.21	\$6.34	-832	-32.3%	(\$4,471.68)	-28.7%	16.3%	23.6%
1,725	1,546	Marvel Comics - Hulk Chronicles	MO	Comics	2,771	3,393	\$11,056.29	\$14,399.07	\$3.99	-622	-18.3%	(\$3,342.78)	-23.2%	13.4%	12.8%
1,726	-	ATV Trail	BM	Motocross/ATV	2,232		\$11,048.40		\$4.95					16.0%	
1,727	1,573	Lapidary Journal Jewelry Artist	MO	Crafts	1,578	1,920	\$11,030.22	\$13,420.80	\$6.99	-342	-17.8%	(\$2,390.58)	-17.8%	24.2%	31.4%
1,728	-	Hello Kitty Album	AN	Collectibles	5,511		\$11,022.00		\$2.00					45.2%	
1,729	1,714	Baseball Digest	BM	Baseball	1,840	1,495	\$11,021.60	\$8,955.05	\$5.99	345	23.1%	\$2,066.55	23.1%	30.7%	30.9%
1,730	1,653	Scale Auto Contest Annual	AN	Hobby	705	715	\$10,927.50	\$11,082.50	\$15.50	-10	-1.4%	(\$155.00)	-1.4%	24.3%	27.8%
1,731	-	Men's Health (Children's Health)	AN	Parenting	1,562		\$10,918.38		\$6.99					10.1%	
1,732	1,234	Hot Milfs	QU	Sophisticates	1,212	3,539	\$10,895.88	\$31,815.61	\$8.99	-2,327	-65.8%	(\$20,919.73)	-65.8%	21.8%	26.0%
1,733	1,719	True West	MO	Hobby	1,819	1,482	\$10,895.81	\$8,877.18	\$5.99	337	22.7%	\$2,018.63	22.7%	25.9%	21.0%
1,734	1,657	Fantasy & Science Fiction	BM	Fiction	1,450	1,563	\$10,875.00	\$10,941.00	\$7.50	-113	-7.2%	(\$66.00)	-0.6%	25.5%	30.5%
1,735	1,406	BC Magazine Holiday Gift Pack	SA	Travel	545	1,029	\$10,872.75	\$20,528.55	\$19.95	-484	-47.0%	(\$9,655.80)	-47.0%	20.2%	22.9%
1,736	1,523	The Week	WK	Business/Finance	2,692	3,841	\$10,869.00	\$15,364.00	\$4.04	-1,149	-29.9%	(\$4,495.00)	-29.3%	8.3%	9.0%
1,737	1,553	Canoeroots	SA	Boating	1,806	2,353	\$10,745.70	\$14,000.35	\$5.95	-547	-23.2%	(\$3,254.65)	-23.2%	22.9%	25.5%
1,738	1,956	Alpinist	QU	Sports General	793	263	\$10,727.35	\$3,405.85	\$13.53	530	201.5%	\$7,321.50	215.0%	14.2%	7.1%
1,739	1,708	Lindy's College Football	AN	Football	1,124	956	\$10,678.00	\$9,082.00	\$9.50	168	17.6%	\$1,596.00	17.6%	37.1%	29.0%
1,740	2,042	Marvel Comics - SIP 02169	SA	Comics	2,676	532	\$10,677.24	\$2,122.68	\$3.99	2,144	403.0%	\$8,554.56	403.0%	20.3%	19.0%
1,741	1,201	American Artist - Workshop	SA	Art	534	3,096	\$10,674.66	\$34,025.04	\$19.99	-2,562	-82.8%	(\$23,350.38)	-68.6%	31.9%	21.6%
1,742	1,602	Modern Painters	MO	Hobby	1,072	1,271	\$10,666.40	\$12,646.45	\$9.95	-199	-15.7%	(\$1,980.05)	-15.7%	16.9%	18.2%
1,743	1,530	Hung	BM	Sophisticates	1,066	1,488	\$10,649.34	\$14,865.12	\$9.99	-422	-28.4%	(\$4,215.78)	-28.4%	24.9%	22.9%
1,744	1,702	Sister 2 Sister	MO	Ethnic/Religion	2,664	2,329	\$10,629.36	\$9,292.71	\$3.99	335	14.4%	\$1,336.65	14.4%	15.7%	17.9%
1,745	1,522	Spirit of the North	SA	Regional/City	1,332	1,940	\$10,589.40	\$15,423.00	\$7.95	-608	-31.3%	(\$4,833.60)	-31.3%	15.0%	11.9%
1,746	-	Sports Illustrated - Indy 500	AN	Sports General	703		\$10,537.97		\$14.99					43.4%	
1,747	-	Fighting Fit	BM	Sports General	958		\$10,528.42		\$10.99					5.3%	
1,748	998	Swank - Just 18 (DVD)	BM	Sophisticates	878	4,631	\$10,527.22	\$55,525.69	\$11.99	-3,753	-81.0%	(\$44,998.47)	-81.0%	25.3%	23.6%
1,749	2,004	Marvel Comics - Deadpool Team Up	SA	Teen	2,638	644	\$10,525.62	\$2,569.56	\$3.99	1,994	309.6%	\$7,956.06	309.6%	12.1%	10.0%
1,750	1,489	The Best of 50 Up	BM	Sophisticates	810	1,343	\$10,521.90	\$16,930.57	\$12.99	-533	-39.7%	(\$6,408.67)	-37.9%	18.3%	17.7%
1,751	1,738	Lost Treasure	MO	Science/Nature	1,913	1,536	\$10,521.50	\$8,448.00	\$5.50	377	24.5%	\$2,073.50	24.5%	18.8%	18.4%
1,752	1,943	Knitting Traditions	AN	Crafts	700	239	\$10,493.00	\$3,582.61	\$14.99	461	192.9%	\$6,910.39	192.9%	43.0%	67.5%
1,753	1,572	Jazz Times	MO	Music	1,761	2,262	\$10,477.95	\$13,458.90	\$5.95	-501	-22.1%	(\$2,980.95)	-22.1%	22.4%	27.9%
1,754	1,644	RV Lifestyle Buyer's Guide	SA	Outdoors/Camping	1,754	1,906	\$10,436.30	\$11,340.70	\$5.95	-152	-8.0%	(\$904.40)	-8.0%	40.6%	43.7%
1,755	1,548	Guitar Techniques	MO	Music	614	847	\$10,407.30	\$14,356.65	\$16.95	-233	-27.5%	(\$3,949.35)	-27.5%	18.8%	17.6%
1,756	1,513	Marvel Comics - SIP 03247	MO	Comics	2,608	3,567	\$10,405.92	\$16,024.33	\$3.99	-959	-26.9%	(\$5,618.41)	-35.1%	21.5%	15.0%
1,757	1,575	Automobile Buyer's Guide	AN	Automobile	1,487	1,919	\$10,394.13	\$13,413.81	\$6.99	-432	-22.5%	(\$3,019.68)	-22.5%	21.3%	24.6%
1,758	1,504	Skateboarder	MO	Sports General	1,486	2,726	\$10,387.14	\$16,328.74	\$6.99	-1,240	-45.5%	(\$5,941.60)	-36.4%	11.2%	15.5%
1,759	1,614	Go Riding	QU	Motocross/ATV	2,078	2,438	\$10,369.22	\$12,165.62	\$4.99	-360	-14.8%	(\$1,796.40)	-14.8%	12.7%	13.6%
1,760	1,232	Ready Made	BM	Home Decor	1,730	5,341	\$10,362.70	\$31,992.59	\$5.99	-3,611	-67.6%	(\$21,629.89)	-67.6%	13.5%	15.0%
1,761	1,759	Yankee	BM	Regional/City	1,711	1,354	\$10,347.89	\$7,816.46	\$6.05	357	26.4%	\$2,531.43	32.4%	24.4%	32.6%
1,762	1,703	101 Bracelets & Necklaces	AN	Collectibles	689	615	\$10,328.11	\$9,218.85	\$14.99	74	12.0%	\$1,109.26	12.0%	38.2%	30.8%
1,763	1,665	Vietnam	BM	Military/Weapons	1,720	1,777	\$10,302.80	\$10,644.23	\$5.99	-57	-3.2%	(\$341.43)	-3.2%	27.4%	26.3%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,764	1,752	The Prospector	BM	Business/Finance	2,063	2,696	\$10,294.37	\$8,088.00	\$4.99	-633	-23.5%	\$2,206.37	27.3%	17.1%	35.3%
1,765	1,642	The Best of 40 Up (UK Edition)	BM	Sophisticates	790	877	\$10,262.10	\$11,385.23	\$12.99	-87	-9.9%	(\$1,123.13)	-9.9%	15.0%	16.6%
1,766	1,624	Inside Lacrosse	MO	Sports General	1,708	1,980	\$10,230.92	\$11,860.20	\$5.99	-272	-13.7%	(\$1,629.28)	-13.7%	19.2%	17.6%
1,767	1,627	The Nation	WK	Current Affairs	2,059	2,392	\$10,192.05	\$11,840.40	\$4.95	-333	-13.9%	(\$1,648.35)	-13.9%	18.3%	16.2%
1,768	1,645	Marvel Comics - SIP 03248	MO	Comics	2,547	2,555	\$10,162.53	\$11,328.45	\$3.99	-8	-0.3%	(\$1,165.92)	-10.3%	19.1%	22.8%
1,769	1,636	Sci Fi	BM	Science/Nature	2,034	2,193	\$10,149.66	\$11,621.07	\$4.99	-159	-7.3%	(\$1,471.41)	-12.7%	24.2%	23.5%
1,770	1,334	Canadian University Guide	AN	School Guides	1,273	3,597	\$10,120.35	\$24,999.15	\$7.95	-2,324	-64.6%	(\$14,878.80)	-59.5%	11.1%	31.5%
1,771	1,691	DC Comics - Batman Detective	MO	Comics	3,253	2,165	\$10,109.47	\$9,572.39	\$3.11	1,088	50.3%	\$537.08	5.6%	23.3%	18.7%
1,772	1,542	Culture	QU	Food/Recipes	1,012	1,453	\$10,069.40	\$14,457.35	\$9.95	-441	-30.4%	(\$4,387.95)	-30.4%	10.7%	12.6%
1,772	1,679	American Interest	BM	Current Affairs	1,012	1,085	\$10,069.40	\$10,093.75	\$9.95	-73	-6.7%	(\$24.35)	-0.2%	16.3%	21.9%
1,774	1,467	Complex	BM	Men's Lifestyle	2,014	3,590	\$10,049.86	\$17,914.10	\$4.99	-1,576	-43.9%	(\$7,864.24)	-43.9%	12.4%	14.8%
1,775	1,680	Deer Hunters Almanac	AN	Hunting	1,264	1,264	\$10,048.80	\$10,048.80	\$7.95	0	0.0%	\$0.00	0.0%	34.2%	34.5%
1,776	1,743	Star Wars - Legacy	BM	Comics	3,008	2,792	\$10,029.22	\$8,348.08	\$3.33	216	7.7%	\$1,681.14	20.1%	25.9%	22.5%
1,777	-	CT Digital Photography	QU	Photography	666		\$9,983.34		\$14.99						29.9%
1,778	1,734	Woman's Weekly - SIP 84230	MO	Women's Lifestyle	1,162	1,129	\$9,922.00	\$8,521.75	\$8.54	33	2.9%	\$1,400.25	16.4%	14.0%	12.4%
1,779	1,630	Gifts Cloths Paper Scissors	AN	Crafts	661	782	\$9,908.39	\$11,722.18	\$14.99	-121	-15.5%	(\$1,813.79)	-15.5%	44.0%	44.5%
1,780	1,608	Marvel Comics - Wolverine Origins	MO	Comics	2,481	3,118	\$9,899.19	\$12,440.82	\$3.99	-637	-20.4%	(\$2,541.63)	-20.4%	22.2%	24.8%
1,781	1,660	Wedding Flowers	BM	Bridal	825	916	\$9,891.75	\$10,763.00	\$11.99	-91	-9.9%	(\$871.25)	-8.1%	27.5%	26.9%
1,782	1,583	Studios Cloth Paper	SA	Crafts	659	885	\$9,878.41	\$13,266.15	\$14.99	-226	-25.5%	(\$3,387.74)	-25.5%	31.3%	30.7%
1,783	1,742	Backyard Poultry	BM	Agriculture	1,970	1,677	\$9,830.30	\$8,368.23	\$4.99	293	17.5%	\$1,462.07	17.5%	27.1%	32.1%
1,784	1,529	Hustler - Humor (DVD)	QU	Sophisticates	1,229	1,946	\$9,819.71	\$15,024.54	\$7.99	-717	-36.8%	(\$5,204.83)	-34.6%	18.9%	24.5%
1,785	977	Lost	BM	Entertainment	1,966	8,949	\$9,810.34	\$59,282.51	\$4.99	-6,983	-78.0%	(\$49,472.17)	-83.5%	13.5%	44.8%
1,786	1,628	duPont Registry - Homes	MO	Home Decor	1,408	1,697	\$9,785.60	\$11,794.15	\$6.95	-289	-17.0%	(\$2,008.55)	-17.0%	10.0%	10.5%
1,787	-	Hatches	AN	Fishing	1,227		\$9,754.65		\$7.95						21.0%
1,788	1,601	XXXMen	BM	Sophisticates	971	1,268	\$9,700.29	\$12,667.32	\$9.99	-297	-23.4%	(\$2,967.03)	-23.4%	26.2%	20.7%
1,788	1,710	Sporting News - College Basketball	AN	Basketball	971	906	\$9,700.29	\$9,050.94	\$9.99	65	7.2%	\$649.35	7.2%	28.0%	24.7%
1,790	1,609	Ocean Navigator	BM	Boating	1,857	2,383	\$9,682.43	\$12,410.17	\$5.21	-526	-22.1%	(\$2,727.74)	-22.0%	20.3%	21.7%
1,791	1,893	Creative Expressions	BM	Crafts	667	305	\$9,671.65	\$4,189.75	\$14.50	362	118.7%	\$5,481.90	130.8%	10.7%	18.2%
1,792	1,634	Water Ski	BM	Sports General	1,381	1,664	\$9,653.19	\$11,631.36	\$6.99	-283	-17.0%	(\$1,978.17)	-17.0%	19.2%	23.7%
1,793	1,533	Alberta Home	QU	Home Decor	1,939	2,987	\$9,598.05	\$14,785.65	\$4.95	-1,048	-35.1%	(\$5,187.60)	-35.1%	22.1%	25.6%
1,794	1,631	Diving & Resorts	AN	Travel	803	979	\$9,595.85	\$11,699.05	\$11.95	-176	-18.0%	(\$2,103.20)	-18.0%	31.5%	38.4%
1,795	1,910	Elites	AN	Luxury	1,054	400	\$9,577.30	\$3,980.00	\$9.09	654	163.5%	\$5,597.30	140.6%	13.2%	21.2%
1,796	1,845	Click	AN	Entertainment	1,598	922	\$9,508.10	\$5,485.90	\$5.95	676	73.3%	\$4,022.20	73.3%	11.7%	23.0%
1,797	1,620	Best of Mens World	SA	Sophisticates	692	890	\$9,489.50	\$12,015.00	\$13.71	-198	-22.2%	(\$2,525.50)	-21.0%	12.3%	19.1%
1,798	2,112	Marvel Comics - X Factor	SA	Comics	2,224	316	\$9,474.76	\$1,260.84	\$4.26	1,908	603.8%	\$8,213.92	651.5%	7.1%	5.5%
1,799	1,319	Women's Wear Daily 100 Years	AN	Fashion/Beauty	947	1,992	\$9,470.00	\$25,876.08	\$10.00	-1,045	-52.5%	(\$16,406.08)	-63.4%	10.7%	15.2%
1,800	-	Grand Sudoku	BM	Crosswords/Puzzles	2,363		\$9,428.37		\$3.99						23.3%
1,801	1,583	Quilting Arts Gifts	AN	Crafts	625	885	\$9,368.75	\$13,266.15	\$14.99	-260	-29.4%	(\$3,897.40)	-29.4%	39.6%	39.2%
1,802	1,885	Coin World	QU	Collectibles	1,555	731	\$9,314.45	\$4,378.69	\$5.99	824	112.7%	\$4,935.76	112.7%	10.6%	12.0%
1,803	1,667	Marvel Comics - SIP 03257	BM	Comics	1,217	1,387	\$9,281.83	\$10,601.13	\$7.63	-170	-12.3%	(\$1,319.30)	-12.4%	11.5%	11.8%
1,804	-	Autism File	QU	Health/Wellness	1,325		\$9,261.75		\$6.99						15.1%
1,805	-	Curve	MO	Gay/Lesbian Lifestyle	1,540		\$9,224.60		\$5.99						6.6%
1,806	1,517	Mountain Bike Buyer's Guide	SA	Bicycling	916	1,577	\$9,150.84	\$15,754.23	\$9.99	-661	-41.9%	(\$6,603.39)	-41.9%	32.8%	26.8%
1,807	1,535	American Angler	BM	Fishing	1,307	2,107	\$9,135.93	\$14,727.93	\$6.99	-800	-38.0%	(\$5,592.00)	-38.0%	26.0%	27.5%
1,808	1,641	British Heritage	BM	Travel	1,520	1,902	\$9,104.80	\$11,392.98	\$5.99	-382	-20.1%	(\$2,288.18)	-20.1%	20.8%	26.8%
1,809	1,477	Motorboating	MO	Boating	1,518	2,942	\$9,092.82	\$17,622.58	\$5.99	-1,424	-48.4%	(\$8,529.76)	-48.4%	23.4%	27.1%
1,809	1,700	UTV Off Road	BM	Automobile	1,518	1,554	\$9,092.82	\$9,308.46	\$5.99	-36	-2.3%	(\$215.64)	-2.3%	25.7%	19.8%
1,811	1,640	Chile Pepper	QU	Food/Recipes	1,290	1,696	\$9,017.10	\$11,454.64	\$6.99	-406	-23.9%	(\$2,437.54)	-21.3%	25.5%	26.0%
1,812	1,656	Kung Fu Tai Chi	BM	Sports General	1,285	1,568	\$8,982.15	\$10,960.32	\$6.99	-283	-18.0%	(\$1,978.17)	-18.0%	26.7%	27.1%
1,813	1,820	Marvel Comics - Fantastic Four	MO	Comics	2,246	1,533	\$8,961.54	\$6,116.67	\$3.99	713	46.5%	\$2,844.87	46.5%	13.1%	21.7%
1,814	1,376	Show - Black Lingerie	QU	Sophisticates	814	2,035	\$8,913.30	\$22,283.25	\$10.95	-1,221	-60.0%	(\$13,369.95)	-60.0%	18.9%	18.1%
1,815	1,687	Life Beautiful	QU	Women's Lifestyle	1,795	1,975	\$8,885.25	\$9,776.25	\$4.95	-180	-9.1%	(\$891.00)	-9.1%	21.0%	16.8%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,816	1,501	Men's World	MO	Sophisticates	742	1,405	\$8,874.74	\$16,508.75	\$11.96	-663	-47.2%	(\$7,634.01)	-46.2%	14.7%	18.3%
1,817	1,686	S Magazine	BM	Ski/Snowboard	1,684	1,932	\$8,846.80	\$9,841.40	\$5.25	-248	-12.8%	(\$994.60)	-10.1%	5.8%	12.3%
1,818	2,554	Rue Morgue	MO	Entertainment	888	-232	\$8,835.60	(\$2,308.40)	\$9.95	1,120	-482.8%	\$11,144.00	-482.8%	22.4%	-3.6%
1,819	1,534	Food Premier Issue	AN	Food/Recipes	1,766	2,957	\$8,812.34	\$14,755.43	\$4.99	-1,191	-40.3%	(\$5,943.09)	-40.3%	15.3%	22.3%
1,820	1,792	Art & Auction	MO	Art	720	695	\$8,810.00	\$6,950.00	\$12.24	25	3.6%	\$1,860.00	26.8%	23.8%	15.0%
1,821	1,646	Star Wars - Blood Ties	QU	Comics	2,939	3,234	\$8,787.61	\$11,319.00	\$2.99	-295	-9.1%	(\$2,531.39)	-22.4%	24.1%	30.9%
1,822	1,559	Authority	QU	Sports General	1,462	2,309	\$8,757.38	\$13,830.91	\$5.99	-847	-36.7%	(\$5,073.53)	-36.7%	12.2%	12.0%
1,823	1,528	Take Ten	QU	Crafts	547	944	\$8,746.53	\$15,094.56	\$15.99	-397	-42.1%	(\$6,348.03)	-42.1%	30.6%	47.5%
1,824	1,725	Art News	MO	Art	1,455	1,451	\$8,730.00	\$8,706.00	\$6.00	4	0.3%	\$24.00	0.3%	34.7%	37.6%
1,825	1,666	Somerset Studio	BM	Crafts	873	1,065	\$8,721.27	\$10,639.35	\$9.99	-192	-18.0%	(\$1,918.08)	-18.0%	39.9%	41.7%
1,826	1,514	Sticky Buns	QU	Sophisticates	969	1,781	\$8,711.31	\$16,011.19	\$8.99	-812	-45.6%	(\$7,299.88)	-45.6%	16.2%	19.9%
1,827	1,838	FLW Outdoors - Walleye	BM	Fishing	2,204	1,424	\$8,705.80	\$5,624.80	\$3.95	780	54.8%	\$3,081.00	54.8%	30.3%	21.2%
1,828	1,951	Taps	QU	Wine/Spirits	1,246	493	\$8,659.70	\$3,426.35	\$6.95	753	152.7%	\$5,233.35	152.7%	10.2%	11.3%
1,829	-	Crafty Ever After	AN	Crafts	541		\$8,650.59		\$15.99					3.3%	
1,830	1,682	Soft Dolls & Animals	BM	Crafts	1,237	1,436	\$8,646.63	\$10,037.64	\$6.99	-199	-13.9%	(\$1,391.01)	-13.9%	11.4%	14.0%
1,831	1,674	Marvel Comics - Ultimate Spiderman	MO	Comics	2,164	2,441	\$8,634.36	\$10,397.59	\$3.99	-277	-11.3%	(\$1,763.23)	-17.0%	14.0%	20.1%
1,832	1,791	Marvel Comics - Astonishing X-Men	BM	Comics	1,997	1,646	\$8,610.03	\$7,032.54	\$4.31	351	21.3%	\$1,577.49	22.4%	24.2%	21.5%
1,833	1,890	Pedal Buyer's Guide	AN	Bicycling	1,737	858	\$8,598.15	\$4,247.10	\$4.95	879	102.4%	\$4,351.05	102.4%	15.9%	18.7%
1,834	1,816	Athlon Sports - College Basketball	AN	Basketball	1,076	780	\$8,597.24	\$6,232.20	\$7.99	296	37.9%	\$2,365.04	37.9%	37.1%	26.0%
1,835	1,632	Entrepreneur Startup	SA	Business/Finance	2,013	2,732	\$8,558.87	\$11,653.68	\$4.25	-719	-26.3%	(\$3,094.81)	-26.6%	16.0%	16.6%
1,836	-	Quiltmania Special	SA	Crafts	427		\$8,535.73		\$19.99					7.3%	
1,837	1,404	Kustoms & Hot Rods	MO	Automobile	2,135	5,167	\$8,518.65	\$20,616.33	\$3.99	-3,032	-58.7%	(\$12,097.68)	-58.7%	23.8%	21.9%
1,838	1,670	Home Business	BM	Business/Finance	1,703	2,102	\$8,497.97	\$10,488.98	\$4.99	-399	-19.0%	(\$1,991.01)	-19.0%	13.3%	12.9%
1,839	-	Taunton Pre Packs	AN	General Interest	771		\$8,473.29		\$10.99					16.3%	
1,840	1,301	Milestones - Mustangs	BM	Automobile	1,414	4,462	\$8,469.86	\$26,727.38	\$5.99	-3,048	-68.3%	(\$18,257.52)	-68.3%	22.6%	35.2%
1,841	1,474	Fantasy Football Cheatsheets	SA	Football	1,053	2,218	\$8,413.47	\$17,721.82	\$7.99	-1,165	-52.5%	(\$9,308.35)	-52.5%	72.7%	39.0%
1,842	1,756	True Blue Trucks	QU	Automobile	1,699	1,611	\$8,410.05	\$7,974.45	\$4.95	88	5.5%	\$435.60	5.5%	29.6%	25.7%
1,843	-	American Artist Preview	AN	Art	560		\$8,394.40		\$14.99					32.9%	
1,844	-	Men Only (UK Edition)	MO	Sophisticates	699		\$8,381.01		\$11.99					5.9%	
1,845	1,690	FLW Outdoors - Bass	BM	Fishing	2,115	2,451	\$8,354.25	\$9,681.45	\$3.95	-336	-13.7%	(\$1,327.20)	-13.7%	27.5%	27.3%
1,846	-	WP Taylor Lautner	AN	Teen	1,038		\$8,293.62		\$7.99					8.2%	
1,847	1,794	College & Pro Football Weekly	QU	Football	754	630	\$8,286.46	\$6,923.70	\$10.99	124	19.7%	\$1,362.76	19.7%	20.9%	17.5%
1,848	1,790	Wedding Directory Complete	AN	Bridal	1,671	1,421	\$8,271.45	\$7,033.95	\$4.95	250	17.6%	\$1,237.50	17.6%	26.6%	22.6%
1,849	1,692	Designs in Machine Embroidery	BM	Crafts	919	1,062	\$8,261.81	\$9,547.38	\$8.99	-143	-13.5%	(\$1,285.57)	-13.5%	13.5%	17.7%
1,850	1,564	Videomaker	MO	Photography	1,026	1,697	\$8,197.74	\$13,559.03	\$7.99	-671	-39.5%	(\$5,361.29)	-39.5%	16.6%	18.6%
1,851	1,709	Guns & Ammo - Handguns	BM	Military/Weapons	1,641	1,818	\$8,188.59	\$9,071.82	\$4.99	-177	-9.7%	(\$883.23)	-9.7%	23.5%	25.1%
1,852	1,737	Nexus - SIP 85207	BM	General Interest	683	705	\$8,178.00	\$8,460.00	\$11.97	-22	-3.1%	(\$282.00)	-3.3%	35.0%	23.8%
1,853	2,038	Marvel Comics - Thor The Mighty Avenger	QU	Comics	1,833	547	\$8,147.67	\$2,182.53	\$4.44	1,286	235.1%	\$5,965.14	273.3%	8.3%	6.1%
1,854	-	Auto Round Up	BW	Automobile	2,724		\$8,144.76		\$2.99					16.9%	
1,855	1,718	Asian Woman Canada	QU	Ethnic/Religion	1,015	1,117	\$8,069.25	\$8,880.15	\$7.95	-102	-9.1%	(\$810.90)	-9.1%	34.4%	21.9%
1,856	1,648	Creative Machine Embroidery & Textile Art	BW	Hobby	742	1,022	\$8,046.90	\$11,260.90	\$10.84	-280	-27.4%	(\$3,214.00)	-28.5%	12.5%	17.6%
1,857	1,850	Star Wars - Knight Errant	SA	Comics	2,482	1,748	\$8,044.40	\$5,226.52	\$3.24	734	42.0%	\$2,817.88	53.9%	14.6%	19.7%
1,858	1,543	College Football	BW	Football	892	1,673	\$8,019.08	\$14,455.27	\$8.99	-781	-46.7%	(\$6,436.19)	-44.5%	16.8%	25.5%
1,859	1,626	Diecast Magazine	QU	Hobby	801	1,190	\$7,969.95	\$11,840.50	\$9.95	-389	-32.7%	(\$3,870.55)	-32.7%	20.0%	17.9%
1,860	1,482	North American Whitetail - SIP 32335	SA	Hunting	1,328	3,128	\$7,954.72	\$17,330.72	\$5.99	-1,800	-57.5%	(\$9,376.00)	-54.1%	22.7%	28.7%
1,861	1,806	Kitchen Classics	BM	Home Decor	788	1,301	\$7,872.12	\$6,491.99	\$9.99	-513	-39.4%	\$1,380.13	21.3%	28.2%	25.1%
1,862	2,330	Print	BM	Business/Finance	198	4	\$7,870.10	\$204.80	\$39.75	194	4,850.0%	\$7,665.30	3,742.8%	18.3%	3.6%
1,863	1,869	Sporting Classics	QU	Sports General	1,124	808	\$7,811.80	\$4,807.60	\$6.95	316	39.1%	\$3,004.20	62.5%	25.8%	25.1%
1,864	1,707	Free Inquiry	BM	Literature	1,576	1,839	\$7,801.20	\$9,103.05	\$4.95	-263	-14.3%	(\$1,301.85)	-14.3%	20.6%	17.0%
1,865	-	Food & Wine - SIP 10485	AN	Wine/Spirits	434		\$7,790.30		\$17.95					13.8%	
1,866	1,803	Vines	BM	Wine/Spirits	1,829	1,677	\$7,789.55	\$6,624.15	\$4.26	152	9.1%	\$1,165.40	17.6%	12.9%	22.7%
1,867	1,361	Cream Pie	QU	Sophisticates	860	2,622	\$7,731.40	\$23,571.78	\$8.99	-1,762	-67.2%	(\$15,840.38)	-67.2%	18.4%	22.9%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,868	1,781	<i>Art of Sexy by Show</i>	AN	Sophisticates	644	603	\$7,695.80	\$7,205.85	\$11.95	41	6.8%	\$489.95	6.8%	19.3%	25.1%
1,869	2,037	<i>Ranger Rick Magazine</i>	AN	Children	1,948	556	\$7,694.60	\$2,196.20	\$3.95	1,392	250.4%	\$5,498.40	250.4%	12.2%	32.9%
1,870	1,625	<i>Practical Photography</i>	MO	Photography	615	948	\$7,687.50	\$11,850.00	\$12.50	-333	-35.1%	(\$4,162.50)	-35.1%	17.9%	30.6%
1,871	1,639	<i>Hot Legs</i>	QU	Sophisticates	852	1,279	\$7,659.48	\$11,498.21	\$8.99	-427	-33.4%	(\$3,838.73)	-33.4%	18.9%	15.3%
1,872	1,766	<i>Turkey & Turkey Hunting</i>	QU	Hunting	1,523	1,553	\$7,538.85	\$7,687.35	\$4.95	-30	-1.9%	(\$148.50)	-1.9%	27.5%	30.4%
1,873	1,771	<i>Country Homes & Interiors</i>	MO	Home Decor	831	840	\$7,470.69	\$7,551.60	\$8.99	-9	-1.1%	(\$80.91)	-1.1%	46.2%	43.3%
1,874	1,613	<i>Esquire (UK Edition)</i>	MO	Men's Lifestyle	931	1,530	\$7,438.69	\$12,224.70	\$7.99	-599	-39.2%	(\$4,786.01)	-39.2%	22.4%	33.9%
1,875	1,729	<i>Artful Blogging</i>	QU	Literature	464	540	\$7,419.36	\$8,634.60	\$15.99	-76	-14.1%	(\$1,215.24)	-14.1%	32.7%	37.0%
1,876	1,744	<i>Marvel Comics - Captain America</i>	MO	Comics	1,677	1,851	\$7,372.23	\$8,324.49	\$4.40	-174	-9.4%	(\$952.26)	-11.4%	20.1%	19.1%
1,877	1,574	<i>Saltscapes Travel Guide to Canada's East Coast</i>	AN	Travel	1,231	2,255	\$7,324.45	\$13,417.25	\$5.95	-1,024	-45.4%	(\$6,092.80)	-45.4%	16.7%	30.4%
1,878	1,741	<i>Script</i>	BM	Literature	913	1,050	\$7,294.87	\$8,389.50	\$7.99	-137	-13.0%	(\$1,094.63)	-13.0%	26.5%	27.8%
1,879	1,133	<i>Beckett - Pro Football</i>	QU	Football	729	3,948	\$7,282.71	\$39,440.52	\$9.99	-3,219	-81.5%	(\$32,157.81)	-81.5%	25.0%	30.4%
1,880	1,763	<i>DC Comics - Batman & Robin</i>	MO	Comics	2,431	2,202	\$7,268.69	\$7,768.76	\$2.99	229	10.4%	(\$500.07)	-6.4%	20.8%	18.5%
1,881	1,717	<i>Professional Mariner</i>	MO	Boating	1,376	1,680	\$7,266.24	\$8,884.20	\$5.28	-304	-18.1%	(\$1,617.96)	-18.2%	16.2%	16.1%
1,882	1,765	<i>Dog Fancy - Natural Dog</i>	AN	Pets	1,034	861	\$7,227.66	\$7,740.39	\$6.99	173	20.1%	(\$512.73)	-6.6%	34.9%	26.0%
1,883	1,886	<i>Intermezzo</i>	AN	Food/Recipes	1,202	721	\$7,199.98	\$4,318.79	\$5.99	481	66.7%	\$2,881.19	66.7%	14.1%	23.0%
1,884	1,713	<i>Marvel Comics- Invincible Iron Man</i>	MO	Comics	1,723	2,198	\$7,188.77	\$8,966.02	\$4.17	-475	-21.6%	(\$1,777.25)	-19.8%	18.7%	25.5%
1,885	1,811	<i>Bird Watcher Digest</i>	BM	Pets	1,439	1,265	\$7,180.61	\$6,312.35	\$4.99	174	13.8%	\$868.26	13.8%	26.5%	27.7%
1,886	1,830	<i>Camping Life</i>	BM	Outdoors/Camping	1,412	1,146	\$7,158.88	\$5,922.54	\$5.07	266	23.2%	\$1,236.34	20.9%	11.7%	10.5%
1,887	1,785	<i>Performance Imports</i>	MO	Automobile	710	709	\$7,140.50	\$7,121.55	\$10.06	1	0.1%	\$18.95	0.3%	24.3%	26.4%
1,888	-	<i>Crochet Traditions</i>	AN	Crafts	476		\$7,135.24		\$14.99					29.3%	
1,889	1,804	<i>Kayak Angler</i>	SA	Fishing	1,195	1,107	\$7,110.25	\$6,586.65	\$5.95	88	7.9%	\$523.60	7.9%	15.5%	21.2%
1,890	-	<i>Practical Photoshop</i>	MO	Photography	429		\$7,078.50		\$16.50					6.1%	
1,891	2,002	<i>Mass Effect</i>	SA	Comics	1,537	749	\$7,016.31	\$2,621.50	\$4.56	788	105.2%	\$4,394.81	167.6%	13.2%	14.3%
1,892	989	<i>Gent</i>	BM	Sophisticates	699	4,819	\$6,983.01	\$56,674.81	\$9.99	-4,120	-85.5%	(\$49,691.80)	-87.7%	12.7%	28.1%
1,893	2,502	<i>Classic Motorcycle</i>	MO	Motorcycles	699	1	\$6,955.05	\$9.95	\$9.95	698	69,800.0%	\$6,945.10	69,800.0%	5.9%	1.2%
1,894	1,997	<i>Star Wars - SIP 41834</i>	SA	Comics	2,050	897	\$6,937.34	\$2,682.03	\$3.38	1,153	128.5%	\$4,255.31	158.7%	20.9%	24.0%
1,895	-	<i>Photo Plus</i>	MO	Photography	871		\$6,924.45		\$7.95					16.1%	
1,896	1,581	<i>Star Wars - Knights of the Old Republic</i>	MO	Comics	1,971	4,441	\$6,898.50	\$13,278.59	\$3.50	-2,470	-55.6%	(\$6,380.09)	-48.0%	25.0%	30.9%
1,897	-	<i>Coastal Life</i>	BM	Regional/City	1,386		\$6,860.70		\$4.95					7.3%	
1,898	1,721	<i>Auto Trader</i>	WK	Classifieds	3,889	5,046	\$6,860.68	\$8,830.50	\$1.76	-1,157	-22.9%	(\$1,969.82)	-22.3%	17.2%	13.9%
1,899	1,655	<i>First Hand</i>	QU	Literature	889	1,569	\$6,837.11	\$10,967.31	\$7.69	-680	-43.3%	(\$4,130.20)	-37.7%	21.1%	26.1%
1,900	1,578	<i>Patchwork & Stitching</i>	MO	Crafts	635	1,127	\$6,814.25	\$13,385.65	\$10.73	-492	-43.7%	(\$6,571.40)	-49.1%	12.1%	14.5%
1,901	-	<i>Sampler Quilts & Blocks</i>	AN	Crafts	681		\$6,803.19		\$9.99					34.0%	
1,902	1,720	<i>Metal Hammer</i>	MO	Music	518	677	\$6,776.10	\$8,846.20	\$13.08	-159	-23.5%	(\$2,070.10)	-23.4%	29.8%	35.7%
1,903	1,693	<i>Big Butt</i>	MO	Sophisticates	749	1,053	\$6,733.51	\$9,466.47	\$8.99	-304	-28.9%	(\$2,732.96)	-28.9%	20.5%	25.8%
1,904	-	<i>Menswear</i>	MO	Men's Lifestyle	1,120		\$6,720.00		\$6.00					7.4%	
1,905	1,704	<i>Marvel Comics - The New Avengers</i>	MO	Comics	1,682	2,302	\$6,711.18	\$9,184.98	\$3.99	-620	-26.9%	(\$2,473.80)	-26.9%	19.0%	22.0%
1,906	-	<i>Easy Metal Clay</i>	AN	Crafts	447		\$6,700.53		\$14.99					30.8%	
1,907	1,779	<i>Porthole</i>	BM	Boating	1,335	1,456	\$6,661.65	\$7,265.44	\$4.99	-121	-8.3%	(\$603.79)	-8.3%	20.0%	26.1%
1,908	-	<i>Yezzie Sudoku Ultra</i>	BM	Crosswords/Puzzles	1,339		\$6,628.05		\$4.95					19.1%	
1,909	1,591	<i>Sportsform Basketball</i>	MO	Basketball	736	1,587	\$6,616.64	\$12,931.13	\$8.99	-851	-53.6%	(\$6,314.49)	-48.8%	16.4%	19.6%
1,910	-	<i>Easy Wire</i>	AN	Crafts	441		\$6,610.59		\$14.99					32.5%	
1,911	1,778	<i>Lindy's College Basketball</i>	AN	Basketball	695	766	\$6,602.50	\$7,277.00	\$9.50	-71	-9.3%	(\$674.50)	-9.3%	27.2%	29.7%
1,912	-	<i>Razzle Milf</i>	AN	Sophisticates	550		\$6,594.50		\$11.99					12.6%	
1,913	1,753	<i>Sunset - SIP 10144</i>	SA	Travel	820	1,007	\$6,551.80	\$8,045.93	\$7.99	-187	-18.6%	(\$1,494.13)	-18.6%	28.1%	33.3%
1,914	2,011	<i>Bridal Fantasy</i>	AN	Bridal	942	359	\$6,546.90	\$2,495.05	\$6.95	583	162.4%	\$4,051.85	162.4%	27.7%	21.1%
1,915	1,664	<i>Kanawa</i>	QU	Boating	1,322	2,164	\$6,543.90	\$10,711.80	\$4.95	-842	-38.9%	(\$4,167.90)	-38.9%	21.9%	21.7%
1,916	1,596	<i>Creative Screenwriting</i>	BM	Literature	939	1,848	\$6,526.05	\$12,843.60	\$6.95	-909	-49.2%	(\$6,317.55)	-49.2%	20.1%	23.0%
1,917	2,107	<i>Marvel Illustrated</i>	SA	Comics	1,487	329	\$6,493.13	\$1,312.71	\$4.37	1,158	352.0%	\$5,180.42	394.6%	6.7%	3.7%
1,918	1,663	<i>Marvel Comics - Ghost Rider</i>	MO	Comics	1,627	2,687	\$6,491.73	\$10,721.13	\$3.99	-1,060	-39.4%	(\$4,229.40)	-39.4%	19.9%	21.0%
1,919	1,732	<i>Dog World</i>	MO	Pets	1,298	1,480	\$6,477.02	\$8,574.20	\$4.99	-182	-12.3%	(\$2,097.18)	-24.5%	13.1%	12.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,920	-	<i>Oxford American Music CD</i>	AN	Music	542		\$6,476.90		\$11.95					31.0%	
1,921	1,555	<i>SBC Wakeboard</i>	SA	Sports General	925	1,999	\$6,465.75	\$13,973.01	\$6.99	-1,074	-53.7%	(\$7,507.26)	-53.7%	8.4%	15.9%
1,922	1,619	<i>Tab International</i>	QU	Sophisticates	1,076	2,007	\$6,456.00	\$12,042.00	\$6.00	-931	-46.4%	(\$5,586.00)	-46.4%	19.0%	18.8%
1,923	1,873	<i>Heavy Hitters</i>	QU	Automobile	807	577	\$6,447.93	\$4,610.23	\$7.99	230	39.9%	\$1,837.70	39.9%	5.6%	8.6%
1,924	1,770	<i>Essentials For Jeep</i>	SA	Automobile	1,076	1,261	\$6,445.24	\$7,553.39	\$5.99	-185	-14.7%	(\$1,108.15)	-14.7%	20.9%	22.1%
1,925	-	<i>Crawl</i>	BM	Motocross/ATV	922		\$6,444.78		\$6.99					18.1%	
1,926	1,699	<i>Marvel Comics - SIP 03243</i>	MO	Comics	1,613	2,243	\$6,435.87	\$9,333.57	\$3.99	-630	-28.1%	(\$2,897.70)	-31.0%	17.1%	22.7%
1,927	1,775	<i>Warbird Digest</i>	BM	Aviation/Transportation	714	818	\$6,418.86	\$7,353.82	\$8.99	-104	-12.7%	(\$934.96)	-12.7%	25.8%	30.3%
1,928	1,694	<i>Witch Magazine</i>	MO	Children	1,891	3,205	\$6,391.05	\$9,454.75	\$3.38	-1,314	-41.0%	(\$3,063.70)	-32.4%	33.5%	39.1%
1,929	1,635	<i>Canadian Music</i>	BM	Music	1,816	3,321	\$6,356.00	\$11,623.50	\$3.50	-1,505	-45.3%	(\$5,267.50)	-45.3%	18.1%	14.9%
1,930	1,749	<i>Belle Armoire Jewelry</i>	QU	Crafts	397	509	\$6,348.03	\$8,138.91	\$15.99	-112	-22.0%	(\$1,790.88)	-22.0%	28.7%	36.4%
1,931	1,592	<i>O Gauge Rail Roding</i>	BM	Hobby	1,065	2,083	\$6,336.75	\$12,881.85	\$5.95	-1,018	-48.9%	(\$6,545.10)	-50.8%	7.7%	12.8%
1,932	1,887	<i>Brew Your Own</i>	BM	Wine/Spirits	1,269	857	\$6,332.31	\$4,276.43	\$4.99	412	48.1%	\$2,055.88	48.1%	21.9%	11.2%
1,933	1,728	<i>Vancouver View</i>	BM	Regional/City	1,601	2,192	\$6,323.95	\$8,658.40	\$3.95	-591	-27.0%	(\$2,334.45)	-27.0%	14.1%	27.7%
1,934	1,740	<i>Touring & Tasting</i>	SA	Wine/Spirits	905	1,208	\$6,289.75	\$8,395.60	\$6.95	-303	-25.1%	(\$2,105.85)	-25.1%	19.5%	16.9%
1,935	1,760	<i>Amoi Magazine</i>	SA	Ethnic/Religion	1,393	1,731	\$6,268.50	\$7,789.50	\$4.50	-338	-19.5%	(\$1,521.00)	-19.5%	7.1%	7.7%
1,936	1,733	<i>Doll Reader</i>	BM	Collectibles	983	1,362	\$6,196.17	\$8,546.38	\$6.30	-379	-27.8%	(\$2,350.21)	-27.5%	26.2%	27.5%
1,937	1,755	<i>Favorite Bead Stitch</i>	AN	Crafts	413	533	\$6,190.87	\$7,989.67	\$14.99	-120	-22.5%	(\$1,798.80)	-22.5%	29.4%	40.5%
1,938	-	<i>Travel Guide to Florida</i>	BM	Travel	1,039		\$6,182.05		\$5.95					24.9%	
1,939	1,813	<i>Eastern Fly Fishing</i>	BM	Fishing	887	904	\$6,164.65	\$6,282.80	\$6.95	-17	-1.9%	(\$118.15)	-1.9%	16.9%	16.3%
1,940	-	<i>Electric Flight</i>	BM	Hobby	685		\$6,158.15		\$8.99					19.6%	
1,941	-	<i>Titan - SIP 03157</i>	BM	Entertainment	1,234		\$6,157.66		\$4.99					43.3%	
1,942	1,745	<i>Sports Collector Edition</i>	SA	Sports General	683	922	\$6,140.17	\$8,288.78	\$8.99	-239	-25.9%	(\$2,148.61)	-25.9%	21.8%	8.0%
1,943	1,846	<i>RV Lifestyle Campground Annual</i>	AN	Outdoors/Camping	1,031	916	\$6,134.45	\$5,450.20	\$5.95	115	12.6%	\$684.25	12.6%	25.8%	22.3%
1,944	1,650	<i>Somerset Life</i>	QU	Crafts	382	696	\$6,108.18	\$11,129.04	\$15.99	-314	-45.1%	(\$5,020.86)	-45.1%	45.3%	66.9%
1,945	1,793	<i>Down Under Quilts</i>	MO	Crafts	458	549	\$6,086.10	\$6,926.55	\$13.29	-91	-16.6%	(\$840.45)	-12.1%	15.1%	28.2%
1,946	-	<i>The Upland Almanac</i>	QU	Fishing	680	0	\$6,086.00	\$0.00	\$8.95	680		\$6,086.00		5.8%	0.0%
1,947	1,764	<i>Yukon</i>	QU	Travel	1,228	1,564	\$6,078.60	\$7,741.80	\$4.95	-336	-21.5%	(\$1,663.20)	-21.5%	26.8%	13.5%
1,948	1,836	<i>Wizards of Mickey</i>	MO	Children	1,585	1,754	\$6,077.15	\$5,739.90	\$3.83	-169	-9.6%	\$337.25	5.9%	14.9%	8.4%
1,949	-	<i>Sunset - SIP 10137</i>	AN	Food/Recipes	434		\$6,071.66		\$13.99					20.6%	
1,950	1,975	<i>Marvel Adventures - SIP 01981</i>	BM	Comics	1,301	771	\$6,070.99	\$3,076.29	\$4.67	530	68.7%	\$2,994.70	97.3%	22.3%	16.3%
1,951	1,799	<i>Lonely Wives Club</i>	BM	Sophisticates	866	951	\$6,053.34	\$6,647.49	\$6.99	-85	-8.9%	(\$594.15)	-8.9%	14.9%	16.0%
1,952	1,825	<i>Farm Collector</i>	MO	Agriculture	869	858	\$6,039.55	\$5,963.10	\$6.95	11	1.3%	\$76.45	1.3%	20.7%	20.5%
1,953	1,783	<i>DC Comics - Justice League America</i>	MO	Comics	1,730	1,564	\$6,015.70	\$7,150.40	\$3.48	166	10.6%	(\$1,134.70)	-15.9%	22.8%	20.2%
1,954	1,780	<i>BBC Good Food</i>	MO	Food/Recipes	592	725	\$6,009.40	\$7,213.75	\$10.15	-133	-18.3%	(\$1,204.35)	-16.7%	12.8%	9.3%
1,955	-	<i>Yezze Sudoku Challe</i>	BM	Crosswords/Puzzles	1,207		\$5,974.65		\$4.95					17.2%	
1,956	1,918	<i>DC Comics - Action Comics</i>	MO	Comics	1,630	859	\$5,973.70	\$3,873.53	\$3.66	771	89.8%	\$2,100.17	54.2%	15.9%	9.1%
1,957	1,685	<i>Letters</i>	QU	Sophisticates	779	1,408	\$5,965.21	\$9,841.92	\$7.66	-629	-44.7%	(\$3,876.71)	-39.4%	17.8%	21.2%
1,958	424	<i>Beckett - SIP 01939</i>	QU	Sports General	397	19,505	\$5,951.03	\$213,954.95	\$14.99	-19,108	-98.0%	(\$208,003.92)	-97.2%	14.1%	34.7%
1,959	1,853	<i>Town & Country Wedding</i>	SA	Bridal	993	866	\$5,908.35	\$5,152.70	\$5.95	127	14.7%	\$755.65	14.7%	26.4%	22.7%
1,960	-	<i>USA Indy at 100</i>	AN	Sports General	537		\$5,901.63		\$10.99					4.3%	
1,961	1,802	<i>Marvel Comics - SIP 03254</i>	MO	Comics	1,478	1,497	\$5,897.22	\$6,629.03	\$3.99	-19	-1.3%	(\$731.81)	-11.0%	14.1%	16.4%
1,962	2,065	<i>Marvel Comics - Daredevil</i>	SA	Comics	1,474	456	\$5,881.26	\$1,819.44	\$3.99	1,018	223.2%	\$4,061.82	223.2%	8.1%	11.8%
1,963	-	<i>Yezze Sudoku Medium</i>	BM	Crosswords/Puzzles	1,181		\$5,845.95		\$4.95					16.9%	
1,964	2,062	<i>Marvel Adventures - SIP 01982</i>	SA	Comics	1,464	461	\$5,841.36	\$1,839.39	\$3.99	1,003	217.6%	\$4,001.97	217.6%	10.2%	13.3%
1,965	1,777	<i>Organic Gardening</i>	BM	Gardening	1,012	1,463	\$5,797.88	\$7,300.37	\$5.73	-451	-30.8%	(\$1,502.49)	-20.6%	17.7%	24.7%
1,966	1,787	<i>Filmmaker Magazine</i>	QU	Audio/Video	725	893	\$5,763.75	\$7,099.35	\$7.95	-168	-18.8%	(\$1,335.60)	-18.8%	20.7%	20.1%
1,967	1,465	<i>Engagement 101</i>	SA	Bridal	960	2,492	\$5,750.40	\$17,947.08	\$5.99	-1,532	-61.5%	(\$12,196.68)	-68.0%	12.2%	15.6%
1,967	1,669	<i>Powerboat</i>	BM	Boating	960	1,758	\$5,750.40	\$10,530.42	\$5.99	-798	-45.4%	(\$4,780.02)	-45.4%	26.7%	24.4%
1,969	1,865	<i>Bronco Driver</i>	BM	Automobile	1,154	1,008	\$5,712.30	\$4,989.60	\$4.95	146	14.5%	\$722.70	14.5%	22.9%	23.3%
1,970	1,715	<i>Ms.</i>	QU	Women's Lifestyle	959	1,495	\$5,706.05	\$8,895.25	\$5.95	-536	-35.9%	(\$3,189.20)	-35.9%	10.6%	14.9%
1,971	1,953	<i>Rapid</i>	SA	Boating	956	575	\$5,688.20	\$3,421.25	\$5.95	381	66.3%	\$2,266.95	66.3%	25.5%	20.0%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
1,972	1,748	Moviemaker Guide	AN	Audio/Video	570	822	\$5,671.50	\$8,178.90	\$9.95	-252	-30.7%	(\$2,507.40)	-30.7%	18.7%	22.9%
1,973	-	Furnish	SA	Home Decor	711		\$5,652.45		\$7.95					15.5%	
1,974	2,441	WWD Accessories	SA	Women's Lifestyle	564	6	\$5,640.00	\$60.00	\$10.00	558	9,300.0%	\$5,580.00	9,300.0%	6.6%	6.0%
1,975	1,805	Scale Aviation Modeller	MO	Hobby	574	694	\$5,636.26	\$6,586.06	\$9.82	-120	-17.3%	(\$949.80)	-14.4%	17.7%	16.8%
1,976	1,668	Alt by Show	SA	Men's Lifestyle	514	967	\$5,628.30	\$10,588.65	\$10.95	-453	-46.8%	(\$4,960.35)	-46.8%	12.4%	25.7%
1,977	1,914	Marvel Comics - Thor	BM	Comics	1,399	980	\$5,582.01	\$3,910.20	\$3.99	419	42.8%	\$1,671.81	42.8%	7.7%	9.7%
1,978	1,818	Keyboard	MO	Music	792	891	\$5,536.08	\$6,228.09	\$6.99	-99	-11.1%	(\$692.01)	-11.1%	22.0%	18.2%
1,979	1,970	Bad Wives	QU	Sophisticates	788	448	\$5,508.12	\$3,131.52	\$6.99	340	75.9%	\$2,376.60	75.9%	12.9%	14.0%
1,980	1,746	Diabetes Forecast	MO	Health/Wellness	1,102	1,648	\$5,498.98	\$8,223.52	\$4.99	-546	-33.1%	(\$2,724.54)	-33.1%	14.2%	12.5%
1,981	1,705	Cherry Tales	QU	Gay Sophisticate	714	1,304	\$5,478.86	\$9,114.96	\$7.67	-590	-45.2%	(\$3,636.10)	-39.9%	17.1%	20.7%
1,982	1,735	The Best of 40's (UK Edition)	BM	Sophisticates	421	666	\$5,468.79	\$8,488.34	\$12.99	-245	-36.8%	(\$3,019.55)	-35.6%	18.1%	18.7%
1,983	-	Art of Mary Jane	MO	Cannabis	681		\$5,441.19		\$7.99					15.8%	
1,984	1,788	Sport Fishing	MO	Fishing	908	1,185	\$5,438.92	\$7,098.15	\$5.99	-277	-23.4%	(\$1,659.23)	-23.4%	19.3%	24.2%
1,985	1,730	Cheaters	BM	Sophisticates	777	1,232	\$5,431.23	\$8,611.68	\$6.99	-455	-36.9%	(\$3,180.45)	-36.9%	17.2%	18.7%
1,986	1,512	Forbidden Letters	QU	Sophisticates	599	1,784	\$5,385.01	\$16,038.16	\$8.99	-1,185	-66.4%	(\$10,653.15)	-66.4%	22.2%	22.0%
1,986	2,073	Horrorhound	AN	Fiction	599	185	\$5,385.01	\$1,663.15	\$8.99	414	223.8%	\$3,721.86	223.8%	8.3%	16.4%
1,988	2,499	Inside Soccer	QU	Sports General	905	3	\$5,384.75	\$14.85	\$5.95	902	30,066.7%	\$5,369.90	36,160.9%	9.5%	3.8%
1,989	1,905	The Lab Magazine	SA	Music	582	582	\$5,376.18	\$4,068.18	\$9.24	0	0.0%	\$1,308.00	32.2%	24.5%	13.7%
1,990	-	Sandra Quilt Patchwork	QU	Crafts	316		\$5,368.84		\$16.99					7.7%	
1,991	1,570	SBC Kiteboard	QU	Sports General	768	1,931	\$5,368.32	\$13,497.69	\$6.99	-1,163	-60.2%	(\$8,129.37)	-60.2%	15.8%	19.0%
1,992	1,841	Inside Lacrosse Yearbook	AN	Sports General	539	560	\$5,363.05	\$5,572.00	\$9.95	-21	-3.8%	(\$208.95)	-3.8%	28.6%	28.1%
1,993	1,565	Just Sudoku	QU	Crosswords/Puzzles	767	1,939	\$5,361.33	\$13,553.61	\$6.99	-1,172	-60.4%	(\$8,192.28)	-60.4%	20.4%	21.3%
1,994	1,776	Marvel Comics - Ironman	MO	Comics	1,342	1,609	\$5,354.58	\$7,305.91	\$3.99	-267	-16.6%	(\$1,951.33)	-26.7%	13.7%	27.8%
1,995	-	i.Business	BM	Computer	794		\$5,348.30		\$6.74					10.3%	
1,996	1,786	Marvel Comics - Mighty Avengers	MO	Comics	1,250	1,718	\$5,331.50	\$7,118.82	\$4.27	-468	-27.2%	(\$1,787.32)	-25.1%	20.3%	20.6%
1,997	1,688	DC Comics - Superman & Batman	MO	Comics	1,769	2,736	\$5,289.31	\$9,742.00	\$2.99	-967	-35.3%	(\$4,452.69)	-45.7%	24.7%	27.4%
1,998	1,701	Grapevine	QU	Food/Recipes	886	1,563	\$5,271.70	\$9,299.85	\$5.95	-677	-43.3%	(\$4,028.15)	-43.3%	5.7%	9.1%
1,999	1,908	Sports Illustrated - World Champs	AN	Sports General	656	501	\$5,241.44	\$4,002.99	\$7.99	155	30.9%	\$1,238.45	30.9%	36.4%	41.7%
2,000	1,888	Where To Retire	BM	Travel	874	718	\$5,200.30	\$4,272.10	\$5.95	156	21.7%	\$928.20	21.7%	9.8%	12.4%
2,001	1,835	DC Comics - Teen Titans	MO	Comics	1,640	1,329	\$5,199.60	\$5,746.11	\$3.17	311	23.4%	(\$546.51)	-9.5%	14.0%	11.4%
2,002	1,921	Green Craft Magazine	SA	Women's Lifestyle	325	241	\$5,196.75	\$3,853.59	\$15.99	84	34.9%	\$1,343.16	34.9%	58.0%	40.2%
2,003	1,758	Sultry Spouses	BM	Sophisticates	742	1,125	\$5,186.58	\$7,863.75	\$6.99	-383	-34.0%	(\$2,677.17)	-34.0%	12.9%	15.2%
2,004	1,847	Artists Cafe	AN	Crafts	323	340	\$5,164.77	\$5,436.60	\$15.99	-17	-5.0%	(\$271.83)	-5.0%	53.8%	56.7%
2,005	1,801	Uncensored Letters	BM	Sophisticates	734	950	\$5,130.66	\$6,640.50	\$6.99	-216	-22.7%	(\$1,509.84)	-22.7%	15.2%	15.1%
2,006	1,828	Walt Disney Comics	MO	Comics	1,329	1,883	\$5,126.71	\$5,940.25	\$3.86	-554	-29.4%	(\$813.54)	-13.7%	13.5%	9.0%
2,007	1,821	Uncle Scrooge	MO	Comics	1,327	1,927	\$5,093.73	\$6,063.45	\$3.84	-600	-31.1%	(\$969.72)	-16.0%	12.5%	8.8%
2,008	-	Fly Fusion Photo Annual	AN	Fishing	568		\$5,083.60		\$8.95					28.0%	
2,009	1,894	Marvel Comics - SIP 03242	BM	Comics	1,108	1,004	\$5,079.92	\$4,187.96	\$4.58	104	10.4%	\$891.96	21.3%	13.3%	22.8%
2,010	-	The Believer	MO	Literature	505		\$5,061.00		\$10.02					22.4%	
2,011	1,884	Soundings New England	MO	Boating	725	634	\$5,038.75	\$4,406.30	\$6.95	91	14.4%	\$632.45	14.4%	25.8%	23.8%
2,012	1,889	Birds USA	AN	Pets	560	534	\$5,034.40	\$4,266.66	\$8.99	26	4.9%	\$767.74	18.0%	22.0%	19.1%
2,013	-	Escort 40 & Naughty	MO	Sophisticates	419		\$5,023.81		\$11.99					11.4%	
2,014	1,727	Wind Surfing	QU	Sports General	834	1,450	\$4,995.66	\$8,685.50	\$5.99	-616	-42.5%	(\$3,689.84)	-42.5%	17.8%	17.6%
2,015	1,915	Horse Country	BM	Equestrian	1,005	787	\$4,974.75	\$3,895.65	\$4.95	218	27.7%	\$1,079.10	27.7%	19.9%	21.6%
2,016	1,649	Die Cast X	QU	Hobby	553	1,242	\$4,971.47	\$11,165.58	\$8.99	-689	-55.5%	(\$6,194.11)	-55.5%	16.1%	16.8%
2,017	-	Cowgirl	BM	Women's Lifestyle	829		\$4,965.71		\$5.99					19.4%	
2,018	1,800	Bowhunting America	BM	Hunting	1,242	1,666	\$4,955.58	\$6,647.34	\$3.99	-424	-25.5%	(\$1,691.76)	-25.5%	14.1%	21.8%
2,019	1,864	New England Home	BM	Home Decor	712	722	\$4,948.40	\$5,017.90	\$6.95	-10	-1.4%	(\$69.50)	-1.4%	33.1%	39.7%
2,020	1,843	Art Doll	QU	Crafts	448	503	\$4,923.52	\$5,527.97	\$10.99	-55	-10.9%	(\$604.45)	-10.9%	32.9%	33.3%
2,021	1,852	Savour	QU	Wine/Spirits	993	1,044	\$4,915.35	\$5,167.80	\$4.95	-51	-4.9%	(\$252.45)	-4.9%	8.2%	9.5%
2,022	1,751	Trail Rider	BM	Equestrian	983	1,627	\$4,905.17	\$8,118.73	\$4.99	-644	-39.6%	(\$3,213.56)	-39.6%	17.8%	18.2%
2,023	1,859	Donald Duck	MO	Comics	1,315	1,588	\$4,892.85	\$5,080.24	\$3.72	-273	-17.2%	(\$187.39)	-3.7%	12.6%	7.9%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,024	-	<i>Travel Guide to California</i>	AN	Travel	822		\$4,890.90		\$5.95					18.8%	
2,025	1,276	Jumble Puzzles	BM	Crosswords/Puzzles	1,396	8,249	\$4,886.00	\$28,871.50	\$3.50	-6,853	-83.1%	(\$23,985.50)	-83.1%	25.4%	26.1%
2,026	1,876	EQ	MO	Music	697	654	\$4,872.03	\$4,571.46	\$6.99	43	6.6%	\$300.57	6.6%	15.1%	9.4%
2,027	1,466	Luxe Northwest	QU	Home Decor	489	1,802	\$4,865.55	\$17,929.90	\$9.95	-1,313	-72.9%	(\$13,064.35)	-72.9%	52.6%	56.7%
2,028	1,848	Investor's Digest of Canada	BW	Business/Finance	807	892	\$4,842.00	\$5,352.00	\$6.00	-85	-9.5%	(\$510.00)	-9.5%	27.8%	27.8%
2,029	1,823	Ultimatum - SIP 01673	MO	Comics	1,210	1,345	\$4,827.90	\$5,985.55	\$3.99	-135	-10.0%	(\$1,157.65)	-19.3%	8.8%	13.3%
2,030	-	The Social Media	MO	Computer	602		\$4,809.98		\$7.99					4.6%	
2,031	1,834	Instinct	MO	Gay Sophisticate	971	1,178	\$4,806.45	\$5,831.10	\$4.95	-207	-17.6%	(\$1,024.65)	-17.6%	23.8%	20.2%
2,032	1,863	Atlantic Salmon Journal	QU	Fishing	1,280	1,339	\$4,800.00	\$5,021.25	\$3.75	-59	-4.4%	(\$221.25)	-4.4%	42.6%	44.8%
2,033	1,844	DC Comics - Batman Strikes	MO	Comics	1,602	1,803	\$4,789.98	\$5,514.39	\$2.99	-201	-11.1%	(\$724.41)	-13.1%	24.3%	31.8%
2,034	2,095	<i>Triathlete's World</i>	AN	Sports General	479	146	\$4,766.05	\$1,452.70	\$9.95	333	228.1%	\$3,313.35	228.1%	3.0%	3.6%
2,035	2,165	Wine Enthusiast	MO	Wine/Spirits	795	147	\$4,762.05	\$880.53	\$5.99	648	440.8%	\$3,881.52	440.8%	6.3%	19.6%
2,036	1,364	US News - SIP 02300	AN	Current Affairs	471	2,336	\$4,705.29	\$23,336.64	\$9.99	-1,865	-79.8%	(\$18,631.35)	-79.8%	58.9%	47.5%
2,037	-	Delicious	MO	Food/Recipes	466		\$4,655.34		\$9.99					12.8%	
2,038	1,840	Dime	BM	Basketball	931	1,119	\$4,645.69	\$5,583.81	\$4.99	-188	-16.8%	(\$938.12)	-16.8%	18.2%	16.7%
2,039	-	<i>Revolution Motorcycle - Special Calendar</i>	AN	Motorcycles	291		\$4,641.45		\$15.95					29.8%	
2,040	1,769	Great Lakes Angler	MO	Fishing	929	1,514	\$4,635.71	\$7,554.86	\$4.99	-585	-38.6%	(\$2,919.15)	-38.6%	19.4%	24.6%
2,041	1,772	Handmade	BW	Crafts	408	666	\$4,611.60	\$7,530.70	\$11.30	-258	-38.7%	(\$2,919.10)	-38.8%	17.6%	15.0%
2,042	1,922	Foam	BM	Women's Lifestyle	924	767	\$4,610.76	\$3,827.33	\$4.99	157	20.5%	\$783.43	20.5%	12.0%	7.1%
2,043	1,659	Rotoworld Fantasy Football Guide	SA	Football	460	1,196	\$4,595.40	\$10,894.04	\$9.99	-736	-61.5%	(\$6,298.64)	-57.8%	27.6%	18.0%
2,044	1,450	Teen Auditions	QU	Sophisticates	511	2,039	\$4,593.89	\$18,330.61	\$8.99	-1,528	-74.9%	(\$13,736.72)	-74.9%	18.1%	19.4%
2,045	2,009	Marvel Comics - SIP 01321	MO	Comics	932	575	\$4,581.68	\$2,505.25	\$4.92	357	62.1%	\$2,076.43	82.9%	18.6%	13.9%
2,046	1,915	<i>Power Boating Canada Boat Test Annual</i>	AN	Boating	925	787	\$4,578.75	\$3,895.65	\$4.95	138	17.5%	\$683.10	17.5%	24.7%	20.4%
2,047	1,860	Handwoven	QU	Crafts	565	632	\$4,514.35	\$5,049.68	\$7.99	-67	-10.6%	(\$535.33)	-10.6%	32.3%	36.1%
2,048	1,858	Contemporary Doll Collector	BM	Collectibles	645	727	\$4,508.55	\$5,081.73	\$6.99	-82	-11.3%	(\$573.18)	-11.3%	13.9%	17.0%
2,049	1,652	Equine Wellness	QU	Equestrian	756	1,863	\$4,498.20	\$11,084.85	\$5.95	-1,107	-59.4%	(\$6,586.65)	-59.4%	21.0%	19.8%
2,050	-	<i>Fresh Magazine - Cooking With Kids</i>	AN	Food/Recipes	359		\$4,483.91		\$12.49					8.2%	
2,051	1,903	Dreamscapes	BM	Travel	1,135	1,032	\$4,483.25	\$4,076.40	\$3.95	103	10.0%	\$406.85	10.0%	4.2%	4.9%
2,052	1,736	Best of Step by Step Beads	AN	Crafts	298	566	\$4,467.02	\$8,484.34	\$14.99	-268	-47.3%	(\$4,017.32)	-47.3%	67.7%	31.8%
2,053	1,815	Alaska Magazine	MO	Travel	882	1,210	\$4,464.18	\$6,239.90	\$5.06	-328	-27.1%	(\$1,775.72)	-28.5%	29.0%	29.2%
2,054	2,093	Robb Report - Ultimate Motorcycling	AN	Motorcycles	743	244	\$4,450.57	\$1,461.56	\$5.99	499	204.5%	\$2,989.01	204.5%	15.5%	25.6%
2,055	1,868	Winemaker	BM	Wine/Spirits	888	988	\$4,431.12	\$4,930.12	\$4.99	-100	-10.1%	(\$499.00)	-10.1%	12.0%	12.0%
2,056	1,960	Servo Magazine	MO	Science/Nature	625	479	\$4,375.00	\$3,353.00	\$7.00	146	30.5%	\$1,022.00	30.5%	6.3%	3.8%
2,057	1,768	Next Door Neighbors	SA	Sophisticates	582	1,082	\$4,368.18	\$7,563.18	\$7.51	-500	-46.2%	(\$3,195.00)	-42.2%	18.5%	20.6%
2,058	1,757	Wine & Spirits	BM	Wine/Spirits	727	1,366	\$4,354.73	\$7,919.34	\$5.99	-639	-46.8%	(\$3,564.61)	-45.0%	12.7%	15.3%
2,059	1,920	Marvel Comics - SIP 03246	MO	Comics	847	921	\$4,313.53	\$3,855.79	\$5.09	-74	-8.0%	\$457.74	11.9%	17.2%	14.9%
2,060	1,824	Scrapbook Tips & Tricks	QU	Crafts	479	664	\$4,306.21	\$5,969.36	\$8.99	-185	-27.9%	(\$1,663.15)	-27.9%	22.2%	25.2%
2,061	2,545	RC Models & Electric	SA	Hobby	400	-24	\$4,300.00	(\$258.00)	\$10.75	424	-1,766.7%	\$4,558.00	-1,766.7%	14.0%	-150.0%
2,062	1,870	Performance Boats	QU	Boating	713	800	\$4,270.87	\$4,792.00	\$5.99	-87	-10.9%	(\$521.13)	-10.9%	18.0%	24.8%
2,063	1,993	Premiere	MO	Celebrity	749	497	\$4,229.50	\$2,763.50	\$5.65	252	50.7%	\$1,466.00	53.0%	19.4%	19.7%
2,064	1,814	Secret Pleasures	QU	Sophisticates	559	897	\$4,208.41	\$6,270.03	\$7.53	-338	-37.7%	(\$2,061.62)	-32.9%	12.8%	14.4%
2,065	1,939	Antenna	QU	Audio/Video	765	455	\$4,198.35	\$3,635.45	\$5.49	310	68.1%	\$562.90	15.5%	6.6%	6.0%
2,066	1,475	Goalie's World	QU	Hockey	704	2,971	\$4,188.80	\$17,677.45	\$5.95	-2,267	-76.3%	(\$13,488.65)	-76.3%	16.9%	22.1%
2,067	1,797	Bird Talk	MO	Pets	838	1,155	\$4,181.62	\$6,770.45	\$4.99	-317	-27.4%	(\$2,588.83)	-38.2%	11.2%	11.9%
2,068	1,662	Spa	BM	Travel	542	1,415	\$4,180.58	\$10,732.85	\$7.71	-873	-61.7%	(\$6,552.27)	-61.0%	14.4%	18.6%
2,069	1,731	Motor Trend - SIP 34862	AN	Automobile	598	1,228	\$4,180.02	\$8,583.72	\$6.99	-630	-51.3%	(\$4,403.70)	-51.3%	10.2%	19.1%
2,070	1,857	Kingston Life	BM	Regional/City	1,194	1,458	\$4,179.00	\$5,103.00	\$3.50	-264	-18.1%	(\$924.00)	-18.1%	22.9%	34.7%
2,071	-	Lakeland Boating	MO	Boating	836		\$4,171.64		\$4.99					11.5%	
2,072	2,000	Road Bikes & Accessories - Buyer's Guide	AN	Bicycling	417	263	\$4,165.83	\$2,627.37	\$9.99	154	58.6%	\$1,538.46	58.6%	23.2%	29.2%
2,073	1,854	All About Beer	BM	Wine/Spirits	828	1,032	\$4,131.72	\$5,149.68	\$4.99	-204	-19.8%	(\$1,017.96)	-19.8%	21.9%	21.8%
2,074	2,104	Marvel Comics - SIP 03256	QU	Comics	1,032	342	\$4,117.68	\$1,364.58	\$3.99	690	201.8%	\$2,753.10	201.8%	19.3%	20.4%
2,075	1,796	Horticulture	BM	Gardening	513	850	\$4,098.87	\$6,791.50	\$7.99	-337	-39.6%	(\$2,692.63)	-39.6%	13.0%	11.1%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,076	-	Verena Knitting	QU	Crafts	512		\$4,090.88		\$7.99					13.3%	
2,077	1,961	Somerset Memories	SA	Crafts	255	209	\$4,077.45	\$3,341.91	\$15.99	46	22.0%	\$735.54	22.0%	43.8%	32.4%
2,078	1,942	Ode Magazine	QU	General Interest	683	678	\$4,063.85	\$3,597.10	\$5.95	5	0.7%	\$466.75	13.0%	15.3%	16.9%
2,079	1,826	America in WWII	BM	Military/Weapons	678	993	\$4,061.22	\$5,948.07	\$5.99	-315	-31.7%	(\$1,886.85)	-31.7%	28.9%	26.8%
2,080	1,933	Sand Sports	BM	Motocross/ATV	580	531	\$4,054.20	\$3,711.69	\$6.99	49	9.2%	\$342.51	9.2%	8.4%	8.5%
2,081	-	Civil War Monitor	QU	Military/Weapons	675		\$4,043.25		\$5.99					25.5%	
2,082	1,672	Legs	QU	Sophisticates	447	1,158	\$4,018.53	\$10,410.42	\$8.99	-711	-61.4%	(\$6,391.89)	-61.4%	14.9%	18.8%
2,083	1,877	Gay Digest Mag Pack	SA	Gay Sophisticate	502	572	\$4,010.98	\$4,570.28	\$7.99	-70	-12.2%	(\$559.30)	-12.2%	16.1%	26.0%
2,084	-	Lucky Kids	MO	Parenting	726		\$3,993.00		\$5.50					22.6%	
2,085	1,594	Natural Solutions	BM	Health/Wellness	806	2,598	\$3,989.70	\$12,860.10	\$4.95	-1,792	-69.0%	(\$8,870.40)	-69.0%	14.4%	23.3%
2,086	1,994	Canadian Golf Traveller	AN	Golf	669	461	\$3,980.55	\$2,742.95	\$5.95	208	45.1%	\$1,237.60	45.1%	16.7%	7.8%
2,087	1,955	Heritage Britain & Ireland	AN	Travel	362	311	\$3,978.38	\$3,417.89	\$10.99	51	16.4%	\$560.49	16.4%	15.4%	13.0%
2,088	1,539	Deen Bros Good Cooking	QU	Food/Recipes	437	1,621	\$3,928.63	\$14,572.79	\$8.99	-1,184	-73.0%	(\$10,644.16)	-73.0%	30.9%	15.0%
2,089	1,812	Essence - Hot Hair	AN	Fashion/Beauty	559	901	\$3,907.41	\$6,297.99	\$6.99	-342	-38.0%	(\$2,390.58)	-38.0%	16.4%	18.1%
2,090	1,643	Natural Life	BM	Health/Wellness	562	1,632	\$3,905.90	\$11,342.40	\$6.95	-1,070	-65.6%	(\$7,436.50)	-65.6%	9.3%	10.2%
2,091	1,326	Toyfare	MO	Hobby	650	4,214	\$3,893.50	\$25,241.86	\$5.99	-3,564	-84.6%	(\$21,348.36)	-84.6%	20.7%	22.5%
2,092	1,906	Fader	BM	Music	641	677	\$3,839.59	\$4,055.23	\$5.99	-36	-5.3%	(\$215.64)	-5.3%	25.8%	26.4%
2,093	1,784	Juggs	MO	Sophisticates	427	785	\$3,838.73	\$7,138.15	\$8.99	-358	-45.6%	(\$3,299.42)	-46.2%	31.1%	19.9%
2,094	2,208	Gun Digest	MO	Hunting	590	101	\$3,835.00	\$656.50	\$6.50	489	484.2%	\$3,178.50	484.2%	9.1%	36.1%
2,095	1,895	Realms of Fantasy	QU	Fiction	502	524	\$3,832.98	\$4,186.76	\$7.64	-22	-4.2%	(\$353.78)	-8.4%	23.4%	12.5%
2,096	2,024	Private Diaries	QU	Sophisticates	542	337	\$3,788.58	\$2,355.63	\$6.99	205	60.8%	\$1,432.95	60.8%	9.3%	10.5%
2,097	1,817	Photography Monthly	MO	Photography	365	608	\$3,741.25	\$6,232.00	\$10.25	-243	-40.0%	(\$2,490.75)	-40.0%	14.2%	17.8%
2,098	1,897	Strings	MO	Music	622	694	\$3,725.78	\$4,157.06	\$5.99	-72	-10.4%	(\$431.28)	-10.4%	21.1%	14.5%
2,099	1,964	Maui No Ka'oi	BM	Travel	752	665	\$3,722.40	\$3,291.75	\$4.95	87	13.1%	\$430.65	13.1%	26.3%	19.1%
2,100	-	Golf Fitness	QU	Golf	614		\$3,677.86		\$5.99					18.6%	
2,101	2,019	News China	QU	Business/Finance	737	480	\$3,677.63	\$2,395.20	\$4.99	257	53.5%	\$1,282.43	53.5%	8.3%	4.7%
2,102	1,925	Jet	WK	Ethnic/Religion	1,837	1,895	\$3,655.63	\$3,771.05	\$1.99	-58	-3.1%	(\$115.42)	-3.1%	27.2%	17.4%
2,103	-	Kommando	BM	Military/Weapons	368		\$3,643.20		\$9.90					33.5%	
2,104	1,934	Somerset Holidays	AN	Crafts	226	232	\$3,613.74	\$3,709.68	\$15.99	-6	-2.6%	(\$95.94)	-2.6%	48.1%	46.4%
2,105	1,862	Lake Superior Magazine	BM	Travel	726	1,015	\$3,593.70	\$5,024.25	\$4.95	-289	-28.5%	(\$1,430.55)	-28.5%	40.3%	56.7%
2,106	1,767	Surface	BM	Home Decor	513	1,087	\$3,585.87	\$7,598.13	\$6.99	-574	-52.8%	(\$4,012.26)	-52.8%	11.5%	12.2%
2,107	2,078	Green Lantern	QU	Comics	1,196	412	\$3,576.04	\$1,643.88	\$2.99	784	190.3%	\$1,932.16	117.5%	17.5%	14.4%
2,108	-	Saskatchewan Angler's Almanac	AN	Fishing	449		\$3,569.55		\$7.95					35.9%	
2,109	1,902	Games TM	MO	Video Gaming	234	274	\$3,530.20	\$4,096.30	\$15.09	-40	-14.6%	(\$566.10)	-13.8%	18.0%	8.8%
2,110	1,861	Hot Details Presents	BM	Sophisticates	505	719	\$3,529.95	\$5,025.81	\$6.99	-214	-29.8%	(\$1,495.86)	-29.8%	13.5%	15.0%
2,111	-	Reference Transculturelle	AN	General Interest	882		\$3,528.00		\$4.00					5.8%	
2,112	2,124	Marvel Comics - Exiles	QU	Comics	754	289	\$3,514.46	\$1,200.11	\$4.66	465	160.9%	\$2,314.35	192.8%	7.5%	11.2%
2,113	2,097	Snow	AN	Sports General	500	204	\$3,495.00	\$1,425.96	\$6.99	296	145.1%	\$2,069.04	145.1%	6.6%	15.1%
2,114	1,394	30 Up	MO	Sophisticates	290	1,784	\$3,477.10	\$21,176.16	\$11.99	-1,494	-83.7%	(\$17,699.06)	-83.6%	17.3%	10.9%
2,115	-	Sergio Aragones Funnies	MO	Comics	991		\$3,468.50		\$3.50					8.6%	
2,116	1,923	Ottawa Life	BM	Regional/City	872	963	\$3,444.40	\$3,803.85	\$3.95	-91	-9.4%	(\$359.45)	-9.4%	22.4%	21.6%
2,117	-	Sports Car Market	MO	Automobile	430		\$3,435.70		\$7.99					10.1%	
2,118	1,833	Throttle Nation	QU	Motorcycles	488	839	\$3,411.12	\$5,864.61	\$6.99	-351	-41.8%	(\$2,453.49)	-41.8%	16.0%	10.0%
2,119	2,017	What's Up Kids	BM	Children	861	612	\$3,400.95	\$2,417.40	\$3.95	249	40.7%	\$983.55	40.7%	5.6%	3.6%
2,120	1,747	Windsport	QU	Sports General	484	1,175	\$3,383.16	\$8,213.25	\$6.99	-691	-58.8%	(\$4,830.09)	-58.8%	9.6%	12.0%
2,121	-	Point V - Kate & William	AN	Celebrity	567		\$3,373.65		\$5.95					67.5%	
2,122	2,092	Flaunt	SA	Fashion/Beauty	306	136	\$3,350.70	\$1,489.20	\$10.95	170	125.0%	\$1,861.50	125.0%	5.7%	7.6%
2,123	-	Penthouse (Benjamin)	MO	Sophisticates	417		\$3,331.83		\$7.99					20.3%	
2,124	1,810	Organic Spa	BM	Health/Wellness	552	1,284	\$3,303.48	\$6,407.16	\$5.98	-732	-57.0%	(\$3,103.68)	-48.4%	9.5%	8.9%
2,125	1,789	Anokhi	BM	Entertainment	734	1,648	\$3,303.00	\$7,073.00	\$4.50	-914	-55.5%	(\$3,770.00)	-53.3%	4.8%	5.0%
2,126	1,937	Celebration Rugs	AN	Crafts	132	147	\$3,293.40	\$3,667.65	\$24.95	-15	-10.2%	(\$374.25)	-10.2%	28.0%	31.1%
2,127	1,928	Dance Spirit	MO	Music	646	749	\$3,223.54	\$3,737.51	\$4.99	-103	-13.8%	(\$513.97)	-13.8%	16.7%	13.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,128	2,096	Golf Getaways	SA	Golf	643	286	\$3,208.57	\$1,427.14	\$4.99	357	124.8%	\$1,781.43	124.8%	2.8%	3.4%
2,129	2,056	Florida Travel & Lifestyles	BM	Travel	647	388	\$3,202.65	\$1,920.60	\$4.95	259	66.8%	\$1,282.05	66.8%	7.0%	3.9%
2,130	-	TriAd	SA	Classifieds	978		\$3,178.50		\$3.25					10.1%	
2,131	1,936	Show Girlz Latina	AN	Sophisticates	353	409	\$3,173.47	\$3,676.91	\$8.99	-56	-13.7%	(\$503.44)	-13.7%	15.3%	19.2%
2,132	1,927	Woodall's Canada Campground Guide	SA	Outdoors/Camping	289	343	\$3,164.55	\$3,755.85	\$10.95	-54	-15.7%	(\$591.30)	-15.7%	11.1%	12.5%
2,133	1,872	Business Opportunites Handbook	QU	Business/Finance	450	669	\$3,145.50	\$4,676.31	\$6.99	-219	-32.7%	(\$1,530.81)	-32.7%	12.0%	14.8%
2,134	1,917	World of Wheels	QU	Automobile	794	845	\$3,136.30	\$3,886.75	\$3.95	-51	-6.0%	(\$750.45)	-19.3%	7.6%	9.5%
2,135	1,878	Show Calendar	AN	Calendars	286	417	\$3,131.70	\$4,566.15	\$10.95	-131	-31.4%	(\$1,434.45)	-31.4%	21.2%	26.1%
2,136	1,938	Avenue	MO	Luxury	628	735	\$3,108.60	\$3,638.25	\$4.95	-107	-14.6%	(\$529.65)	-14.6%	13.3%	16.2%
2,137	1,990	Haute Handbags	SA	Fashion/Beauty	191	176	\$3,054.09	\$2,814.24	\$15.99	15	8.5%	\$239.85	8.5%	38.2%	27.7%
2,138	-	American Car Collector	QU	Automobile	380		\$3,036.20		\$7.99					25.3%	
2,139	-	UFO	MO	Science/Nature	506		\$3,030.94		\$5.99					12.4%	
2,140	1,882	Metropolis	MO	Home Decor	508	746	\$3,022.60	\$4,438.70	\$5.95	-238	-31.9%	(\$1,416.10)	-31.9%	15.5%	23.7%
2,141	1,945	DC Comics - Green Lantern Corp	MO	Comics	1,007	986	\$3,010.93	\$3,571.40	\$2.99	21	2.1%	(\$560.47)	-15.7%	17.0%	17.5%
2,142	2,012	Man 2 Man	QU	Gay Sophisticate	429	356	\$2,998.71	\$2,488.44	\$6.99	73	20.5%	\$510.27	20.5%	10.0%	11.1%
2,143	-	Truck Round Up	MO	Automobile	1,078		\$2,993.41		\$2.78					27.8%	
2,144	1,979	Pen World	BM	General Interest	376	382	\$2,989.20	\$3,036.90	\$7.95	-6	-1.6%	(\$47.70)	-1.6%	31.4%	31.2%
2,145	-	Fight Game	BM	Sports General	428		\$2,974.60		\$6.95					15.4%	
2,146	-	Revive Magazine	QU	General Interest	658		\$2,961.00		\$4.50					3.8%	
2,147	1,892	Okanagan Life	MO	Regional/City	740	1,067	\$2,923.00	\$4,214.65	\$3.95	-327	-30.6%	(\$1,291.65)	-30.6%	27.5%	27.0%
2,148	2,155	Ebony Ryder	AN	Motorcycles	365	119	\$2,916.35	\$950.81	\$7.99	246	206.7%	\$1,965.54	206.7%	7.2%	4.7%
2,149	1,959	X Family Letters	MO	Sophisticates	386	480	\$2,890.14	\$3,355.20	\$7.49	-94	-19.6%	(\$465.06)	-13.9%	27.3%	30.0%
2,150	-	Rosebud	BM	Men's Lifestyle	411		\$2,877.00		\$7.00					2.2%	
2,151	1,924	Counter Terrorism	QU	Military/Weapons	359	474	\$2,868.41	\$3,787.26	\$7.99	-115	-24.3%	(\$918.85)	-24.3%	18.8%	20.1%
2,152	1,930	Extreme Angler	AN	Fishing	410	537	\$2,849.50	\$3,732.15	\$6.95	-127	-23.6%	(\$882.65)	-23.6%	27.3%	34.6%
2,153	1,986	Naughty Sin	QU	Sophisticates	407	411	\$2,844.93	\$2,872.89	\$6.99	-4	-1.0%	(\$27.96)	-1.0%	6.6%	12.7%
2,154	2,039	Extreme How To	MO	Home Improvement	565	434	\$2,819.35	\$2,165.66	\$4.99	131	30.2%	\$653.69	30.2%	11.1%	10.6%
2,155	1,899	Family Tales	QU	Sophisticates	368	589	\$2,811.32	\$4,117.11	\$7.64	-221	-37.5%	(\$1,305.79)	-31.7%	30.6%	32.0%
2,156	1,819	Superior Outdoors	SA	Outdoors/Camping	565	1,250	\$2,796.75	\$6,187.50	\$4.95	-685	-54.8%	(\$3,390.75)	-54.8%	30.5%	33.8%
2,157	1,991	Wild Boyz	QU	Gay Sophisticate	399	397	\$2,789.01	\$2,775.03	\$6.99	2	0.5%	\$13.98	0.5%	10.0%	12.4%
2,158	1,999	Boat Buyer's Guide Annual	AN	Boating	468	447	\$2,784.60	\$2,659.65	\$5.95	21	4.7%	\$124.95	4.7%	26.4%	25.9%
2,159	1,370	Layers	BM	Computer	254	2,085	\$2,781.30	\$22,830.75	\$10.95	-1,831	-87.8%	(\$20,049.45)	-87.8%	16.4%	21.9%
2,160	1,913	Cape Cod Travel Guide	SA	Travel	467	659	\$2,778.65	\$3,921.05	\$5.95	-192	-29.1%	(\$1,142.40)	-29.1%	31.6%	45.0%
2,161	1,987	Aquarium Fish International	MO	Pets	552	478	\$2,754.48	\$2,867.22	\$4.99	74	15.5%	(\$112.74)	-3.9%	21.3%	12.1%
2,162	-	Mandate	MO	Gay Sophisticate	306		\$2,750.94		\$8.99					34.0%	
2,163	1,929	DC Comics - Green Lantern (Benjamin)	MO	Comics	916	1,045	\$2,738.84	\$3,732.19	\$2.99	-129	-12.3%	(\$993.35)	-26.6%	16.3%	16.3%
2,164	1,808	Canadian College Guide	AN	School Guides	344	930	\$2,734.80	\$6,463.50	\$7.95	-586	-63.0%	(\$3,728.70)	-57.7%	7.7%	12.7%
2,165	1,988	Baron	AN	General Interest	272	574	\$2,717.28	\$2,864.26	\$9.99	-302	-52.6%	(\$146.98)	-5.1%	27.2%	25.1%
2,166	1,622	Disney - Toy Story	MO	Children	904	3,834	\$2,702.96	\$11,898.38	\$2.99	-2,930	-76.4%	(\$9,195.42)	-77.3%	33.5%	18.7%
2,167	1,722	Cubaplus	QU	Travel	388	1,257	\$2,696.60	\$8,736.15	\$6.95	-869	-69.1%	(\$6,039.55)	-69.1%	3.8%	5.2%
2,168	2,016	Whitetail Calendar	AN	Calendars	242	223	\$2,649.90	\$2,441.85	\$10.95	19	8.5%	\$208.05	8.5%	41.9%	37.7%
2,169	2,049	Lowrider Arte	SA	Art	376	286	\$2,628.24	\$1,999.14	\$6.99	90	31.5%	\$629.10	31.5%	7.6%	12.9%
2,170	2,060	For Keeps Scrapbooking	SA	Crafts	188	134	\$2,622.60	\$1,869.30	\$13.95	54	40.3%	\$753.30	40.3%	7.2%	35.5%
2,171	2,046	DC Comics - Wonder Woman	MO	Comics	875	550	\$2,616.25	\$2,049.50	\$2.99	325	59.1%	\$566.75	27.7%	15.4%	14.8%
2,172	1,874	The American Spectator	MO	Current Affairs	376	660	\$2,613.20	\$4,587.00	\$6.95	-284	-43.0%	(\$1,973.80)	-43.0%	9.4%	7.2%
2,173	2,117	Xtreme Joy	AN	Sophisticates	350	177	\$2,611.50	\$1,237.23	\$7.46	173	97.7%	\$1,374.27	111.1%	15.2%	13.1%
2,174	-	Encompass	BM	Regional/City	651		\$2,597.49		\$3.99					3.8%	
2,175	-	Pin Up America	BM	Tattoos	371		\$2,593.29		\$6.99					6.2%	
2,176	1,822	Somerset Gallery	SA	Crafts	161	375	\$2,574.39	\$5,996.25	\$15.99	-214	-57.1%	(\$3,421.86)	-57.1%	20.1%	44.4%
2,177	2,187	Quill & Quire	MO	Literature	323	128	\$2,567.85	\$761.60	\$7.95	195	152.3%	\$1,806.25	237.2%	96.1%	76.6%
2,178	1,962	Smoke	QU	Men's Lifestyle	367	475	\$2,565.33	\$3,320.25	\$6.99	-108	-22.7%	(\$754.92)	-22.7%	18.2%	18.8%
2,179	2,076	Swimwear & Co.	SA	Fashion/Beauty	518	334	\$2,564.10	\$1,653.30	\$4.95	184	55.1%	\$910.80	55.1%	5.0%	8.9%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,180	-	Playguy	MO	Gay Sophisticate	285		\$2,562.15		\$8.99					31.6%	
2,181	1,971	Big Black Butt	MO	Sophisticates	283	348	\$2,544.17	\$3,128.52	\$8.99	-65	-18.7%	(\$584.35)	-18.7%	15.9%	24.8%
2,182	-	PGA Tour Guide	AN	Golf	507		\$2,529.93		\$4.99					8.9%	
2,183	1,579	Boat For Sale	MO	Classifieds	639	3,381	\$2,524.05	\$13,354.95	\$3.95	-2,742	-81.1%	(\$10,830.90)	-81.1%	7.9%	20.6%
2,184	2,197	Jacques	QU	Sophisticates	209	70	\$2,508.00	\$700.00	\$12.00	139	198.6%	\$1,808.00	258.3%	15.8%	5.8%
2,185	1,891	Erotic Tales	BM	Sophisticates	353	607	\$2,467.47	\$4,242.93	\$6.99	-254	-41.8%	(\$1,775.46)	-41.8%	11.5%	12.1%
2,186	2,142	HS Golf Magazine	AN	Golf	201	85	\$2,462.25	\$1,041.25	\$12.25	116	136.5%	\$1,421.00	136.5%	50.2%	21.4%
2,187	-	Skin Two	QU	Sophisticates	123		\$2,460.00		\$20.00					12.8%	
2,188	-	Your Big Back Yard	MO	Gardening	701		\$2,453.50		\$3.50					18.0%	
2,189	2,087	Western Shooting Horse	BM	Military/Weapons	440	303	\$2,444.60	\$1,511.97	\$5.56	137	45.2%	\$932.63	61.7%	12.7%	7.7%
2,190	1,954	Active Trader	MO	Business/Finance	489	691	\$2,420.55	\$3,420.45	\$4.95	-202	-29.2%	(\$999.90)	-29.2%	20.9%	24.1%
2,191	1,972	Reptiles	MO	Science/Nature	483	539	\$2,410.17	\$3,126.61	\$4.99	-56	-10.4%	(\$716.44)	-22.9%	22.2%	15.0%
2,192	-	Lake Erie Living	QU	Regional/City	437		\$2,403.50		\$5.50					15.7%	
2,193	-	Best of Men Only (UK Edition)	AN	Sophisticates	174		\$2,392.50		\$13.75					9.0%	
2,194	1,773	Sea Magazine	MO	Boating	483	1,473	\$2,390.85	\$7,379.90	\$4.95	-990	-67.2%	(\$4,989.05)	-67.6%	12.2%	15.5%
2,195	1,981	Prim	SA	Fashion/Beauty	148	184	\$2,366.52	\$2,942.16	\$15.99	-36	-19.6%	(\$575.64)	-19.6%	34.4%	40.0%
2,196	-	Young Justice	MO	Comics	788		\$2,356.12		\$2.99					16.1%	
2,197	1,949	Family Letters	QU	Sophisticates	307	494	\$2,355.93	\$3,453.06	\$7.67	-187	-37.9%	(\$1,097.13)	-31.8%	29.6%	29.2%
2,198	1,998	Boating Life	AN	Boating	391	445	\$2,342.09	\$2,665.55	\$5.99	-54	-12.1%	(\$323.46)	-12.1%	30.1%	50.6%
2,199	1,832	Carguide Magazine	SA	Automobile	471	1,188	\$2,331.45	\$5,880.60	\$4.95	-717	-60.4%	(\$3,549.15)	-60.4%	9.7%	18.1%
2,200	2,020	Marine Fish & Reef	AN	Science/Nature	289	239	\$2,309.11	\$2,387.61	\$7.99	50	20.9%	(\$78.50)	-3.3%	22.1%	16.4%
2,201	2,057	The Ski Journal	SA	Ski/Snowboard	154	128	\$2,302.30	\$1,913.60	\$14.95	26	20.3%	\$388.70	20.3%	48.1%	53.3%
2,202	2,044	European Cigar Cult Journal	QU	Luxury	338	357	\$2,297.00	\$2,070.60	\$6.80	-19	-5.3%	\$226.40	10.9%	39.7%	40.0%
2,203	-	Garage Style	QU	Automobile	380		\$2,276.20		\$5.99					13.3%	
2,204	1,647	Country Patchwork	BM	Crafts	163	957	\$2,273.85	\$11,270.15	\$13.95	-794	-83.0%	(\$8,996.30)	-79.8%	32.6%	18.8%
2,205	1,992	Suhaag	AN	Ethnic/Religion	227	277	\$2,267.73	\$2,767.23	\$9.99	-50	-18.1%	(\$499.50)	-18.1%	42.8%	38.4%
2,206	1,985	Southern Living - SIP 10440	AN	Home Improvement	348	442	\$2,262.00	\$2,873.00	\$6.50	-94	-21.3%	(\$611.00)	-21.3%	31.6%	36.5%
2,207	2,027	Hamilton Magazine	QU	Regional/City	1,159	1,201	\$2,260.05	\$2,341.95	\$1.95	-42	-3.5%	(\$81.90)	-3.5%	29.4%	30.1%
2,208	-	Cricut	AN	Crafts	151		\$2,257.45		\$14.95					43.1%	
2,209	-	Inches	MO	Gay Sophisticate	248		\$2,229.52		\$8.99					36.7%	
2,210	-	TQ Magazine	BM	Gay/Lesbian Lifestyle	274		\$2,189.26		\$7.99					8.4%	
2,211	2,024	Dixxx	QU	Gay Sophisticate	313	337	\$2,187.87	\$2,355.63	\$6.99	-24	-7.1%	(\$167.76)	-7.1%	8.0%	11.0%
2,212	1,912	Stamper's Sampler	BM	Crafts	243	437	\$2,184.57	\$3,928.63	\$8.99	-194	-44.4%	(\$1,744.06)	-44.4%	26.4%	31.9%
2,213	2,030	Shambhala Sun	BM	Ethnic/Religion	272	286	\$2,173.28	\$2,285.14	\$7.99	-14	-4.9%	(\$111.86)	-4.9%	26.6%	28.1%
2,214	1,855	40 Plus (UK Edition)	MO	Sophisticates	181	436	\$2,170.19	\$5,144.64	\$11.99	-255	-58.5%	(\$2,974.45)	-57.8%	18.2%	20.8%
2,215	-	Kristen Stewart	AN	Teen	217		\$2,167.83		\$9.99					7.8%	
2,216	1,829	Facefull	QU	Sports General	364	996	\$2,165.80	\$5,926.20	\$5.95	-632	-63.5%	(\$3,760.40)	-63.5%	45.5%	31.1%
2,217	2,115	Connect World	QU	Computer	434	249	\$2,165.66	\$1,242.51	\$4.99	185	74.3%	\$923.15	74.3%	6.6%	5.0%
2,218	1,941	Family Talk	QU	Parenting	277	515	\$2,124.23	\$3,599.85	\$7.67	-238	-46.2%	(\$1,475.62)	-41.0%	22.1%	30.0%
2,219	1,856	China Business	MO	Business/Finance	446	1,078	\$2,118.50	\$5,120.50	\$4.75	-632	-58.6%	(\$3,002.00)	-58.6%	8.7%	8.6%
2,220	2,032	Wend	QU	Sports General	353	377	\$2,114.47	\$2,258.23	\$5.99	-24	-6.4%	(\$143.76)	-6.4%	14.8%	9.5%
2,221	2,235	Fabulous Wood Floors	AN	Home Improvement	304	86	\$2,112.80	\$511.70	\$6.95	218	253.5%	\$1,601.10	312.9%	13.9%	15.7%
2,222	1,973	Knitter (UK Edition)	MO	Crafts	109	162	\$2,098.25	\$3,118.50	\$19.25	-53	-32.7%	(\$1,020.25)	-32.7%	16.8%	24.9%
2,223	2,031	Coin Prices	BM	Collectibles	300	324	\$2,097.00	\$2,264.76	\$6.99	-24	-7.4%	(\$167.76)	-7.4%	17.5%	23.0%
2,224	2,013	Sunset - California	AN	Travel	698	831	\$2,087.02	\$2,484.69	\$2.99	-133	-16.0%	(\$397.67)	-16.0%	42.3%	38.7%
2,225	2,047	Savvy	SA	Teen	420	411	\$2,079.00	\$2,034.45	\$4.95	9	2.2%	\$44.55	2.2%	7.3%	4.9%
2,226	-	Apple Bookazine	QU	Computer	63		\$2,056.16		\$32.64					30.0%	
2,227	1,996	Ski Trax Buyer's Guide	AN	Ski/Snowboard	344	543	\$2,046.80	\$2,687.85	\$5.95	-199	-36.6%	(\$641.05)	-23.8%	16.7%	23.9%
2,228	2,022	Sporting Clays	MO	Military/Weapons	335	396	\$2,006.65	\$2,372.04	\$5.99	-61	-15.4%	(\$365.39)	-15.4%	11.5%	10.9%
2,229	1,944	Robb Report - Watch Collector	AN	Collectibles	249	447	\$1,992.00	\$3,576.00	\$8.00	-198	-44.3%	(\$1,584.00)	-44.3%	26.7%	35.9%
2,230	1,900	duPont Registry - Boats	BM	Boating	285	590	\$1,980.75	\$4,100.50	\$6.95	-305	-51.7%	(\$2,119.75)	-51.7%	10.7%	12.9%
2,231	2,091	Eclipse Poster	AN	Teen	263	150	\$1,972.50	\$1,492.50	\$7.50	113	75.3%	\$480.00	32.2%	41.4%	25.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,232	1,980	Boating World	BM	Boating	397	597	\$1,965.15	\$2,955.15	\$4.95	-200	-33.5%	(\$990.00)	-33.5%	6.9%	8.8%
2,232	2,159	Ladybug	MO	Children	397	184	\$1,965.15	\$910.80	\$4.95	213	115.8%	\$1,054.35	115.8%	12.2%	12.3%
2,234	1,932	PDN - Photo District News	BM	Photography	171	339	\$1,954.29	\$3,725.61	\$11.43	-168	-49.6%	(\$1,771.32)	-47.5%	8.0%	19.5%
2,235	2,068	Draft	QU	Wine/Spirits	326	298	\$1,952.74	\$1,785.02	\$5.99	28	9.4%	\$167.72	9.4%	24.9%	24.6%
2,236	1,866	Buffy Vampire Slayer	MO	Comics	653	1,602	\$1,952.47	\$4,960.83	\$2.99	-949	-59.2%	(\$3,008.36)	-60.6%	13.4%	15.5%
2,237	1,851	Sew Somerset	SA	Crafts	122	325	\$1,950.78	\$5,196.75	\$15.99	-203	-62.5%	(\$3,245.97)	-62.5%	17.1%	46.4%
2,238	-	Papercraft Inspiration	MO	Crafts	147	0	\$1,945.50	\$0.00	\$13.23	147		\$1,945.50		39.7%	0.0%
2,239	2,005	Power Boating Canada Fish Boats Annual	AN	Boating	392	516	\$1,940.40	\$2,554.20	\$4.95	-124	-24.0%	(\$613.80)	-24.0%	17.8%	23.5%
2,240	2,281	Living Abroad	AN	Travel	388	67	\$1,938.45	\$335.00	\$5.00	321	479.1%	\$1,603.45	478.6%	7.5%	4.9%
2,241	-	Kismet Weddings	AN	Bridal	149		\$1,935.51		\$12.99					16.1%	
2,242	1,958	Family Affair	QU	Sophisticates	255	485	\$1,934.45	\$3,390.15	\$7.59	-230	-47.4%	(\$1,455.70)	-42.9%	22.7%	28.8%
2,243	2,066	PC Pilot (DVD) (UK Edition)	BM	Aviation/Transportation	128	119	\$1,913.60	\$1,808.50	\$14.95	9	7.6%	\$105.10	5.8%	21.5%	19.8%
2,244	-	Immortal Iron Fist	MO	Comics	318		\$1,904.82		\$5.99					21.1%	
2,245	2,008	Baja Traveler	AN	Travel	237	320	\$1,884.15	\$2,544.00	\$7.95	-83	-25.9%	(\$659.85)	-25.9%	11.0%	26.3%
2,246	2,045	Taekwondo Times	BM	Sports General	376	414	\$1,876.24	\$2,065.86	\$4.99	-38	-9.2%	(\$189.62)	-9.2%	10.6%	15.0%
2,247	1,946	Teddy Bear & Friends	QU	Crafts	311	591	\$1,862.89	\$3,540.09	\$5.99	-280	-47.4%	(\$1,677.20)	-47.4%	18.8%	23.9%
2,247	2,052	Fly Fishing in Salt Waters	BM	Fishing	311	324	\$1,862.89	\$1,940.76	\$5.99	-13	-4.0%	(\$77.87)	-4.0%	20.4%	27.8%
2,249	-	Kronicle Snowboarding	QU	Ski/Snowboard	187		\$1,860.65		\$9.95					11.5%	
2,250	1,551	Invention & Technology	QU	Business/Finance	310	2,373	\$1,856.90	\$14,214.27	\$5.99	-2,063	-86.9%	(\$12,357.37)	-86.9%	15.8%	32.6%
2,251	2,061	Coinage	MO	Hobby	364	361	\$1,856.36	\$1,859.39	\$5.10	3	0.8%	(\$3.03)	-0.2%	19.7%	22.0%
2,252	1,907	She Magazine	MO	Women's Lifestyle	263	519	\$1,838.37	\$4,050.93	\$6.99	-256	-49.3%	(\$2,212.56)	-54.6%	14.1%	25.8%
2,253	2,010	Prima - Baby & Pregnancy	MO	Parenting	264	360	\$1,834.80	\$2,502.00	\$6.95	-96	-26.7%	(\$667.20)	-26.7%	14.1%	12.7%
2,254	1,673	Inside Kung Fu	MO	Sports General	262	1,488	\$1,831.38	\$10,401.12	\$6.99	-1,226	-82.4%	(\$8,569.74)	-82.4%	22.4%	16.2%
2,255	2,023	Yankee Travel Guide	AN	Travel	366	475	\$1,826.34	\$2,370.25	\$4.99	-109	-22.9%	(\$543.91)	-22.9%	31.0%	31.2%
2,256	2,014	Above & Beyond	BM	Travel	303	412	\$1,802.85	\$2,451.40	\$5.95	-109	-26.5%	(\$648.55)	-26.5%	4.5%	5.8%
2,257	2,059	Interweave Knits - Holiday Gifts	AN	Crafts	120	125	\$1,798.80	\$1,873.75	\$14.99	-5	-4.0%	(\$74.95)	-4.0%	40.0%	41.7%
2,258	2,015	Australian Bear Creations	MO	Crafts	150	204	\$1,798.50	\$2,446.80	\$11.99	-54	-26.5%	(\$648.30)	-26.5%	25.9%	25.7%
2,259	2,043	Urban Climber	BM	Outdoors/Camping	298	347	\$1,785.02	\$2,078.53	\$5.99	-49	-14.1%	(\$293.51)	-14.1%	8.8%	7.8%
2,260	2,054	Aquarium USA	AN	Pets	223	193	\$1,781.77	\$1,928.07	\$7.99	30	15.5%	\$146.30	-7.6%	23.1%	16.1%
2,261	1,842	Designer Houses & Plan	SA	Home Improvement	357	794	\$1,781.43	\$5,550.06	\$4.99	-437	-55.0%	(\$3,768.63)	-67.9%	39.7%	44.0%
2,262	2,040	Somerset Workshop	AN	Crafts	111	135	\$1,774.89	\$2,158.65	\$15.99	-24	-17.8%	(\$383.76)	-17.8%	48.3%	51.9%
2,263	1,585	Size 16 Up	MO	Sophisticates	148	1,128	\$1,774.52	\$13,234.72	\$11.99	-980	-86.9%	(\$11,460.20)	-86.6%	21.8%	16.8%
2,264	1,919	Outburn	QU	Music	354	781	\$1,752.30	\$3,865.95	\$4.95	-427	-54.7%	(\$2,113.65)	-54.7%	20.9%	16.9%
2,265	2,050	Silver & Gold	AN	Hobby	252	284	\$1,751.40	\$1,973.80	\$6.95	-32	-11.3%	(\$222.40)	-11.3%	29.7%	32.7%
2,266	1,880	Fido Friendly	BM	Pets	284	748	\$1,701.16	\$4,480.52	\$5.99	-464	-62.0%	(\$2,779.36)	-62.0%	10.0%	7.6%
2,267	2,113	Cardmaking & Papercrafts	MO	Crafts	138	103	\$1,699.70	\$1,258.49	\$12.32	35	34.0%	\$441.21	35.1%	42.5%	36.0%
2,268	1,977	Looking Back	BM	General Interest	339	612	\$1,691.61	\$3,053.88	\$4.99	-273	-44.6%	(\$1,362.27)	-44.6%	9.9%	7.2%
2,269	2,071	Tattoo Ideas	MO	Tattoos	189	190	\$1,691.55	\$1,700.50	\$8.95	-1	-0.5%	(\$8.95)	-0.5%	33.3%	20.5%
2,270	2,103	Runner's World Calendar	AN	Calendars	106	86	\$1,690.70	\$1,371.70	\$15.95	20	23.3%	\$319.00	23.3%	21.2%	16.8%
2,271	1,966	Bollywood Glitz	AN	Entertainment	284	550	\$1,689.80	\$3,272.50	\$5.95	-266	-48.4%	(\$1,582.70)	-48.4%	9.5%	11.0%
2,272	-	Sporting News	BW	Sports General	269		\$1,689.31		\$6.28					28.7%	
2,273	2,225	Linux Format (DVD)	MO	Computer	78	25	\$1,677.00	\$537.50	\$21.50	53	212.0%	\$1,139.50	212.0%	9.1%	12.8%
2,274	2,033	Interiors Hamilton	SA	Home Decor	565	759	\$1,666.75	\$2,239.05	\$2.95	-194	-25.6%	(\$572.30)	-25.6%	22.8%	26.1%
2,275	2,098	Rural Delivery	QU	Regional/City	475	405	\$1,662.50	\$1,417.50	\$3.50	70	17.3%	\$245.00	17.3%	23.2%	27.0%
2,276	1,931	Black Enterprise	MO	Ethnic/Religion	325	742	\$1,657.75	\$3,728.58	\$5.10	-417	-56.2%	(\$2,070.83)	-55.5%	20.4%	23.0%
2,277	2,232	Monocle	MO	Literature	165	52	\$1,650.00	\$520.00	\$10.00	113	217.3%	\$1,130.00	217.3%	8.0%	12.0%
2,278	1,875	Earth	MO	Science/Nature	234	696	\$1,635.66	\$4,580.04	\$6.99	-462	-66.4%	(\$2,944.38)	-64.3%	16.4%	14.4%
2,279	-	Alberta Bride Magazine	AN	Bridal	162		\$1,618.38		\$9.99					23.1%	
2,280	1,911	Classic Cars	MO	Automobile	270	656	\$1,617.30	\$3,929.44	\$5.99	-386	-58.8%	(\$2,312.14)	-58.8%	42.6%	34.8%
2,281	1,957	Atlantic Boating News	BM	Boating	409	860	\$1,615.55	\$3,397.00	\$3.95	-451	-52.4%	(\$1,781.45)	-52.4%	6.8%	13.6%
2,282	-	Afrique Expansion	QU	Business/Finance	359		\$1,611.91		\$4.49					12.0%	
2,283	-	DC Comics - Nightwing	MO	Comics	538		\$1,608.62		\$2.99					12.2%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,284	2,080	<i>Somerset Home</i>	AN	Crafts	100	100	\$1,599.00	\$1,599.00	\$15.99	0	0.0%	\$0.00	0.0%	50.3%	47.4%
2,285	1,989	<i>Maine Boats Homes</i>	QU	Boating	323	574	\$1,598.85	\$2,841.30	\$4.95	-251	-43.7%	(\$1,242.45)	-43.7%	26.9%	37.0%
2,286	2,421	<i>Geo Savoir HS</i>	AN	Children	113	3	\$1,582.00	\$86.85	\$14.00	110	3,666.7%	\$1,495.15	1,721.5%	22.6%	75.0%
2,287	1,871	<i>Marvel Comics - X-Men Forever 2</i>	BM	Comics	396	1,179	\$1,580.04	\$4,704.21	\$3.99	-783	-66.4%	(\$3,124.17)	-66.4%	8.6%	7.8%
2,288	-	<i>Pilot</i>	MO	Aviation/Transportation	132		\$1,577.40		\$11.95					92.3%	
2,289	2,153	<i>Cable</i>	SA	Comics	347	240	\$1,574.53	\$957.60	\$4.54	107	44.6%	\$616.93	64.4%	14.7%	16.4%
2,290	2,184	<i>Canadian Coin News</i>	BW	Collectibles	446	223	\$1,561.00	\$780.50	\$3.50	223	100.0%	\$780.50	100.0%	35.7%	34.0%
2,291	2,209	<i>Hardcore Couples</i>	AN	Sophisticates	156	65	\$1,558.44	\$649.35	\$9.99	91	140.0%	\$909.09	140.0%	25.0%	28.9%
2,292	2,198	<i>Don Diva</i>	SA	Ethnic/Religion	258	116	\$1,545.42	\$694.84	\$5.99	142	122.4%	\$850.58	122.4%	9.6%	25.7%
2,293	2,540	<i>Airliner World</i>	MO	Aviation/Transportation	115	-15	\$1,523.75	(\$198.75)	\$13.25	130	-866.7%	\$1,722.50	-866.7%	12.0%	-0.5%
2,294	2,101	<i>New American Paintings</i>	QU	Art	76	69	\$1,520.00	\$1,380.00	\$20.00	7	10.1%	\$140.00	10.1%	21.7%	27.6%
2,295	2,086	<i>American History</i>	BM	History	252	253	\$1,509.48	\$1,515.47	\$5.99	-1	-0.4%	(\$5.99)	-0.4%	23.6%	22.9%
2,296	1,879	<i>Scoot</i>	BM	Motorcycles	252	764	\$1,499.40	\$4,545.80	\$5.95	-512	-67.0%	(\$3,046.40)	-67.0%	22.4%	21.9%
2,297	-	<i>Native American Hunting</i>	QU	Hunting	250		\$1,497.50		\$5.99					15.9%	
2,298	1,926	<i>Cross Stitch Crazy</i>	MO	Crafts	126	320	\$1,480.50	\$3,760.00	\$11.75	-194	-60.6%	(\$2,279.50)	-60.6%	18.0%	93.8%
2,299	-	<i>Juice - Pools Pipes & Punk Rock</i>	AN	Sports General	370		\$1,476.30		\$3.99					8.5%	
2,300	2,108	<i>Streetlow</i>	SA	Automobile	246	218	\$1,473.54	\$1,305.82	\$5.99	28	12.8%	\$167.72	12.8%	16.0%	14.2%
2,301	2,156	<i>BBC Homes & Antiques</i>	MO	Home Decor	132	86	\$1,445.24	\$945.14	\$10.95	46	53.5%	\$500.10	52.9%	37.6%	35.4%
2,302	1,898	<i>Muay Thai</i>	SA	Sports General	288	828	\$1,437.12	\$4,131.72	\$4.99	-540	-65.2%	(\$2,694.60)	-65.2%	9.4%	9.1%
2,303	2,081	<i>Urbanology</i>	SA	Music	319	352	\$1,435.50	\$1,584.00	\$4.50	-33	-9.4%	(\$148.50)	-9.4%	8.4%	8.5%
2,304	2,089	<i>Beautiful Kitchens (UK Edition)</i>	MO	Home Decor	144	151	\$1,432.80	\$1,502.45	\$9.95	-7	-4.6%	(\$69.65)	-4.6%	18.7%	14.8%
2,305	1,948	<i>Sole Collector</i>	SA	Men's Lifestyle	179	324	\$1,430.21	\$3,483.76	\$7.99	-145	-44.8%	(\$2,053.55)	-58.9%	45.8%	37.2%
2,306	2,036	<i>Paper</i>	BM	Regional/City	260	403	\$1,430.00	\$2,216.50	\$5.50	-143	-35.5%	(\$786.50)	-35.5%	18.9%	23.0%
2,307	2,121	<i>Frequency</i>	SA	Sports General	95	82	\$1,420.25	\$1,225.90	\$14.95	13	15.9%	\$194.35	15.9%	31.1%	36.4%
2,308	2,005	<i>Game Day USA NFL</i>	AN	Football	238	516	\$1,416.10	\$2,554.20	\$5.95	-278	-53.9%	(\$1,138.10)	-44.6%	13.8%	15.4%
2,309	2,084	<i>Rock & Ice</i>	BM	Sports General	177	196	\$1,407.15	\$1,558.20	\$7.95	-19	-9.7%	(\$151.05)	-9.7%	28.6%	38.4%
2,310	2,070	<i>Knitting</i>	MO	Crafts	97	119	\$1,406.50	\$1,725.50	\$14.50	-22	-18.5%	(\$319.00)	-18.5%	16.2%	18.3%
2,311	2,125	<i>Reptiles USA</i>	AN	Pets	176	120	\$1,406.24	\$1,198.80	\$7.99	56	46.7%	\$207.44	17.3%	17.8%	10.4%
2,312	2,290	<i>Photoshop Tips Tricks & Fixes</i>	AN	Computer	35	10	\$1,398.25	\$299.90	\$39.95	25	250.0%	\$1,098.35	366.2%	70.0%	20.0%
2,313	2,034	<i>Destination I Do</i>	QU	Bridal	280	450	\$1,386.00	\$2,227.50	\$4.95	-170	-37.8%	(\$841.50)	-37.8%	9.5%	8.5%
2,314	2,075	<i>Okanagan Bridal Planner</i>	AN	Bridal	92	111	\$1,375.40	\$1,659.45	\$14.95	-19	-17.1%	(\$284.05)	-17.1%	36.8%	37.0%
2,315	2,072	<i>Australian Dolls Bears & Collectibles</i>	MO	Collectibles	117	143	\$1,371.15	\$1,682.85	\$11.72	-26	-18.2%	(\$311.70)	-18.5%	22.4%	22.3%
2,316	1,963	<i>The American Prospect</i>	MO	Business/Finance	275	667	\$1,361.25	\$3,301.65	\$4.95	-392	-58.8%	(\$1,940.40)	-58.8%	3.0%	4.5%
2,317	-	<i>Luxury Portfolio</i>	AN	Home Decor	194		\$1,356.06		\$6.99					29.8%	
2,318	1,901	<i>Ottawa At Home</i>	QU	Regional/City	337	1,027	\$1,344.63	\$4,097.73	\$3.99	-690	-67.2%	(\$2,753.10)	-67.2%	33.7%	24.4%
2,319	2,079	<i>Rocks & Minerals</i>	BM	Science/Nature	149	179	\$1,333.55	\$1,602.05	\$8.95	-30	-16.8%	(\$268.50)	-16.8%	35.1%	31.1%
2,320	-	<i>Creative Beads & Jewelry Annual</i>	AN	Crafts	111		\$1,303.44		\$11.74					63.4%	
2,321	-	<i>Terrorizer</i>	MO	Music	119		\$1,303.05		\$10.95					21.7%	
2,322	-	<i>Donna Hay Kids</i>	AN	Food/Recipes	130		\$1,298.70		\$9.99					18.6%	
2,323	2,094	<i>Yes Magazine</i>	MO	Science/Nature	252	288	\$1,294.00	\$1,454.00	\$5.13	-36	-12.5%	(\$160.00)	-11.0%	25.4%	16.2%
2,324	2,026	<i>PRN Performance Racing News</i>	QU	Motorsports	261	475	\$1,291.95	\$2,351.25	\$4.95	-214	-45.1%	(\$1,059.30)	-45.1%	7.2%	9.0%
2,324	2,137	<i>Play Unofficial Playstation</i>	MO	Video Gaming	81	67	\$1,291.95	\$1,068.65	\$15.95	14	20.9%	\$223.30	20.9%	24.6%	25.8%
2,326	2,118	<i>Instructor</i>	BM	General Interest	258	247	\$1,290.00	\$1,235.00	\$5.00	11	4.5%	\$55.00	4.5%	7.1%	6.6%
2,327	2,085	<i>Network Marketing Business Journal</i>	MO	Business/Finance	321	381	\$1,280.79	\$1,520.19	\$3.99	-60	-15.7%	(\$239.40)	-15.7%	8.6%	7.5%
2,328	-	<i>Wilson Quarterly</i>	AN	Business/Finance	158		\$1,256.10		\$7.95					4.2%	
2,329	2,239	<i>True Detective</i>	QU	Literature	244	101	\$1,217.56	\$503.99	\$4.99	143	141.6%	\$713.57	141.6%	21.4%	25.2%
2,330	2,029	<i>QRW Quarterly Review of Wine</i>	QU	Wine/Spirits	245	463	\$1,212.75	\$2,291.85	\$4.95	-218	-47.1%	(\$1,079.10)	-47.1%	9.0%	13.2%
2,331	-	<i>Sewing World</i>	MO	Crafts	97		\$1,212.50		\$12.50					41.6%	
2,332	2,144	<i>Surfer's Journal</i>	BM	Sports General	76	74	\$1,212.20	\$1,032.30	\$15.95	2	2.7%	\$179.90	17.4%	31.7%	32.2%
2,333	-	<i>Whisky Advocate</i>	QU	Wine/Spirits	174		\$1,209.30		\$6.95					9.0%	
2,334	-	<i>Lonely Planet Magazine</i>	MO	Travel	119		\$1,184.05		\$9.95					42.7%	
2,335	2,099	<i>Teens Now Talk</i>	QU	Teen	295	355	\$1,177.05	\$1,416.45	\$3.99	-60	-16.9%	(\$239.40)	-16.9%	9.7%	8.8%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,336	2,109	Western Investor	MO	Business/Finance	270	304	\$1,158.30	\$1,304.16	\$4.29	-34	-11.2%	(\$145.86)	-11.2%	32.7%	33.8%
2,337	2,516	Total Flyfisher	MO	Fishing	109	-1	\$1,155.75	(\$8.25)	\$10.60	110	-11,000.0%	\$1,164.00	-14,109.1%	12.5%	-33.3%
2,338	2,159	Imagine Your Wedding	AN	Bridal	233	184	\$1,153.35	\$910.80	\$4.95	49	26.6%	\$242.55	26.6%	7.5%	9.6%
2,339	2,131	Captain America	SA	Comics	289	287	\$1,153.11	\$1,145.13	\$3.99	2	0.7%	\$7.98	0.7%	12.6%	7.0%
2,340	-	Stuff Nano	MO	Men's Lifestyle	94		\$1,151.50		\$12.25						52.2%
2,341	1,983	Trailer Boats	MO	Boating	192	486	\$1,150.08	\$2,911.14	\$5.99	-294	-60.5%	(\$1,761.06)	-60.5%	11.6%	12.2%
2,342	2,001	Beckett - Football	MO	Football	115	187	\$1,148.85	\$2,623.13	\$9.99	-72	-38.5%	(\$1,474.28)	-56.2%	12.5%	7.8%
2,343	2,199	Quick Cards Made Easy	MO	Crafts	86	53	\$1,147.80	\$687.90	\$13.35	33	62.3%	\$459.90	66.9%	44.1%	26.8%
2,344	2,138	Patriots of the American Revolution	QU	Literature	191	176	\$1,144.09	\$1,054.24	\$5.99	15	8.5%	\$89.85	8.5%	8.6%	5.9%
2,345	1,982	Kiwi	BM	Women's Lifestyle	286	730	\$1,141.14	\$2,912.70	\$3.99	-444	-60.8%	(\$1,771.56)	-60.8%	6.4%	8.4%
2,346	1,696	Sports Weekly - SIP 00008	MO	Sports General	229	1,988	\$1,133.55	\$9,386.36	\$4.95	-1,759	-88.5%	(\$8,252.81)	-87.9%	19.1%	56.3%
2,347	2,051	Fabulous Floors	QU	Home Decor	163	280	\$1,132.85	\$1,946.00	\$6.95	-117	-41.8%	(\$813.15)	-41.8%	10.7%	11.5%
2,348	2,114	New England Travel	SA	Travel	188	250	\$1,126.12	\$1,247.50	\$5.99	-62	-24.8%	(\$121.38)	-9.7%	34.2%	41.6%
2,349	2,204	Big Game Fishing Journal	BM	Fishing	161	96	\$1,125.39	\$671.04	\$6.99	65	67.7%	\$454.35	67.7%	4.4%	11.2%
2,350	2,219	American Songwriter	SA	Music	224	120	\$1,108.80	\$594.00	\$4.95	104	86.7%	\$514.80	86.7%	14.9%	13.3%
2,351	1,698	JM Magazine	QU	Sophisticates	123	1,169	\$1,105.77	\$9,340.31	\$8.99	-1,046	-89.5%	(\$8,234.54)	-88.2%	10.0%	17.9%
2,352	1,976	Marvel Comics - x 23	SA	Comics	273	767	\$1,089.27	\$3,060.33	\$3.99	-494	-64.4%	(\$1,971.06)	-64.4%	11.9%	12.0%
2,353	-	BBC History	MO	History	95		\$1,068.75		\$11.25						38.8%
2,354	2,295	Orlando Attractions	AN	Regional/City	177	48	\$1,060.23	\$287.52	\$5.99	129	268.8%	\$772.71	268.8%	9.5%	4.8%
2,355	-	Black & White Photography	MO	Photography	13		\$1,054.35		\$81.10						1.3%
2,356	2,146	Science of Mind	MO	Science/Nature	231	221	\$1,039.50	\$994.50	\$4.50	10	4.5%	\$45.00	4.5%	38.5%	37.0%
2,357	-	Nature	WK	Science/Nature	80		\$1,039.20		\$12.99						7.0%
2,358	-	Rhythm	MO	Music	70		\$1,032.50		\$14.75						10.9%
2,359	2,139	Courrier Hippique	BM	Equestrian	261	217	\$1,030.95	\$1,053.15	\$3.95	44	20.3%	(\$22.20)	-2.1%	17.7%	12.5%
2,360	2,173	Sculpture	MO	Art	147	119	\$1,029.00	\$833.00	\$7.00	28	23.5%	\$196.00	23.5%	26.5%	24.1%
2,361	1,965	Dolce Vita	QU	Luxury	172	551	\$1,023.40	\$3,278.45	\$5.95	-379	-68.8%	(\$2,255.05)	-68.8%	7.1%	8.2%
2,362	2,229	Real Golf	SA	Golf	346	179	\$1,020.70	\$528.05	\$2.95	167	93.3%	\$492.65	93.3%	7.5%	8.7%
2,363	2,100	Lake Erie Travel Guide	AN	Regional/City	185	253	\$1,017.50	\$1,391.50	\$5.50	-68	-26.9%	(\$374.00)	-26.9%	20.6%	28.1%
2,364	2,192	Permaculture	QU	Home Improvement	112	82	\$1,006.88	\$737.18	\$8.99	30	36.6%	\$269.70	36.6%	46.7%	34.2%
2,365	2,106	The Cottager	QU	Outdoors/Camping	202	271	\$999.90	\$1,341.45	\$4.95	-69	-25.5%	(\$341.55)	-25.5%	22.0%	30.4%
2,366	2,140	Scottish Banner	MO	Regional/City	360	382	\$990.00	\$1,050.50	\$2.75	-22	-5.8%	(\$60.50)	-5.8%	24.0%	22.2%
2,367	2,074	Knit Today (UK Edition)	MO	Crafts	70	119	\$989.25	\$1,660.05	\$14.13	-49	-41.2%	(\$670.80)	-40.4%	20.0%	18.6%
2,368	1,774	Heroes Official Magazine	BM	Entertainment	247	1,844	\$985.53	\$7,357.56	\$3.99	-1,597	-86.6%	(\$6,372.03)	-86.6%	17.0%	18.1%
2,369	2,191	Parent & Child	BM	Parenting	249	187	\$983.55	\$738.65	\$3.95	62	33.2%	\$244.90	33.2%	6.7%	9.9%
2,370	2,273	Solutions	QU	Health/Wellness	198	72	\$980.10	\$356.40	\$4.95	126	175.0%	\$623.70	175.0%	6.6%	1.8%
2,371	2,127	Lake Superior Travel	AN	Travel	107	133	\$957.65	\$1,190.35	\$8.95	-26	-19.5%	(\$232.70)	-19.5%	35.7%	44.3%
2,372	2,149	Q Magazine	MO	Music	75	76	\$956.25	\$969.00	\$12.75	-1	-1.3%	(\$12.75)	-1.3%	15.0%	13.4%
2,373	2,090	Naval History	BM	Military/Weapons	190	301	\$948.10	\$1,501.99	\$4.99	-111	-36.9%	(\$553.89)	-36.9%	25.3%	28.7%
2,374	2,132	Batgirl	MO	Comics	317	333	\$947.83	\$1,131.63	\$2.99	-16	-4.8%	(\$183.80)	-16.2%	24.3%	25.0%
2,375	-	Writer's Chronicle	BM	Literature	159		\$946.05		\$5.95						6.1%
2,376	1,967	Preferred Magazine	SA	General Interest	145	502	\$942.50	\$3,263.00	\$6.50	-357	-71.1%	(\$2,320.50)	-71.1%	2.5%	4.7%
2,377	2,166	Dog Sport	MO	Pets	87	83	\$935.75	\$875.50	\$10.76	4	4.8%	\$60.25	6.9%	16.1%	15.7%
2,378	-	Make-Up Artist	BM	Art	133		\$929.67		\$6.99						5.5%
2,379	2,133	Atlantic Forestry Review	BM	Outdoors/Camping	262	319	\$917.00	\$1,116.50	\$3.50	-57	-17.9%	(\$199.50)	-17.9%	34.9%	35.6%
2,380	-	FlyPast	MO	Aviation/Transportation	94		\$916.50		\$9.75						25.1%
2,381	2,136	Ask	MO	Children	185	217	\$915.75	\$1,074.15	\$4.95	-32	-14.7%	(\$158.40)	-14.7%	13.2%	16.1%
2,382	-	Empire	MO	Entertainment	76		\$911.24		\$11.99						30.6%
2,383	2,141	Sports Weekly - SIP 01009	SA	Sports General	184	211	\$910.80	\$1,044.45	\$4.95	-27	-12.8%	(\$133.65)	-12.8%	27.0%	29.0%
2,384	2,162	Ocean Home	QU	Luxury	152	150	\$910.48	\$898.50	\$5.99	2	1.3%	\$11.98	1.3%	14.4%	9.2%
2,385	1,807	40 Plus Themes (UK Edition)	BM	Sophisticates	70	502	\$909.30	\$6,464.98	\$12.99	-432	-86.1%	(\$5,555.68)	-85.9%	25.0%	17.5%
2,386	2,152	History Today	MO	History	71	77	\$895.29	\$961.73	\$12.61	-6	-7.8%	(\$66.44)	-6.9%	25.8%	23.8%
2,387	2,018	Adventure Comics	MO	Comics	298	543	\$891.02	\$2,396.85	\$2.99	-245	-45.1%	(\$1,505.83)	-62.8%	10.5%	13.5%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,388	2,244	Geist	QU	Literature	121	59	\$888.95	\$485.05	\$7.35	62	105.1%	\$403.90	83.3%	28.8%	36.9%
2,389	2,147	Pacific Coast Sportfishing	QU	Fishing	150	165	\$885.50	\$988.35	\$5.90	-15	-9.1%	(\$102.85)	-10.4%	6.5%	11.8%
2,390	2,193	American Heritage	SA	History	126	103	\$880.74	\$719.97	\$6.99	23	22.3%	\$160.77	22.3%	14.5%	14.8%
2,391	2,158	Vermont Vows	SA	Bridal	147	156	\$874.65	\$928.20	\$5.95	-9	-5.8%	(\$53.55)	-5.8%	24.7%	25.2%
2,392	1,554	The Driver	QU	Automobile	145	2,337	\$868.55	\$13,998.63	\$5.99	-2,192	-93.8%	(\$13,130.08)	-93.8%	2.1%	6.2%
2,393	-	Guitar Bass Classics	QU	Music	43		\$857.85		\$19.95						43.0%
2,394	1,762	Marvel Comics -SIP 02185	MO	Comics	213	1,462	\$849.87	\$7,774.38	\$3.99	-1,249	-85.4%	(\$6,924.51)	-89.1%	23.5%	16.6%
2,395	2,126	Cartoon Network Action Pack	MO	Comics	284	399	\$849.16	\$1,193.01	\$2.99	-115	-28.8%	(\$343.85)	-28.8%	9.0%	15.0%
2,396	2,237	Parabola	QU	General Interest	73	44	\$839.50	\$506.00	\$11.50	29	65.9%	\$333.50	65.9%	48.7%	44.0%
2,397	-	Bikes & Gear	AN	Bicycling	140		\$838.60		\$5.99						4.7%
2,398	1,798	Basketball Action	QU	Basketball	76	613	\$835.24	\$6,736.87	\$10.99	-537	-87.6%	(\$5,901.63)	-87.6%	15.2%	17.8%
2,399	2,063	Vancouver Review	SA	Regional/City	121	371	\$823.95	\$1,836.45	\$6.81	-250	-67.4%	(\$1,012.50)	-55.1%	10.1%	19.2%
2,400	1,697	History Magazine	SA	History	137	1,575	\$815.15	\$9,371.25	\$5.95	-1,438	-91.3%	(\$8,556.10)	-91.3%	36.5%	31.4%
2,401	2,201	Muzzleloader	SA	Military/Weapons	151	135	\$815.00	\$675.00	\$5.40	16	11.9%	\$140.00	20.7%	21.8%	21.9%
2,402	2,194	Vouge (UK Edition)	MO	Fashion/Beauty	74	65	\$813.26	\$714.35	\$10.99	9	13.8%	\$98.91	13.8%	36.1%	34.0%
2,403	2,111	Yellowstone Journal	AN	Regional/City	116	183	\$810.84	\$1,279.17	\$6.99	-67	-36.6%	(\$468.33)	-36.6%	16.0%	16.6%
2,404	2,053	Billboard Musician's	SA	Music	53	129	\$794.47	\$1,933.71	\$14.99	-76	-58.9%	(\$1,139.24)	-58.9%	5.6%	10.2%
2,405	2,224	Atomic Ranch	QU	Home Decor	114	82	\$792.30	\$569.90	\$6.95	32	39.0%	\$222.40	39.0%	57.0%	41.0%
2,406	2,230	Spider	MO	Children	160	106	\$792.00	\$524.70	\$4.95	54	50.9%	\$267.30	50.9%	17.4%	7.8%
2,407	2,120	Sound on Sound	MO	Music	79	123	\$789.21	\$1,228.77	\$9.99	-44	-35.8%	(\$439.56)	-35.8%	12.7%	13.7%
2,408	2,489	Performance VW	MO	Automobile	55	2	\$783.75	\$28.50	\$14.25	53	2,650.0%	\$755.25	2,650.0%	7.7%	1.2%
2,409	2,168	DC Comics - Supergirl	MO	Comics	262	232	\$783.38	\$868.64	\$2.99	30	12.9%	(\$85.26)	-9.8%	19.3%	14.7%
2,410	2,148	Bookmarks Magazine	BM	Literature	98	122	\$779.10	\$969.90	\$7.95	-24	-19.7%	(\$190.80)	-19.7%	21.8%	22.1%
2,411	-	Photography For Beginners Bookazine	AN	Photography	22		\$768.90		\$34.95						44.0%
2,412	2,082	Horse & Pony	QU	Equestrian	218	450	\$763.00	\$1,575.00	\$3.50	-232	-51.6%	(\$812.00)	-51.6%	16.8%	16.2%
2,413	2,143	Boating Sportsman	AN	Boating	154	210	\$762.30	\$1,039.50	\$4.95	-56	-26.7%	(\$277.20)	-26.7%	27.9%	37.2%
2,414	2,189	Singletrack	BM	Bicycling	54	53	\$755.46	\$741.47	\$13.99	1	1.9%	\$13.99	1.9%	36.0%	44.2%
2,415	2,171	DC Comics - Flash	BM	Comics	252	229	\$753.48	\$842.01	\$2.99	23	10.0%	(\$88.53)	-10.5%	27.8%	26.3%
2,416	2,169	Home Power	BM	Home Improvement	119	123	\$753.05	\$854.85	\$6.33	-4	-3.3%	(\$101.80)	-11.9%	50.9%	52.1%
2,417	2,188	Stand Up Journal	QU	Sports General	58	58	\$751.10	\$751.10	\$12.95	0	0.0%	\$0.00	0.0%	36.3%	32.2%
2,418	2,176	Okanagan Life Annual	AN	Regional/City	75	83	\$746.25	\$825.85	\$9.95	-8	-9.6%	(\$79.60)	-9.6%	18.8%	20.7%
2,419	2,297	Canadian Money Saver	MO	Business/Finance	134	71	\$745.85	\$280.45	\$5.57	63	88.7%	\$465.40	165.9%	29.6%	43.8%
2,420	2,119	DC Comics - Robin	MO	Comics	247	360	\$738.53	\$1,232.82	\$2.99	-113	-31.4%	(\$494.29)	-40.1%	18.4%	18.0%
2,421	2,055	Black Tail	MO	Sophisticates	82	214	\$737.18	\$1,923.86	\$8.99	-132	-61.7%	(\$1,186.68)	-61.7%	14.9%	16.1%
2,422	-	Architectural Record	MO	Home Decor	74		\$736.30		\$9.95						0.5%
2,423	-	Mollie Makers	MO	Crafts	53		\$728.75		\$13.75						17.7%
2,424	-	Toronto Bike & Boat	QU	Classifieds	242		\$723.58		\$2.99						5.1%
2,425	2,250	RPM Magazine	BM	Automobile	146	91	\$722.70	\$450.45	\$4.95	55	60.4%	\$272.25	60.4%	26.5%	23.1%
2,426	2,276	Watch!	SA	Celebrity	181	88	\$722.19	\$351.12	\$3.99	93	105.7%	\$371.07	105.7%	7.1%	3.2%
2,427	2,249	Vintage Guitar	MO	Music	111	76	\$719.01	\$455.24	\$6.48	35	46.1%	\$263.77	57.9%	32.4%	47.8%
2,428	2,110	PC Pilot (DVD)	BM	Aviation/Transportation	48	85	\$717.60	\$1,289.35	\$14.95	-37	-43.5%	(\$571.75)	-44.3%	8.0%	14.7%
2,429	2,361	Cricket	BM	Children	144	33	\$712.80	\$163.35	\$4.95	111	336.4%	\$549.45	336.4%	22.3%	13.7%
2,430	2,116	Scrapbook Creations	SA	Crafts	51	89	\$711.45	\$1,241.55	\$13.95	-38	-42.7%	(\$530.10)	-42.7%	22.7%	47.6%
2,430	-	Uncut	MO	Music	51		\$711.45		\$13.95						28.0%
2,432	2,212	American Indian Art	QU	Art	117	105	\$702.00	\$630.00	\$6.00	12	11.4%	\$72.00	11.4%	39.0%	35.0%
2,433	2,135	Elevator	SA	Business/Finance	116	181	\$694.84	\$1,084.19	\$5.99	-65	-35.9%	(\$389.35)	-35.9%	6.8%	5.6%
2,434	2,306	My Weekly	WK	Women's Lifestyle	146	68	\$689.95	\$243.80	\$4.73	78	114.7%	\$446.15	183.0%	4.4%	23.8%
2,435	1,969	Telemark Skier	SA	Ski/Snowboard	115	533	\$684.25	\$3,171.35	\$5.95	-418	-78.4%	(\$2,487.10)	-78.4%	13.1%	6.8%
2,436	2,178	Azure	BM	Home Decor	85	102	\$675.75	\$810.90	\$7.95	-17	-16.7%	(\$135.15)	-16.7%	13.5%	23.6%
2,437	2,518	Octane	BM	Automobile	54	-1	\$670.30	(\$12.95)	\$12.41	55	-5,500.0%	\$683.25	-5,276.1%	8.5%	-2.1%
2,438	2,041	DC Comics - Legion of Superheroes	BM	Comics	209	492	\$666.91	\$2,149.28	\$3.19	-283	-57.5%	(\$1,482.37)	-69.0%	3.7%	10.9%
2,439	-	Twisted South	QU	Travel	95		\$664.05		\$6.99						7.0%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,440	2,221	Good Old Boat	BM	Boating	83	73	\$664.00	\$584.00	\$8.00	10	13.7%	\$80.00	13.7%	36.1%	38.4%
2,441	2,220	Reiki	QU	Health/Wellness	88	78	\$660.00	\$585.00	\$7.50	10	12.8%	\$75.00	12.8%	44.0%	39.0%
2,442	2,234	Junior Shooters	SA	Military/Weapons	94	74	\$657.06	\$517.26	\$6.99	20	27.0%	\$139.80	27.0%	8.1%	4.4%
2,443	-	Coral & Reef	AN	Science/Nature	82		\$655.18		\$7.99					16.4%	
2,444	2,180	Dairy Goat Journal	BM	Agriculture	130	160	\$648.70	\$798.40	\$4.99	-30	-18.8%	(\$149.70)	-18.8%	6.3%	7.5%
2,445	-	Black Book	BM	Current Affairs	131		\$648.45		\$4.95					2.0%	
2,446	2,003	Pregnancy & Newborn Buyer's Guide	AN	Parenting	108	429	\$646.92	\$2,569.71	\$5.99	-321	-74.8%	(\$1,922.79)	-74.8%	13.5%	14.2%
2,447	2,259	American Craft	BM	Art	80	55	\$639.20	\$418.66	\$7.99	25	45.5%	\$220.54	52.7%	26.7%	18.5%
2,448	2,240	Model Engineer Workshop	MO	Hobby	53	42	\$633.35	\$501.90	\$11.95	11	26.2%	\$131.45	26.2%	3.7%	2.9%
2,449	2,215	Georgian Bay Today	QU	Regional/City	323	315	\$629.85	\$614.25	\$1.95	8	2.5%	\$15.60	2.5%	26.9%	26.2%
2,450	2,172	Photoshop Elements	AN	Computer	18	24	\$629.10	\$838.80	\$34.95	-6	-25.0%	(\$209.70)	-25.0%	15.7%	80.0%
2,451	2,408	Rock & Ice Gear Guide	AN	Sports General	45	12	\$627.75	\$95.40	\$13.95	33	275.0%	\$532.35	558.0%	26.5%	24.0%
2,452	2,361	Monarch	AN	Ethnic/Religion	126	33	\$623.70	\$163.35	\$4.95	93	281.8%	\$460.35	281.8%	3.3%	5.7%
2,452	-	Powerlifting USA	MO	Fitness/Exercise	126		\$623.70		\$4.95					3.9%	
2,454	-	Complete Guide iPad	AN	Computer	31		\$619.69		\$19.99					22.0%	
2,455	2,174	Sheep!	BM	Agriculture	124	166	\$618.76	\$828.34	\$4.99	-42	-25.3%	(\$209.58)	-25.3%	19.1%	18.8%
2,456	2,102	Northern Ontario Business	MO	Business/Finance	209	466	\$616.55	\$1,374.70	\$2.95	-257	-55.2%	(\$758.15)	-55.2%	8.5%	17.2%
2,457	-	Cross Stitch Presents	QU	Crafts	22		\$614.90		\$27.95					22.0%	
2,458	2,457	Yachting Bigger Pack	AN	Boating	49	3	\$612.50	\$50.97	\$12.50	46	1,533.3%	\$561.53	1,101.7%	49.0%	30.0%
2,459	-	The Bay Street Bull	BM	Business/Finance	77		\$612.15		\$7.95					9.2%	
2,460	2,196	Crappie World	SA	Fishing	174	203	\$609.00	\$710.50	\$3.50	-29	-14.3%	(\$101.50)	-14.3%	17.8%	23.9%
2,461	2,455	Seattle Homes	AN	Home Decor	154	13	\$608.30	\$51.35	\$3.95	141	1,084.6%	\$556.95	1,084.6%	22.0%	5.2%
2,462	2,314	Babybug	MO	Children	121	47	\$605.00	\$235.00	\$5.00	74	157.4%	\$370.00	157.4%	18.9%	17.4%
2,463	-	Airfix Model World	MO	Hobby	55		\$604.45		\$10.99					7.4%	
2,464	-	Imbibe	BM	Wine/Spirits	101		\$600.95		\$5.95					3.3%	
2,465	2,243	Click (UK Edition)	MO	Children	120	98	\$594.00	\$485.10	\$4.95	22	22.4%	\$108.90	22.4%	16.0%	15.8%
2,466	1,904	Soundings	MO	Audio/Video	85	586	\$590.75	\$4,072.70	\$6.95	-501	-85.5%	(\$3,481.95)	-85.5%	28.6%	17.7%
2,467	2,175	Orion	BM	Science/Nature	84	118	\$588.00	\$826.00	\$7.00	-34	-28.8%	(\$238.00)	-28.8%	28.0%	24.8%
2,468	2,238	Sew Hip	MO	Crafts	42	43	\$585.90	\$505.25	\$13.95	-1	-2.3%	\$80.65	16.0%	14.0%	7.2%
2,469	1,867	Family Chronicle	QU	Literature	84	712	\$583.80	\$4,948.40	\$6.95	-628	-88.2%	(\$4,364.60)	-88.2%	28.0%	23.0%
2,470	2,433	Garden & Gun	QU	Regional/City	98	12	\$583.10	\$71.40	\$5.95	86	716.7%	\$511.70	716.7%	5.6%	7.5%
2,471	2,269	Canadian Art	QU	Art	65	41	\$581.75	\$366.95	\$8.95	24	58.5%	\$214.80	58.5%	32.5%	40.2%
2,472	-	Charlot - Fraise HS	AN	Teen	61		\$579.50		\$9.50					18.3%	
2,473	1,935	Top Franchise & Business Opportunities	QU	Business/Finance	131	840	\$575.09	\$3,687.60	\$4.39	-709	-84.4%	(\$3,112.51)	-84.4%	4.4%	12.1%
2,474	2,426	Working Mother	QU	Women's Lifestyle	115	16	\$573.85	\$79.84	\$4.99	99	618.8%	\$494.01	618.8%	4.3%	1.1%
2,475	2,182	Northwest Palate	BM	Food/Recipes	115	167	\$569.25	\$782.10	\$4.95	-52	-31.1%	(\$212.85)	-27.2%	7.8%	9.4%
2,476	2,278	Flyfish Journal	SA	Fishing	38	23	\$568.10	\$343.85	\$14.95	15	65.2%	\$224.25	65.2%	23.7%	23.0%
2,477	2,534	Woodworker	MO	Woodworking	54	-10	\$567.00	(\$105.00)	\$10.50	64	-640.0%	\$672.00	-640.0%	9.6%	-8.3%
2,478	2,218	Quilter's Connection	QU	Crafts	62	67	\$554.90	\$599.65	\$8.95	-5	-7.5%	(\$44.75)	-7.5%	39.2%	33.5%
2,479	2,129	Poweredge	SA	Sports General	111	238	\$553.89	\$1,187.62	\$4.99	-127	-53.4%	(\$633.73)	-53.4%	20.2%	11.6%
2,480	2,069	Marvel Comics - Nova	QU	Comics	138	442	\$550.62	\$1,763.58	\$3.99	-304	-68.8%	(\$1,212.96)	-68.8%	10.3%	9.4%
2,481	-	Motorcycle Sports & Leisure	MO	Motorcycles	50		\$549.50		\$10.99					7.7%	
2,482	-	Super Shopper	BM	Classifieds	168		\$546.00		\$3.25					3.5%	
2,483	2,177	Machinist's Workshop	BM	Hobby	66	98	\$543.40	\$813.75	\$8.23	-32	-32.7%	(\$270.35)	-33.2%	37.1%	46.9%
2,484	-	Everyday Practical Electronics	MO	Photography	53		\$543.25		\$10.25					52.5%	
2,485	-	Digital Photographer	SA	Photography	32		\$542.40		\$16.95					21.2%	
2,486	2,300	Classic Sport Car (UK Edition)	MO	Automobile	47	24	\$540.50	\$271.50	\$11.50	23	95.8%	\$269.00	99.1%	5.5%	33.3%
2,487	2,214	Bitch	QU	Sophisticates	72	82	\$540.00	\$615.00	\$7.50	-10	-12.2%	(\$75.00)	-12.2%	48.0%	37.3%
2,488	-	Knit Wear	AN	Crafts	36		\$539.64		\$14.99					72.0%	
2,489	2,130	A Needle Pulling Thread	QU	Crafts	60	129	\$537.00	\$1,154.55	\$8.95	-69	-53.5%	(\$617.55)	-53.5%	30.0%	19.8%
2,490	2,247	Montecristo	QU	General Interest	67	58	\$536.00	\$464.00	\$8.00	9	15.5%	\$72.00	15.5%	6.5%	2.6%
2,491	2,266	Antiques & Fine Art	QU	Collectibles	76	56	\$528.20	\$389.20	\$6.95	20	35.7%	\$139.00	35.7%	30.4%	22.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,492	2,236	Metalsmith	QU	Hobby	62	60	\$527.00	\$510.00	\$8.50	2	3.3%	\$17.00	3.3%	24.8%	21.4%
2,493	2,064	Asean Affairs	QU	Business/Finance	75	262	\$521.25	\$1,820.90	\$6.95	-187	-71.4%	(\$1,299.65)	-71.4%	12.1%	2.2%
2,494	2,231	Wawatay News	BW	Current Affairs	347	348	\$520.50	\$522.00	\$1.50	-1	-0.3%	(\$1.50)	-0.3%	30.7%	26.5%
2,495	-	Classic Rock Presents	QU	Music	20		\$519.00		\$25.95					6.7%	
2,496	2,207	Procycling	MO	Bicycling	40	55	\$518.00	\$662.95	\$12.95	-15	-27.3%	(\$144.95)	-21.9%	7.0%	16.7%
2,497	2,183	Fretboard Journal	QU	Music	32	49	\$510.40	\$781.55	\$15.95	-17	-34.7%	(\$271.15)	-34.7%	35.6%	32.0%
2,497	2,267	Jazzwise	MO	Music	32	24	\$510.40	\$382.80	\$15.95	8	33.3%	\$127.60	33.3%	28.6%	24.7%
2,499	2,210	PC Utilities	MO	Computer	30	38	\$508.50	\$644.10	\$16.95	-8	-21.1%	(\$135.60)	-21.1%	11.8%	15.1%
2,500	2,123	Quilter's Companion	QU	Crafts	36	87	\$502.20	\$1,213.65	\$13.95	-51	-58.6%	(\$711.45)	-58.6%	24.0%	29.0%
2,501	2,256	Living Blues	BM	Entertainment	83	73	\$493.85	\$434.35	\$5.95	10	13.7%	\$59.50	13.7%	27.7%	40.6%
2,502	-	Wedding Cakes	QU	Food/Recipes	33		\$493.35		\$14.95					12.0%	
2,503	2,537	Linux User & Develop	MO	Computer	24	-6	\$487.80	(\$118.50)	\$20.33	30	-500.0%	\$606.30	-511.6%	7.4%	-2.4%
2,504	2,154	Total Guitar	MO	Music	27	53	\$484.65	\$951.35	\$17.95	-26	-49.1%	(\$466.70)	-49.1%	17.5%	22.8%
2,505	-	Elle (UK Edition) (Benjamin)	MO	Fashion/Beauty	42		\$483.00		\$11.50					39.6%	
2,506	1,940	18 Teen Angels	MO	Sophisticates	40	311	\$479.60	\$3,618.89	\$11.99	-271	-87.1%	(\$3,139.29)	-86.7%	28.6%	14.8%
2,507	2,245	Franchise Handbook	SA	Business/Finance	68	69	\$475.32	\$482.31	\$6.99	-1	-1.4%	(\$6.99)	-1.4%	6.9%	6.5%
2,508	-	Justin Bieber Sticker Pack	AN	Collectibles	319		\$475.31		\$1.49					26.6%	
2,509	-	Total Film	MO	Entertainment	37		\$471.75		\$12.75					35.9%	
2,510	2,150	Fiberarts	BM	Crafts	59	121	\$471.41	\$966.79	\$7.99	-62	-51.2%	(\$495.38)	-51.2%	45.4%	36.2%
2,511	2,216	Stitch	BM	Crafts	43	56	\$470.85	\$613.20	\$10.95	-13	-23.2%	(\$142.35)	-23.2%	14.3%	18.7%
2,511	-	Le Guide Reference du Windows	BM	Computer	43		\$470.85		\$10.95					22.6%	
2,513	-	Sask Business	MO	Business/Finance	94		\$469.06		\$4.99					4.5%	
2,514	2,211	Saltwater Sportsman	MO	Fishing	93	129	\$464.07	\$643.71	\$4.99	-36	-27.9%	(\$179.64)	-27.9%	8.1%	10.6%
2,515	1,984	Miller McCune	BM	Business/Finance	66	412	\$461.34	\$2,879.88	\$6.99	-346	-84.0%	(\$2,418.54)	-84.0%	6.4%	5.9%
2,516	2,242	Midwest Living	BM	Home Decor	93	99	\$460.35	\$490.05	\$4.95	-6	-6.1%	(\$29.70)	-6.1%	25.1%	20.2%
2,516	-	Freerider MX	SA	Motocross/ATV	33		\$460.35		\$13.95					39.3%	
2,518	2,268	Cake Craft & Decoration	MO	Food/Recipes	40	32	\$460.00	\$368.00	\$11.50	8	25.0%	\$92.00	25.0%	9.0%	13.6%
2,519	2,217	Opportunity World	SA	Business/Finance	92	121	\$459.08	\$603.79	\$4.99	-29	-24.0%	(\$144.71)	-24.0%	6.6%	7.5%
2,520	2,251	OK! Weekly (UK Edition)	WK	Tabloid	61	60	\$457.50	\$450.00	\$7.50	1	1.7%	\$7.50	1.7%	1.8%	8.1%
2,521	2,258	Sea Kayaker	BM	Boating	76	71	\$452.20	\$422.45	\$5.95	5	7.0%	\$29.75	7.0%	19.4%	28.9%
2,522	2,275	Gardens Illustrated	MO	Gardening	39	31	\$448.50	\$354.45	\$11.50	8	25.8%	\$94.05	26.5%	32.5%	23.0%
2,523	2,186	Me Magazine	AN	Women's Lifestyle	112	194	\$442.40	\$766.30	\$3.95	-82	-42.3%	(\$323.90)	-42.3%	11.2%	9.2%
2,524	2,185	Streetlow Calendar	AN	Calendars	46	81	\$437.00	\$769.50	\$9.50	-35	-43.2%	(\$332.50)	-43.2%	10.2%	9.8%
2,525	2,007	New Advance Photoshop	MO	Photography	23	71	\$435.85	\$2,545.45	\$18.95	-48	-67.6%	(\$2,109.60)	-82.9%	3.4%	4.2%
2,526	2,067	Poets & Writers	BM	Literature	62	259	\$430.90	\$1,800.05	\$6.95	-197	-76.1%	(\$1,369.15)	-76.1%	4.6%	11.6%
2,527	-	Cake Craft Guide	AN	Food/Recipes	27		\$430.65		\$15.95					20.0%	
2,528	2,226	Sierra	BM	Science/Nature	109	135	\$430.55	\$533.25	\$3.95	-26	-19.3%	(\$102.70)	-19.3%	4.4%	5.3%
2,529	2,227	Small Craft Advisor	BM	Boating	54	67	\$429.30	\$532.65	\$7.95	-13	-19.4%	(\$103.35)	-19.4%	33.8%	37.2%
2,530	2,311	RV Gazette	QU	Outdoors/Camping	90	50	\$427.50	\$237.50	\$4.75	40	80.0%	\$190.00	80.0%	51.1%	36.2%
2,531	2,367	Advertising Age Annual	AN	Business/Finance	17	6	\$424.15	\$149.70	\$24.95	11	183.3%	\$274.45	183.3%	7.4%	3.0%
2,532	2,417	Scrapbook Trends	AN	Crafts	28	6	\$418.60	\$89.70	\$14.95	22	366.7%	\$328.90	366.7%	14.7%	20.0%
2,533	-	William & Kate Royal Wedding	AN	Celebrity	72		\$414.00		\$5.75					71.3%	
2,534	-	WP Star Editions	SA	Music	41		\$409.59		\$9.99					41.8%	
2,535	2,527	Classic Bike Guide	MO	Motorcycles	41	-5	\$407.95	(\$49.75)	\$9.95	46	-920.0%	\$457.70	-920.0%	6.8%	-5.2%
2,536	2,289	Know	BM	Science/Nature	90	67	\$405.00	\$301.50	\$4.50	23	34.3%	\$103.50	34.3%	19.0%	37.2%
2,537	2,350	Event	MO	Literature	36	13	\$404.20	\$172.55	\$11.23	23	176.9%	\$231.65	134.3%	9.2%	3.0%
2,538	-	Hobby's Annual	SA	Hobby	35		\$402.50		\$11.50					22.9%	
2,539	-	Flair (UK Edition)	QU	Crafts	31		\$401.45		\$12.95					3.1%	
2,540	-	Apron-ology	AN	Crafts	25		\$399.75		\$15.99					50.0%	
2,541	2,350	City Parent Education Guide	AN	School Guides	67	29	\$398.65	\$172.55	\$5.95	38	131.0%	\$226.10	131.0%	8.9%	3.1%
2,542	2,307	The Cottage Trader	MO	Classifieds	160	97	\$398.40	\$241.53	\$2.49	63	64.9%	\$156.87	64.9%	5.6%	5.9%
2,543	-	Craftseller	MO	Crafts	28		\$390.60		\$13.95					9.2%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,544	-	BBC Sky At Night	MO	Science/Nature	26		\$388.70		\$14.95					12.2%	
2,545	-	Aviation News	MO	Aviation/Transportation	31		\$387.50		\$12.50					49.2%	
2,546	2,222	The Sun	MO	Literature	65	100	\$386.75	\$581.00	\$5.95	-35	-35.0%	(\$194.25)	-33.4%	20.0%	25.0%
2,547	2,287	The Fiddlehead	QU	Literature	32	28	\$385.00	\$310.00	\$12.03	4	14.3%	\$75.00	24.2%	16.0%	14.0%
2,548	-	Knit	MO	Crafts	27		\$376.65		\$13.95					3.6%	
2,549	-	Survivalist	BM	General Interest	71		\$375.45		\$5.29					47.3%	
2,550	2,396	Applied Arts	SA	Art	25	12	\$375.00	\$107.40	\$15.00	13	108.3%	\$267.60	249.2%	18.5%	40.0%
2,551	-	Visitors	AN	Regional/City	91		\$363.09		\$3.99					4.7%	
2,552	2,248	Elektor	MO	Audio/Video	43	52	\$357.85	\$461.40	\$8.32	-9	-17.3%	(\$103.55)	-22.4%	28.7%	13.0%
2,553	2,317	Tathaastu	QU	Health/Wellness	51	33	\$354.45	\$229.35	\$6.95	18	54.5%	\$125.10	54.5%	34.0%	22.0%
2,554	2,342	Red	QU	Women's Lifestyle	32	17	\$352.00	\$187.00	\$11.00	15	88.2%	\$165.00	88.2%	11.7%	6.8%
2,555	2,335	Furniture & Cabinet Making	MO	Woodworking	35	22	\$344.25	\$196.90	\$9.84	13	59.1%	\$147.35	74.8%	29.2%	19.5%
2,555	-	Ultra For Men	BM	Sophisticates	15		\$344.25		\$22.95					28.3%	
2,557	-	Classic Rock Presents Prog	QU	Music	13		\$337.35		\$25.95					3.1%	
2,558	-	Cross Stitch Bookazine	QU	Crafts	12		\$335.40		\$27.95					12.0%	
2,559	-	History Scotland	BM	History	29		\$333.50		\$11.50					96.7%	
2,560	2,357	Atlantic Beef	QU	Agriculture	95	48	\$332.50	\$168.00	\$3.50	47	97.9%	\$164.50	97.9%	8.6%	4.0%
2,561	2,233	Baseball Annual Guide	AN	Baseball	66	104	\$329.34	\$518.96	\$4.99	-38	-36.5%	(\$189.62)	-36.5%	16.9%	22.1%
2,562	2,265	2600 The Hacker Quarterly	QU	Computer	46	56	\$328.90	\$400.40	\$7.15	-10	-17.9%	(\$71.50)	-17.9%	31.1%	36.4%
2,563	2,263	Style 1900	QU	Home Decor	47	58	\$326.65	\$403.10	\$6.95	-11	-19.0%	(\$76.45)	-19.0%	23.5%	29.0%
2,564	2,373	Good Woodworking	MO	Hobby	35	16	\$318.45	\$143.20	\$9.10	19	118.8%	\$175.25	122.4%	5.7%	3.9%
2,565	2,260	Classic Motorcycle Mechanic	MO	Motorcycles	32	42	\$318.40	\$417.90	\$9.95	-10	-23.8%	(\$99.50)	-23.8%	22.4%	24.9%
2,566	2,485	Idees Pour Maison	MO	Home Decor	59	6	\$316.41	\$29.94	\$5.36	53	883.3%	\$286.47	956.8%	18.6%	5.0%
2,567	-	Mastclass 3D Essentials	QU	Video Gaming	9		\$314.55		\$34.95					10.0%	
2,568	-	Aircraft Illustrated	MO	Aviation/Transportation	37		\$314.50		\$8.50					67.3%	
2,569	2,404	PC Pro (DVD)	MO	Computer	18	6	\$314.40	\$101.70	\$17.47	12	200.0%	\$212.70	209.1%	4.2%	7.6%
2,570	2,270	New England Antique Journal	MO	Crafts	52	60	\$311.48	\$359.40	\$5.99	-8	-13.3%	(\$47.92)	-13.3%	8.4%	9.6%
2,571	2,203	Biblical Archaeology Review	QU	Literature	52	113	\$309.40	\$672.35	\$5.95	-61	-54.0%	(\$362.95)	-54.0%	11.6%	16.1%
2,572	2,301	Jill Ox Cross Stitch	SA	Crafts	22	18	\$306.90	\$266.40	\$13.95	4	22.2%	\$40.50	15.2%	38.6%	90.0%
2,573	2,255	Z Magazine	MO	Current Affairs	58	81	\$305.10	\$436.95	\$5.26	-23	-28.4%	(\$131.85)	-30.2%	22.3%	19.8%
2,574	2,324	Model Engineer	BW	Hobby	34	24	\$304.30	\$211.30	\$8.95	10	41.7%	\$93.00	44.0%	4.5%	8.4%
2,575	-	iPad Tips Tricks Apps	AN	Computer	12		\$299.40		\$24.95					20.0%	
2,576	2,299	Your Family History	MO	History	17	16	\$296.15	\$272.00	\$17.42	1	6.3%	\$24.15	8.9%	3.1%	19.0%
2,577	2,440	Diva (UK Edition)	MO	Sophisticates	33	7	\$295.35	\$62.65	\$8.95	26	371.4%	\$232.70	371.4%	11.7%	11.5%
2,578	2,457	Complete Cardmaking	BM	Crafts	17	3	\$288.83	\$50.97	\$16.99	14	466.7%	\$237.86	466.7%	9.8%	2.3%
2,579	-	Cakes & Sugarcraft	QU	Food/Recipes	22		\$285.78		\$12.99					18.3%	
2,580	2,345	Canadian Dimension	BM	General Interest	41	26	\$284.95	\$180.70	\$6.95	15	57.7%	\$104.25	57.7%	22.8%	18.6%
2,581	-	Illustrate With Photoshop	AN	Computer	7		\$279.65		\$39.95					14.0%	
2,582	-	Tap Magazine	QU	Computer	20		\$279.00		\$13.95					3.6%	
2,583	2,383	Queen's Quarterly	SA	General Interest	42	20	\$273.00	\$130.00	\$6.50	22	110.0%	\$143.00	110.0%	35.0%	22.2%
2,584	2,293	Gramophone	MO	Music	27	29	\$269.61	\$289.71	\$9.99	-2	-6.9%	(\$20.10)	-6.9%	12.8%	19.6%
2,585	-	Shipping Today Yesterday	MO	Hobby	27		\$268.65		\$9.95					18.2%	
2,586	2,422	Capilano Review	SA	Fiction	19	6	\$266.00	\$84.00	\$14.00	13	216.7%	\$182.00	216.7%	22.4%	10.0%
2,586	2,431	3X3 Contemporary Art	SA	Art	14	4	\$266.00	\$76.00	\$19.00	10	250.0%	\$190.00	250.0%	28.0%	10.3%
2,588	2,333	Savoy	AN	Ethnic/Religion	53	40	\$264.47	\$199.60	\$4.99	13	32.5%	\$64.87	32.5%	3.0%	2.9%
2,589	2,372	Malahat Review	SA	Literature	22	12	\$262.90	\$143.40	\$11.95	10	83.3%	\$119.50	83.3%	18.3%	18.5%
2,590	-	Australian Beading	BW	Crafts	18		\$261.00		\$14.50					36.0%	
2,591	2,378	Future Music	MO	Music	13	7	\$256.75	\$138.25	\$19.75	6	85.7%	\$118.50	85.7%	2.0%	11.7%
2,592	-	Emerge	BM	Business/Finance	51		\$254.49		\$4.99					3.5%	
2,593	2,312	Tin House	QU	Literature	19	18	\$251.75	\$237.30	\$13.25	1	5.6%	\$14.45	6.1%	19.0%	14.2%
2,594	1,968	Collector Car Market Review	BM	Automobile	42	547	\$249.90	\$3,254.65	\$5.95	-505	-92.3%	(\$3,004.75)	-92.3%	35.0%	21.1%
2,595	2,280	Renaissance	BM	Literature	33	45	\$247.50	\$337.50	\$7.50	-12	-26.7%	(\$90.00)	-26.7%	27.5%	37.5%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,596	-	<i>Mixmag Overseas</i>	AN	Music	19		\$246.05		\$12.95					9.4%	
2,597	2,490	<i>iPhone Trick Tip Application</i>	SA	Computer	10	1	\$244.95	\$27.85	\$24.50	9	900.0%	\$217.10	779.5%	18.2%	2.5%
2,598	2,161	<i>Master Serie</i>	BM	Computer	7	26	\$244.65	\$908.70	\$34.95	-19	-73.1%	(\$664.05)	-73.1%	10.0%	42.6%
2,599	2,318	<i>Ideal Magazine</i>	QU	Women's Lifestyle	27	25	\$243.00	\$225.00	\$9.00	2	8.0%	\$18.00	8.0%	47.4%	20.3%
2,600	2,134	<i>Flathead Living</i>	QU	Travel	49	223	\$242.55	\$1,103.85	\$4.95	-174	-78.0%	(\$861.30)	-78.0%	5.5%	5.0%
2,601	-	<i>100 Great Jazz Legends</i>	AN	Music	11		\$241.45		\$21.95					14.7%	
2,601	-	<i>PC Gamer DVD</i>	MO	Computer	11		\$241.45		\$21.95					7.3%	
2,603	-	<i>Ancient Egypt</i>	BM	History	20		\$239.00		\$11.95					27.4%	
2,604	-	<i>Empire Special</i>	AN	Entertainment	14		\$237.30		\$16.95					18.7%	
2,605	-	<i>Tattoo Revolution</i>	MO	Tattoos	20		\$235.00		\$11.75					11.1%	
2,606	2,122	<i>BC Wine Trails</i>	QU	Wine/Spirits	67	347	\$234.50	\$1,214.50	\$3.50	-280	-80.7%	(\$980.00)	-80.7%	13.4%	22.4%
2,607	2,190	<i>Imagine FX</i>	MO	Automobile	12	38	\$234.00	\$741.00	\$19.50	-26	-68.4%	(\$507.00)	-68.4%	6.2%	14.3%
2,607	2,427	<i>LRC Literary Review</i>	BM	Literature	36	12	\$234.00	\$78.00	\$6.50	24	200.0%	\$156.00	200.0%	12.0%	6.7%
2,609	2,319	<i>Microsoft Flight Simulator</i>	AN	Hobby	17	16	\$233.75	\$222.25	\$13.75	1	6.3%	\$11.50	5.2%	42.5%	21.1%
2,610	2,334	<i>Pedal</i>	QU	Bicycling	47	50	\$232.65	\$197.50	\$4.95	-3	-6.0%	\$35.15	17.8%	24.6%	28.6%
2,611	-	<i>Woodturning</i>	MO	Woodworking	21		\$229.95		\$10.95					19.8%	
2,612	-	<i>SFX Collection</i>	QU	Art	10		\$229.50		\$22.95					9.1%	
2,613	2,400	<i>On Spec</i>	SA	Literature	33	15	\$229.35	\$104.25	\$6.95	18	120.0%	\$125.10	120.0%	39.8%	25.0%
2,614	2,310	<i>Border Crossings</i>	SA	Art	23	24	\$228.85	\$238.80	\$9.95	-1	-4.2%	(\$9.95)	-4.2%	25.6%	26.7%
2,615	2,035	<i>Beads Etc</i>	SA	Crafts	16	139	\$227.20	\$2,217.05	\$14.20	-123	-88.5%	(\$1,989.85)	-89.8%	7.1%	25.7%
2,616	2,337	<i>The England Quarterly</i>	QU	Literature	19	16	\$227.05	\$191.20	\$11.95	3	18.8%	\$35.85	18.8%	22.1%	36.4%
2,616	2,348	<i>Vogue Living (Australia)</i>	QU	Home Decor	19	15	\$227.05	\$179.25	\$11.95	4	26.7%	\$47.80	26.7%	28.8%	50.0%
2,618	2,396	<i>Autosport (UK Edition)</i>	MO	Automobile	25	12	\$225.75	\$107.40	\$9.03	13	108.3%	\$118.35	110.2%	2.6%	6.0%
2,619	-	<i>Real Weddings</i>	SA	Bridal	15		\$224.85		\$14.99					60.0%	
2,620	2,321	<i>DC Comics - Tiny Titans</i>	MO	Children	74	72	\$221.26	\$215.28	\$2.99	2	2.8%	\$5.98	2.8%	12.8%	10.9%
2,621	2,501	<i>Dansk</i>	AN	Crafts	22	1	\$220.00	\$10.00	\$10.00	21	2,100.0%	\$210.00	2,100.0%	26.2%	33.3%
2,622	-	<i>Artist Guide to Photoshop</i>	AN	Computer	11		\$219.89		\$19.99					36.7%	
2,623	2,257	<i>Objekt</i>	QU	Home Decor	19	35	\$218.50	\$429.20	\$11.50	-16	-45.7%	(\$210.70)	-49.1%	9.5%	16.9%
2,623	-	<i>Leisure Painter</i>	MO	Art	23		\$218.50		\$9.50					10.5%	
2,625	2,451	<i>Room</i>	AN	Literature	22	6	\$218.00	\$54.00	\$9.91	16	266.7%	\$164.00	303.7%	18.3%	21.4%
2,626	2,339	<i>BMW Car</i>	MO	Automobile	16	14	\$216.00	\$189.00	\$13.50	2	14.3%	\$27.00	14.3%	2.9%	20.9%
2,627	2,157	<i>Gun Week</i>	BW	Military/Weapons	53	236	\$215.90	\$944.00	\$4.07	-183	-77.5%	(\$728.10)	-77.1%	5.0%	10.9%
2,628	-	<i>Internet Genealogy</i>	BM	Computer	31		\$215.45		\$6.95					15.5%	
2,629	-	<i>Photography for Beginners</i>	MO	Photography	18		\$215.10		\$11.95					6.0%	
2,630	-	<i>Tribal Tattoo</i>	QU	Tattoos	24		\$214.80		\$8.95					39.3%	
2,631	-	<i>XBox 360 Magazine</i>	MO	Video Gaming	13		\$214.50		\$16.50					86.7%	
2,632	2,296	<i>Saturday Okanagan</i>	WK	Regional/City	168	239	\$210.12	\$283.14	\$1.25	-71	-29.7%	(\$73.02)	-25.8%	56.8%	63.1%
2,633	2,285	<i>Commentary</i>	MO	Literature	30	46	\$210.00	\$322.00	\$7.00	-16	-34.8%	(\$112.00)	-34.8%	10.9%	15.3%
2,634	-	<i>Complete Guide to Photoshop</i>	AN	Computer	6		\$209.70		\$34.95					20.0%	
2,634	-	<i>The Windows 7 Book</i>	AN	Computer	6		\$209.70		\$34.95					24.0%	
2,636	2,381	<i>Upper Canadian</i>	QU	Collectibles	30	19	\$208.50	\$132.05	\$6.95	11	57.9%	\$76.45	57.9%	18.2%	15.8%
2,637	2,332	<i>Diver</i>	QU	Sports General	35	34	\$208.25	\$202.30	\$5.95	1	2.9%	\$5.95	2.9%	35.0%	34.0%
2,638	1,978	<i>BBC Olive</i>	MO	Food/Recipes	19	278	\$208.05	\$3,044.10	\$10.95	-259	-93.2%	(\$2,836.05)	-93.2%	6.9%	7.2%
2,639	2,271	<i>Mariner Life</i>	MO	Fishing	110	190	\$207.90	\$359.10	\$1.89	-80	-42.1%	(\$151.20)	-42.1%	39.3%	36.5%
2,640	-	<i>Practical Sportsbike</i>	MO	Motorcycles	18		\$207.00		\$11.50					3.8%	
2,641	2,253	<i>BBC Good Food - Veg Special</i>	QU	Food/Recipes	20	44	\$205.00	\$443.80	\$10.25	-24	-54.5%	(\$238.80)	-53.8%	5.2%	69.8%
2,642	2,447	<i>New Stitches</i>	MO	Crafts	17	5	\$203.83	\$57.66	\$11.99	12	240.0%	\$146.17	253.5%	2.8%	3.4%
2,643	2,461	<i>Filati Handknitting</i>	SA	Crafts	20	5	\$199.00	\$49.75	\$9.95	15	300.0%	\$149.25	300.0%	16.0%	10.0%
2,644	2,202	<i>City Life</i>	BM	Regional/City	40	136	\$198.00	\$673.20	\$4.95	-96	-70.6%	(\$475.20)	-70.6%	2.5%	5.5%
2,645	-	<i>Music Tech Focus</i>	BM	Music	9		\$197.79		\$21.98					7.3%	
2,646	-	<i>Sandra Knit Trends</i>	QU	Crafts	22		\$197.78		\$8.99					11.0%	
2,647	2,179	<i>Homespun</i>	QU	Crafts	14	58	\$195.30	\$809.10	\$13.95	-44	-75.9%	(\$613.80)	-75.9%	14.0%	29.0%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,648	-	Aeroplane Monthly	MO	Aviation/Transportation	21		\$194.25		\$9.25					26.6%	
2,649	2,322	The American Conservative	MO	Current Affairs	48	54	\$193.60	\$213.30	\$4.03	-6	-11.1%	(\$19.70)	-9.2%	16.8%	15.4%
2,650	2,323	Mutineer	BM	Wine/Spirits	43	47	\$193.50	\$211.50	\$4.50	-4	-8.5%	(\$18.00)	-8.5%	1.1%	1.6%
2,651	2,328	Renovation & Decor	BM	Home Improvement	39	42	\$193.05	\$207.90	\$4.95	-3	-7.1%	(\$14.85)	-7.1%	26.0%	26.2%
2,652	2,471	Home Farmer	MO	Agriculture	19	4	\$189.81	\$39.96	\$9.99	15	375.0%	\$149.85	375.0%	6.4%	1.8%
2,652	-	WP Tattoo Series	SA	Tattoos	19		\$189.81		\$9.99					47.5%	
2,654	2,284	Woodall's Camping Life	AN	Outdoors/Camping	27	47	\$188.73	\$328.53	\$6.99	-20	-42.6%	(\$139.80)	-42.6%	6.5%	11.3%
2,655	2,246	Computer Music	MO	Computer	9	23	\$188.55	\$481.85	\$20.95	-14	-60.9%	(\$293.30)	-60.9%	4.0%	13.7%
2,656	2,282	Prehistoric Times	QU	Collectibles	26	46	\$188.50	\$333.50	\$7.25	-20	-43.5%	(\$145.00)	-43.5%	26.0%	20.4%
2,657	2,331	Scots Magazine	MO	Ethnic/Religion	34	37	\$187.00	\$203.50	\$5.50	-3	-8.1%	(\$16.50)	-8.1%	13.1%	24.8%
2,658	-	Namaste	QU	Health/Wellness	17		\$186.83		\$10.99					17.0%	
2,659	-	Gup Magazine	BM	Photography	14		\$184.66		\$13.19					15.6%	
2,660	-	Essential iPad 2 Handbook	AN	Computer	8		\$184.00		\$23.00					6.4%	
2,661	2,309	CMYK	SA	Photography	18	24	\$179.82	\$239.76	\$9.99	-6	-25.0%	(\$59.94)	-25.0%	14.4%	32.0%
2,662	-	Ideal Home	MO	Home Decor	18		\$179.10		\$9.95					29.0%	
2,663	-	Wylde Magazine	SA	Fashion/Beauty	11		\$175.89		\$15.99					55.0%	
2,664	-	Classic Racer	BM	Motorcycles	16		\$175.20		\$10.95					2.1%	
2,665	-	Mast Fantasy Art	AN	Art	5		\$174.75		\$34.95					16.7%	
2,666	2,376	Alternatives	QU	General Interest	25	20	\$173.75	\$139.00	\$6.95	5	25.0%	\$34.75	25.0%	19.2%	19.0%
2,667	2,338	This Magazine	QU	Current Affairs	29	32	\$172.55	\$190.40	\$5.95	-3	-9.4%	(\$17.85)	-9.4%	18.1%	26.7%
2,668	-	Trend	SA	Home Improvement	17		\$169.15		\$9.95					17.0%	
2,669	-	The Complete Android Guide	AN	Computer	6		\$167.90		\$27.98					13.3%	
2,670	-	DJ Disk Jockey	MO	Music	12		\$167.88		\$13.99					14.5%	
2,671	-	Life During Civil War	BM	Military/Weapons	21		\$166.95		\$7.95					42.0%	
2,672	2,353	Bull & Bear	MO	Business/Finance	42	43	\$165.90	\$169.85	\$3.95	-1	-2.3%	(\$3.95)	-2.3%	33.9%	33.1%
2,673	-	China Today	MO	Travel	30		\$165.00		\$5.50					10.0%	
2,674	2,418	Woodall's Camping	AN	Outdoors/Camping	15	8	\$164.25	\$87.60	\$10.95	7	87.5%	\$76.65	87.5%	15.0%	8.4%
2,675	2,394	Canadian Homes & Cottages	BM	Home Decor	33	22	\$163.35	\$108.90	\$4.95	11	50.0%	\$54.45	50.0%	18.3%	12.5%
2,676	2,430	Home Shop Machinist	QU	Hobby	19	9	\$161.50	\$76.50	\$8.50	10	111.1%	\$85.00	111.1%	10.9%	6.5%
2,677	-	Tablet World	AN	Computer	8		\$159.92		\$19.99					16.0%	
2,678	-	Yum!	QU	Food/Recipes	16		\$159.20		\$9.95					12.2%	
2,679	2,466	Going Natural	AN	General Interest	20	6	\$159.00	\$47.70	\$7.95	14	233.3%	\$111.30	233.3%	19.0%	20.0%
2,680	-	Plaza Watch	MO	Men's Lifestyle	15		\$156.90		\$10.46					4.8%	
2,681	-	Android Magazine	MO	Computer	12		\$155.88		\$12.99					8.0%	
2,682	2,491	Hi-Fi Choice	MO	Audio/Video	13	2	\$155.87	\$26.50	\$11.99	11	550.0%	\$129.37	488.2%	31.0%	2.2%
2,683	-	Heavy Duty	BM	Motorcycles	10		\$155.00		\$15.50					5.8%	
2,684	2,163	Health Home & Garden	SA	Women's Lifestyle	31	179	\$154.69	\$893.21	\$4.99	-148	-82.7%	(\$738.52)	-82.7%	1.9%	7.3%
2,684	2,241	Money N Profits	SA	Business/Finance	31	100	\$154.69	\$499.00	\$4.99	-69	-69.0%	(\$344.31)	-69.0%	8.8%	6.1%
2,686	-	Man In Space	AN	Science/Nature	8		\$154.00		\$19.25					6.4%	
2,687	-	Practical Fishkeeping	MO	Hobby	13		\$152.75		\$11.75					12.6%	
2,688	2,392	Studio	AN	Art	17	11	\$152.15	\$110.00	\$8.95	6	54.5%	\$42.15	38.3%	28.3%	36.7%
2,689	-	Prism International	QU	Literature	15		\$150.00		\$10.00					14.3%	
2,690	-	Shout	BW	Teen	25		\$149.75		\$5.99					22.1%	
2,691	2,195	House of Night	AN	Comics	149	179	\$149.00	\$714.21	\$1.00	-30	-16.8%	(\$565.21)	-79.1%	16.6%	20.5%
2,692	2,524	Mark	BM	Home Decor	5	-1	\$147.50	(\$29.50)	\$29.50	6	-600.0%	\$177.00	-600.0%	83.3%	-2.8%
2,693	-	Mac Format (DVD)	MO	Computer	7		\$146.65		\$20.95					11.1%	
2,694	2,170	Subterrain	SA	Literature	21	107	\$145.95	\$846.55	\$6.95	-86	-80.4%	(\$700.60)	-82.8%	28.0%	44.6%
2,694	2,345	Orchard & Vine Magazine	QU	Wine/Spirits	21	26	\$145.95	\$180.70	\$6.95	-5	-19.2%	(\$34.75)	-19.2%	7.0%	13.0%
2,696	-	Inside Moto X	BM	Motocross/ATV	29		\$143.55		\$4.95					19.3%	
2,697	-	Simply Homemade	MO	Crafts	11		\$142.89		\$12.99					4.4%	
2,698	2,288	Scale Military Modeller	SA	Hobby	15	32	\$142.35	\$303.68	\$9.49	-17	-53.1%	(\$161.33)	-53.1%	30.0%	21.3%
2,699	2,347	Cool	MO	Teen	32	41	\$140.48	\$179.99	\$4.39	-9	-22.0%	(\$39.51)	-22.0%	6.7%	8.5%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,700	2,303	Geographical	AN	Travel	17	30	\$140.25	\$247.50	\$8.25	-13	-43.3%	(\$107.25)	-43.3%	22.1%	18.2%
2,701	2,494	Education Canada	SA	General Interest	14	2	\$140.00	\$20.00	\$10.00	12	600.0%	\$120.00	600.0%	11.7%	3.3%
2,701	-	Mod Wedding Flowers	AN	Bridal	8		\$140.00		\$17.50					12.1%	
2,703	-	BDM Mac Osx Lion	AN	Computer	7		\$139.93		\$19.99					8.4%	
2,704	2,541	Beginner Guide Mac	SA	Computer	4	-8	\$139.80	(\$209.60)	\$34.95	12	-150.0%	\$349.40	-166.7%	12.5%	-30.8%
2,705	2,254	DNA	MO	Sophisticates	11	40	\$138.81	\$438.00	\$12.62	-29	-72.5%	(\$299.19)	-68.3%	6.7%	27.8%
2,706	2,316	Esprit & Canadian Military	MO	Military/Weapons	35	59	\$138.25	\$233.05	\$3.95	-24	-40.7%	(\$94.80)	-40.7%	14.6%	24.6%
2,707	-	Cross Stitch Collection	BM	Crafts	5		\$137.50		\$27.50					10.0%	
2,707	-	Mojo 60's Special	AN	Music	5		\$137.50		\$27.50					4.0%	
2,707	-	Record Collector	MO	Music	11		\$137.50		\$12.50					47.8%	
2,710	-	British Archaeology	BM	Science/Nature	11		\$134.75		\$12.25					7.3%	
2,711	2,358	Prairiefire	QU	Literature	9	11	\$134.55	\$164.45	\$14.95	-2	-18.2%	(\$29.90)	-18.2%	11.2%	27.5%
2,712	-	Poetry is Dead	AN	Art	19		\$133.00		\$7.00					6.3%	
2,713	2,151	Web Designer	MO	Computer	7	51	\$132.65	\$966.45	\$18.95	-44	-86.3%	(\$833.80)	-86.3%	0.6%	4.0%
2,714	-	BBC Easy Cook	AN	Food/Recipes	16		\$132.00		\$8.25					8.9%	
2,715	-	Beatles Hello Goodbye	AN	Music	11		\$131.89		\$11.99					73.3%	
2,716	2,329	Lake	SA	Literature	10	16	\$129.50	\$207.20	\$12.95	-6	-37.5%	(\$77.70)	-37.5%	33.3%	26.7%
2,716	-	The Artist	MO	Art	14		\$129.50		\$9.25					24.1%	
2,718	-	Moto	MO	Automobile	12		\$129.00		\$10.75					11.9%	
2,719	2,308	Arts Antiques	QU	Art	17	32	\$127.50	\$240.00	\$7.50	-15	-46.9%	(\$112.50)	-46.9%	5.7%	2.7%
2,720	-	The Retriever Journal	BM	Hunting	16		\$127.20		\$7.95					13.3%	
2,721	-	Burlesque Bible	AN	Women's Lifestyle	7		\$125.65		\$17.95					17.5%	
2,722	-	Cupcake Heaven	AN	Food/Recipes	9		\$125.55		\$13.95					36.0%	
2,723	2,263	Tikkun	QU	Ethnic/Religion	18	58	\$125.10	\$403.10	\$6.95	-40	-69.0%	(\$278.00)	-69.0%	17.8%	22.9%
2,724	2,386	Humanist In Canada	SA	General Interest	21	21	\$124.95	\$124.95	\$5.95	0	0.0%	\$0.00	0.0%	28.0%	23.3%
2,725	2,395	Herizons	SA	General Interest	18	16	\$121.50	\$108.00	\$6.75	2	12.5%	\$13.50	12.5%	24.0%	21.3%
2,726	-	Heavy Truck	WK	Classifieds	20		\$120.00		\$6.00					20.0%	
2,727	-	Complete Guide to iPhone 4S	AN	Computer	6		\$119.94		\$19.99					30.0%	
2,728	2,525	AnOther Man	SA	Men's Lifestyle	8	-2	\$119.92	(\$29.98)	\$14.99	10	-500.0%	\$149.90	-500.0%	16.0%	-10.0%
2,729	-	Fantasy Art Bookazine	AN	Computer	3		\$119.85		\$39.95					3.7%	
2,730	-	Tracing Your Civil War Ancestors	QU	History	15		\$119.25		\$7.95					30.0%	
2,731	2,252	Retro Gamer	MO	Video Gaming	7	27	\$115.50	\$445.70	\$16.50	-20	-74.1%	(\$330.20)	-74.1%	53.8%	31.8%
2,732	2,520	Computing Bookazine	AN	Computer	7	-1	\$115.09	(\$20.00)	\$16.44	8	-800.0%	\$135.09	-675.5%	10.4%	-33.3%
2,733	-	Dr. Who	MO	Science/Nature	10		\$114.80		\$11.48					4.0%	
2,734	2,475	Chess Life	QU	Hobby	29	10	\$114.55	\$39.50	\$3.95	19	190.0%	\$75.05	190.0%	8.9%	4.0%
2,735	2,474	Verge	SA	Travel	23	8	\$113.85	\$39.60	\$4.95	15	187.5%	\$74.25	187.5%	16.4%	8.0%
2,735	2,481	Relevant	SA	Ethnic/Religion	23	7	\$113.85	\$34.65	\$4.95	16	228.6%	\$79.20	228.6%	10.0%	7.0%
2,737	-	True Blue Spirit	BM	Ethnic/Religion	19		\$113.05		\$5.95					12.7%	
2,738	-	Best Photoshop Techniques	AN	Photography	4		\$111.80		\$27.95					5.7%	
2,739	2,379	Cinefex	QU	Audio/Video	7	9	\$105.00	\$135.00	\$15.00	-2	-22.2%	(\$30.00)	-22.2%	23.3%	22.5%
2,739	2,463	Pop Magazine	SA	Fashion/Beauty	6	3	\$105.00	\$49.40	\$17.50	3	100.0%	\$55.60	112.6%	20.0%	10.0%
2,741	2,290	BZ Creative TV Expl	AN	General Interest	3	10	\$104.85	\$299.90	\$34.95	-7	-70.0%	(\$195.05)	-65.0%	5.0%	33.3%
2,741	-	Digital Photo Complete Handbook	AN	Photography	3		\$104.85		\$34.95					10.0%	
2,743	2,429	Say	BM	Teen	15	14	\$104.25	\$77.40	\$6.95	1	7.1%	\$26.85	34.7%	20.0%	15.1%
2,744	2,449	American Scholar	SA	Current Affairs	13	7	\$103.35	\$55.65	\$7.95	6	85.7%	\$47.70	85.7%	8.7%	14.0%
2,745	2,206	Pensacola Magazine	BM	General Interest	26	176	\$102.70	\$663.20	\$3.95	-150	-85.2%	(\$560.50)	-84.5%	3.6%	14.9%
2,746	-	Justin Bieber Album	AN	Collectibles	51		\$102.00		\$2.00					21.3%	
2,747	2,213	Marlin	BM	Fishing	20	126	\$99.80	\$628.74	\$4.99	-106	-84.1%	(\$528.94)	-84.1%	3.6%	15.2%
2,748	2,083	Inside Motorcycles	AN	Motorcycles	20	317	\$99.00	\$1,569.15	\$4.95	-297	-93.7%	(\$1,470.15)	-93.7%	11.1%	18.3%
2,749	2,390	Streetfighters Magazine	MO	Motorcycles	8	9	\$98.92	\$116.91	\$12.37	-1	-11.1%	(\$17.99)	-15.4%	1.8%	12.2%
2,750	-	Cycling Active	MO	Bicycling	9		\$98.91		\$10.99					9.3%	
2,751	-	Canadian Journal of History	MO	History	7		\$98.00		\$14.00					9.3%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,752	-	Computer Shopper	MO	Computer	7		\$97.65		\$13.95					16.7%	
2,753	2,427	Water Canada	QU	Business/Finance	16	13	\$96.00	\$78.00	\$6.00	3	23.1%	\$18.00	23.1%	10.0%	10.8%
2,753	-	Matrix	QU	Literature	12		\$96.00		\$8.00					13.3%	
2,753	-	Modern	QU	Literature	12		\$96.00		\$8.00					7.7%	
2,756	-	Sound on Sound Bookazine	AN	Music	8		\$95.92		\$11.99					40.0%	
2,757	-	Real Classic	MO	Motorcycles	12		\$95.88		\$7.99					4.6%	
2,758	-	Marvel Adventures - SIP 01362	SA	Comics	16		\$95.84		\$5.99					4.3%	
2,759	-	Flying Scale Models	MO	Aviation/Transportation	8		\$95.60		\$11.95					2.9%	
2,759	-	Ships Monthly	MO	Boating	8		\$95.60		\$11.95					32.0%	
2,761	2,355	Clay Times	QU	Crafts	9	17	\$94.55	\$169.15	\$10.51	-8	-47.1%	(\$74.60)	-44.1%	30.0%	14.2%
2,762	2,385	Watershed Sentinel	SA	Current Affairs	19	26	\$94.05	\$128.70	\$4.95	-7	-26.9%	(\$34.65)	-26.9%	15.8%	8.7%
2,763	2,434	Lula	AN	Crafts	6	5	\$92.82	\$69.75	\$15.47	1	20.0%	\$23.07	33.1%	21.4%	45.5%
2,764	2,476	Dominion	QU	Current Affairs	20	13	\$92.00	\$39.00	\$4.60	7	53.8%	\$53.00	135.9%	13.2%	8.7%
2,765	2,164	Best of Southern Living	AN	Home Decor	14	136	\$91.00	\$884.00	\$6.50	-122	-89.7%	(\$793.00)	-89.7%	7.8%	16.9%
2,766	-	Better Homes & Gardens - Walmart	MO	Home Decor	26		\$90.74		\$3.49					16.8%	
2,767	2,536	Automobile	MO	Automobile	7	-9	\$90.65	(\$116.55)	\$12.95	16	-177.8%	\$207.20	-177.8%	58.3%	-11.7%
2,768	2,435	Maine Ahead	SA	Business/Finance	13	10	\$90.35	\$69.50	\$6.95	3	30.0%	\$20.85	30.0%	0.9%	1.7%
2,769	2,365	Geez	QU	General Interest	10	17	\$90.00	\$153.00	\$9.00	-7	-41.2%	(\$63.00)	-41.2%	11.1%	14.2%
2,769	2,379	Harry Rosen Catalogue	SA	Men's Lifestyle	18	27	\$90.00	\$135.00	\$5.00	-9	-33.3%	(\$45.00)	-33.3%	56.3%	84.4%
2,771	-	Runner's World Coach	AN	Sports General	13		\$89.87		\$6.91					16.2%	
2,772	-	Beautiful Homes 25	MO	Home Decor	9		\$89.55		\$9.95					52.9%	
2,773	2,386	Broken Pencil	SA	Literature	15	21	\$89.25	\$124.95	\$5.95	-6	-28.6%	(\$35.70)	-28.6%	14.3%	23.3%
2,773	-	Air International	AN	Aviation/Transportation	7		\$89.25		\$12.75					13.2%	
2,775	-	Coupe	SA	Automobile	4		\$87.80		\$21.95					20.0%	
2,776	2,517	Rock Sound	MO	Music	8	-1	\$87.60	(\$10.95)	\$10.95	9	-900.0%	\$98.55	-900.0%	4.2%	-0.6%
2,776	2,522	Tripwire Annual	AN	Fiction	8	-2	\$87.60	(\$21.90)	\$10.95	10	-500.0%	\$109.50	-500.0%	53.3%	-13.3%
2,778	-	Bizarre Freaks Geeks	AN	Hobby	3		\$86.85		\$28.95					33.3%	
2,779	2,456	Your Workplace	SA	Business/Finance	10	6	\$85.00	\$51.00	\$8.50	4	66.7%	\$34.00	66.7%	8.3%	10.0%
2,780	2,478	Granta	SA	Literature	5	2	\$84.75	\$35.98	\$16.95	3	150.0%	\$48.77	135.5%	83.3%	11.1%
2,781	2,402	Briarpatch	QU	Current Affairs	14	17	\$84.00	\$102.00	\$6.00	-3	-17.6%	(\$18.00)	-17.6%	10.0%	14.2%
2,781	2,448	Provincetown Arts	AN	Art	6	4	\$84.00	\$56.00	\$14.00	2	50.0%	\$28.00	50.0%	60.0%	40.0%
2,781	2,494	Bad Day	AN	Art	7	2	\$84.00	\$20.00	\$12.00	5	250.0%	\$64.00	320.0%	11.7%	6.7%
2,784	-	Port	QU	Men's Lifestyle	6		\$83.94		\$13.99					8.0%	
2,785	2,416	C & G Comics & Gaming	BM	Comics	12	15	\$83.91	\$89.85	\$6.99	-3	-20.0%	(\$5.94)	-6.6%	6.5%	7.1%
2,786	-	100 Years of Boxing News	AN	Sports General	6		\$81.00		\$13.50					10.0%	
2,787	2,412	Acne Paper	AN	Crafts	5	6	\$80.98	\$90.00	\$16.20	-1	-16.7%	(\$9.02)	-10.0%	10.0%	85.7%
2,788	-	Model Boats Construction Special	AN	Hobby	6		\$80.67		\$13.45					11.3%	
2,789	2,369	National Interest	BM	Business/Finance	9	19	\$80.55	\$148.60	\$8.95	-10	-52.6%	(\$68.05)	-45.8%	50.0%	35.2%
2,790	-	Professional Photoshop Genius Guide	AN	Photography	2		\$79.90		\$39.95					6.7%	
2,791	-	Aeroplane Archive Bookazine	SA	Aviation/Transportation	4		\$79.80		\$19.95					8.0%	
2,792	-	Classic Bike	MO	Motorcycles	8		\$79.60		\$9.95					15.4%	
2,793	2,389	IAQ - Inuit Art Quarterly	SA	Art	10	15	\$79.50	\$119.25	\$7.95	-5	-33.3%	(\$39.75)	-33.3%	14.3%	25.0%
2,794	2,313	Maine Antique Digest	MO	Collectibles	21	63	\$78.75	\$236.25	\$3.75	-42	-66.7%	(\$157.50)	-66.7%	8.7%	26.6%
2,795	-	Fantastic Man	SA	Men's Lifestyle	6		\$77.94		\$12.99					20.7%	
2,796	2,415	Golf International	BM	Golf	12	10	\$77.88	\$89.90	\$6.49	2	20.0%	(\$12.02)	-13.4%	9.6%	23.8%
2,797	2,356	Classic Cars (UK Edition)	MO	Automobile	6	13	\$77.70	\$168.35	\$12.95	-7	-53.8%	(\$90.65)	-53.8%	50.0%	18.1%
2,797	-	NME Specials	AN	Music	6		\$77.70		\$12.95					6.5%	
2,799	-	Top Gear Super Gears	AN	Automobile	5		\$77.50		\$15.50					50.0%	
2,800	2,459	You & Your Wedding	BM	Bridal	6	4	\$75.00	\$50.00	\$12.50	2	50.0%	\$25.00	50.0%	10.7%	11.1%
2,801	-	Knitting Stylebook Collection	AN	Crafts	3		\$74.85		\$24.95					12.0%	
2,802	2,077	Inside Track	SA	Automobile	15	333	\$74.25	\$1,648.35	\$4.95	-318	-95.5%	(\$1,574.10)	-95.5%	5.1%	9.4%
2,803	2,438	Global Brief	SA	Current Affairs	9	8	\$71.91	\$63.92	\$7.99	1	12.5%	\$7.99	12.5%	6.1%	6.4%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,804	2,408	Galleries West	SA	Art	9	12	\$71.55	\$95.40	\$7.95	-3	-25.0%	(\$23.85)	-25.0%	22.5%	8.6%
2,804	-	Art of the West	BM	Art	9	0	\$71.55	\$0.00	\$7.95	9		\$71.55		1.8%	0.0%
2,806	2,507	Faith Today	AN	Ethnic/Religion	13	1	\$70.20	\$5.40	\$5.40	12	1,200.0%	\$64.80	1,200.0%	8.7%	3.3%
2,807	2,504	Fusion	AN	Art	10	1	\$70.00	\$7.00	\$7.00	9	900.0%	\$63.00	900.0%	11.1%	3.3%
2,808	-	Machining In Workshop	MO	Hobby	5		\$69.95		\$13.99					20.0%	
2,809	-	Mac OSX Genius Guide	AN	Computer	2		\$69.90		\$34.95					8.0%	
2,810	-	E The Enviroment Magazine	BM	General Interest	11		\$68.75		\$6.25					3.7%	
2,811	2,283	N Gamer	MO	Video Gaming	4	20	\$66.00	\$330.00	\$16.50	-16	-80.0%	(\$264.00)	-80.0%	22.2%	17.1%
2,811	-	Mindscape	MO	Science/Nature	4		\$66.00		\$16.50					2.0%	
2,813	2,343	Power Slam	MO	Sports General	6	17	\$65.94	\$186.83	\$10.99	-11	-64.7%	(\$120.89)	-64.7%	50.0%	22.7%
2,814	2,302	First Things	MO	Ethnic/Religion	11	42	\$65.45	\$249.90	\$5.95	-31	-73.8%	(\$184.45)	-73.8%	27.5%	21.0%
2,815	-	Neo-Opis Science Fiction Magazine	SA	Science/Nature	8		\$63.60		\$7.95					26.7%	
2,816	2,274	DC Comics - SIP 31014	MO	Comics	21	99	\$62.79	\$354.99	\$2.99	-78	-78.8%	(\$292.20)	-82.3%	11.7%	15.0%
2,817	2,425	Canadian Stories	QU	Literature	6	8	\$60.00	\$80.00	\$10.00	-2	-25.0%	(\$20.00)	-25.0%	5.0%	6.7%
2,818	2,405	Gamesmaster Specials	BM	Video Gaming	3	5	\$59.85	\$99.75	\$19.95	-2	-40.0%	(\$39.90)	-40.0%	60.0%	12.8%
2,819	2,272	Papercraft Essentials	MO	Crafts	4	24	\$59.80	\$358.80	\$14.95	-20	-83.3%	(\$299.00)	-83.3%	30.8%	32.9%
2,820	2,465	Grain	AN	Literature	5	4	\$59.75	\$47.80	\$11.95	1	25.0%	\$11.95	25.0%	5.6%	13.3%
2,820	-	Pokemon World	MO	Children	5		\$59.75		\$11.95					21.7%	
2,822	2,279	World of Interiors	MO	Home Decor	6	34	\$59.70	\$338.30	\$9.95	-28	-82.4%	(\$278.60)	-82.4%	2.2%	20.9%
2,823	-	Massage	BM	Health/Wellness	7		\$59.50		\$8.50					3.3%	
2,824	2,497	Hearts of the Country	SA	Women's Lifestyle	12	4	\$59.40	\$19.80	\$4.95	8	200.0%	\$39.60	200.0%	6.3%	4.4%
2,825	-	Tattoo Vixens	AN	Tattoos	2		\$57.90		\$28.95					4.5%	
2,826	-	Classic TV & Film Collectables	AN	Hobby	4		\$55.96		\$13.99					16.0%	
2,827	2,376	Monitoring Times	MO	Business/Finance	8	20	\$55.60	\$139.00	\$6.95	-12	-60.0%	(\$83.40)	-60.0%	66.7%	28.2%
2,828	2,388	GQ - Gentlemen's Quarterly (India Edition)	MO	Men's Lifestyle	5	11	\$54.95	\$120.89	\$10.99	-6	-54.5%	(\$65.94)	-54.5%	33.3%	15.5%
2,829	2,418	What Digital Camera	MO	Photography	5	8	\$54.75	\$87.60	\$10.95	-3	-37.5%	(\$32.85)	-37.5%	41.7%	10.3%
2,830	-	Nexus (UK Edition)	BM	Health/Wellness	6		\$53.94		\$8.99					5.5%	
2,831	-	Animals & You	MO	Pets	7		\$52.50		\$7.50					9.7%	
2,832	2,359	The Gentle Woman	SA	Women's Lifestyle	4	15	\$51.96	\$164.25	\$12.99	-11	-73.3%	(\$112.29)	-68.4%	8.9%	30.0%
2,832	-	Knit Now	MO	Crafts	4		\$51.96		\$12.99					16.0%	
2,834	-	Aviation Great Aces	AN	Aviation/Transportation	3		\$50.97		\$16.99					12.0%	
2,835	2,294	Mojo Special	AN	Music	3	17	\$50.85	\$288.15	\$16.95	-14	-82.4%	(\$237.30)	-82.4%	13.0%	73.9%
2,836	2,383	Feathertale Review	AN	Literature	5	13	\$50.00	\$130.00	\$10.00	-8	-61.5%	(\$80.00)	-61.5%	8.6%	43.3%
2,837	2,460	Breath	AN	Fitness/Exercise	10	10	\$49.90	\$49.90	\$4.99	0	0.0%	\$0.00	0.0%	16.7%	33.3%
2,837	-	Celebrity Twitter	AN	Computer	2		\$49.90		\$24.95					20.0%	
2,837	-	How It Works Technology	AN	Science/Nature	2		\$49.90		\$24.95					8.0%	
2,840	2,327	Gibbons Stamp Monthly	MO	Collectibles	5	21	\$49.75	\$208.95	\$9.95	-16	-76.2%	(\$159.20)	-76.2%	41.7%	30.9%
2,841	2,365	Track & Field News	MO	Sports General	11	34	\$49.50	\$153.00	\$4.50	-23	-67.6%	(\$103.50)	-67.6%	1.7%	1.9%
2,842	-	Football 2013	AN	Football	4		\$49.20		\$12.30					10.0%	
2,843	2,400	HerbalGram	QU	Health/Wellness	7	15	\$48.65	\$104.25	\$6.95	-8	-53.3%	(\$55.60)	-53.3%	11.7%	18.8%
2,844	-	Beginning Guide to Windows 7	SA	Computer	2		\$47.90		\$23.95					2.0%	
2,845	-	Sports Bike Bookazine	AN	Motorcycles	3		\$47.85		\$15.95					10.0%	
2,846	2,492	Family History	MO	Science/Nature	4	2	\$47.80	\$23.90	\$11.95	2	100.0%	\$23.90	100.0%	33.3%	2.6%
2,847	2,412	Wind Speaker	BM	Ethnic/Religion	9	18	\$45.00	\$90.00	\$5.00	-9	-50.0%	(\$45.00)	-50.0%	4.3%	10.0%
2,848	2,547	AnOther Magazine	SA	Fashion/Beauty	3	-18	\$44.97	(\$287.10)	\$14.99	21	-116.7%	\$332.07	-115.7%	2.0%	-90.0%
2,849	2,436	American Road	QU	Travel	9	14	\$44.55	\$69.30	\$4.95	-5	-35.7%	(\$24.75)	-35.7%	12.0%	8.0%
2,850	2,498	Aboriginal Business	AN	Business/Finance	11	4	\$44.00	\$16.00	\$4.00	7	175.0%	\$28.00	175.0%	10.5%	13.3%
2,851	-	Classic Tractor	MO	Hobby	4		\$43.96		\$10.99					3.9%	
2,852	2,523	Kite World	QU	Hobby	3	-2	\$43.50	(\$29.00)	\$14.50	5	-250.0%	\$72.50	-250.0%	42.9%	-5.6%
2,852	2,529	Hero	SA	Crafts	3	-3	\$43.50	(\$50.97)	\$14.50	6	-200.0%	\$94.47	-185.3%	7.5%	-5.0%
2,854	-	iPad App Directory	AN	Computer	1		\$43.15		\$43.15					2.0%	
2,855	2,320	Wargame Illustrated	MO	Hobby	5	15	\$42.50	\$217.50	\$8.50	-10	-66.7%	(\$175.00)	-80.5%	41.7%	22.7%

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg. Cover Price	2011 vs 2010 Units	2011 vs 2010 %	2011 vs 2010 \$	2011 vs 2010 %	2011 Sell - Thru	2010 Sell - Thru
2,856	-	Dot Net (Practical Web Design)	MO	Computer	2		\$41.90		\$20.95					3.2%	
2,857	2,368	Superman and the Outsiders	MO	Comics	14	42	\$41.86	\$149.34	\$2.99	-28	-66.7%	(\$107.48)	-72.0%	7.0%	8.1%
2,858	2,326	The Wire	MO	Music	3	15	\$41.85	\$209.25	\$13.95	-12	-80.0%	(\$167.40)	-80.0%	21.4%	20.8%
2,859	-	Against All Odds	AN	History	2		\$39.98		\$19.99					5.0%	
2,860	-	Model Aircraft Monthly	MO	Aviation/Transportation	4		\$39.96		\$9.99					5.3%	
2,861	-	Digital Photo Outdoor	AN	Photography	1		\$39.95		\$39.95					5.0%	
2,861	-	Sabrina Fashion Knit	QU	Crafts	5		\$39.95		\$7.99					10.0%	
2,863	-	Ideal Home Complete Guide to Christmas	AN	Home Decor	4		\$39.80		\$9.95					16.0%	
2,864	2,305	Freefall	SA	Literature	3	19	\$38.85	\$246.05	\$12.95	-16	-84.2%	(\$207.20)	-84.2%	5.0%	31.7%
2,865	-	Fitness For Women	MO	Health/Wellness	7		\$38.50		\$5.50					6.0%	
2,865	-	The Knitter	BM	Crafts	2		\$38.50		\$19.25					50.0%	
2,867	-	Italia Guide	SA	Travel	2		\$37.90		\$18.95					6.7%	
2,868	2,341	Pottery Making Illustrated	BM	Crafts	5	25	\$37.50	\$187.50	\$7.50	-20	-80.0%	(\$150.00)	-80.0%	16.7%	13.9%
2,868	-	Craft Stamper	MO	Crafts	3		\$37.50		\$12.50					8.3%	
2,870	2,382	Russh	QU	Fashion/Beauty	3	11	\$35.97	\$131.89	\$11.99	-8	-72.7%	(\$95.92)	-72.7%	37.5%	27.5%
2,871	2,371	Model Boats	MO	Boating	4	15	\$35.80	\$145.80	\$8.95	-11	-73.3%	(\$110.00)	-75.4%	33.3%	20.5%
2,872	2,398	World	MO	Ethnic/Religion	6	18	\$35.70	\$107.10	\$5.95	-12	-66.7%	(\$71.40)	-66.7%	3.1%	1.7%
2,872	2,452	Opera Canada	SA	Entertainment	6	9	\$35.70	\$53.55	\$5.95	-3	-33.3%	(\$17.85)	-33.3%	5.1%	10.0%
2,874	2,228	Farmer's Trader	MO	Hobby	5	76	\$34.95	\$531.24	\$6.99	-71	-93.4%	(\$496.29)	-93.4%	13.2%	20.0%
2,875	2,482	Fishing Tips & Techniques	QU	Fishing	3	3	\$34.50	\$34.50	\$11.50	0	0.0%	\$0.00	0.0%	4.4%	3.9%
2,876	-	Modern Wedding Planner	AN	Bridal	2		\$33.90		\$16.95					7.7%	
2,876	-	The Weather	AN	Science/Nature	2		\$33.90		\$16.95					10.0%	
2,878	2,483	Communication Arts - Design	BM	Art	1	1	\$32.95	\$32.95	\$32.95	0	0.0%	\$0.00	0.0%	12.5%	2.1%
2,879	2,407	Men's Health - SIP 00643	AN	Health/Wellness	3	9	\$32.85	\$98.55	\$10.95	-6	-66.7%	(\$65.70)	-66.7%	5.9%	30.0%
2,879	2,418	Guitar Buyer	MO	Music	3	8	\$32.85	\$87.60	\$10.95	-5	-62.5%	(\$54.75)	-62.5%	50.0%	11.1%
2,881	2,476	Montage	SA	Art	5	6	\$32.50	\$39.00	\$6.50	-1	-16.7%	(\$6.50)	-16.7%	8.3%	10.0%
2,882	-	Australian Papercraft Essentials	BM	Crafts	2		\$31.90		\$15.95					3.3%	
2,883	-	The Strain Darkhorse	MO	Comics	31		\$31.00		\$1.00					6.8%	
2,884	2,412	Photo Ed	SA	Photography	5	15	\$30.00	\$90.00	\$6.00	-10	-66.7%	(\$60.00)	-66.7%	8.3%	18.8%
2,885	-	Aviation Classics	BM	Aviation/Transportation	2		\$29.98		\$14.99					6.7%	
2,886	-	Advanced Photographer	MO	Photography	3		\$29.97		\$9.99					5.9%	
2,887	-	Africa Today	QU	Business/Finance	5		\$29.95		\$5.99					50.0%	
2,888	2,500	Briefings	QU	Business/Finance	2	4	\$29.90	\$14.80	\$14.95	-2	-50.0%	\$15.10	102.0%	0.6%	2.4%
2,888	-	Hustler - XXX	QU	Sophisticates	2		\$29.90		\$14.95					8.0%	
2,890	2,461	Quills	AN	Literature	3	5	\$29.85	\$49.75	\$9.95	-2	-40.0%	(\$19.90)	-40.0%	15.0%	25.0%
2,890	-	Mind Body Spirit	BM	Health/Wellness	3		\$29.85		\$9.95					7.5%	
2,890	-	Woman's Weekly - Home Series Special	AN	Women's Lifestyle	3		\$29.85		\$9.95					6.0%	
2,893	2,471	Ride BMX	MO	Bicycling	2	4	\$29.82	\$39.96	\$14.91	-2	-50.0%	(\$10.14)	-25.4%	0.3%	5.7%
2,894	-	Procyling Bookazine	AN	Bicycling	2		\$29.50		\$14.75					7.4%	
2,895	-	RCME Collector Series	SA	School Guides	2		\$27.98		\$13.99					5.0%	
2,896	-	Great Stamps of the British Empire	AN	Hobby	2		\$27.00		\$13.50					8.0%	
2,897	2,340	Belle Armoire	BM	Crafts	3	21	\$26.97	\$188.79	\$8.99	-18	-85.7%	(\$161.82)	-85.7%	30.0%	35.0%
2,898	2,223	Hair	MO	Fashion/Beauty	4	72	\$26.00	\$575.07	\$6.50	-68	-94.4%	(\$549.07)	-95.5%	4.0%	4.6%
2,899	-	Railway Modeller Annual	AN	Hobby	2		\$25.98		\$12.99					33.3%	
2,900	2,411	Drummer	MO	Sophisticates	2	7	\$25.90	\$90.65	\$12.95	-5	-71.4%	(\$64.75)	-71.4%	33.3%	9.1%
2,900	-	Best of Genesis Specials	MO	Sophisticates	2		\$25.90		\$12.95					11.1%	
2,900	-	Next Level	QU	Photography	2		\$25.90		\$12.95					8.0%	
2,903	2,528	Kitchen Bath Bedroom	MO	Home Decor	2	-4	\$25.00	(\$50.00)	\$12.50	6	-150.0%	\$75.00	-150.0%	18.2%	-6.6%
2,904	-	Coins Market Value	AN	Hobby	1		\$24.99		\$24.99					16.7%	
2,905	2,488	S Magazine (UK Edition)	AN	Photography	1	1	\$24.95	\$28.95	\$24.95	0	0.0%	(\$4.00)	-13.8%	16.7%	16.7%
2,905	-	Android Apps Directory	AN	Computer	1		\$24.95		\$24.95					2.0%	
2,905	-	Blackberry For Beginners	AN	Computer	1		\$24.95		\$24.95					4.0%	

2011 Rank	2010 Rank	Title Name (Blue denotes current CTC Client)	Freq	Category	2011 Unit Sale	2010 Unit Sale	2011 \$ Sale	2010 \$ Sale	2011 Avg-Cover Price	2011 vs 2010 Units	2011 vs 2010 Units %	2011 vs 2010 \$	2011 vs 2010 \$ %	2011 Sell - Thru	2010 Sell - Thru
2,905	-	<i>Photoshop - 5 Minute Tips & Fixes</i>	AN	Photography	1		\$24.95		\$24.95					2.5%	
2,909	2,361	<i>Muse</i>	MO	Children	5	33	\$24.75	\$163.35	\$4.95	-28	-84.8%	(\$138.60)	-84.8%	2.2%	14.7%
2,910	2,441	<i>Canadian Screenwriter</i>	SA	Literature	4	10	\$24.00	\$60.00	\$6.00	-6	-60.0%	(\$36.00)	-60.0%	5.3%	13.3%
2,910	-	<i>Woman & Home - Feel Good You</i>	SA	Women's Lifestyle	2		\$24.00		\$12.00					8.0%	
2,912	2,444	<i>Sea Breezes</i>	MO	Business/Finance	2	5	\$23.98	\$59.95	\$11.99	-3	-60.0%	(\$35.97)	-60.0%	16.7%	8.8%
2,912	2,464	<i>Wax Poetics</i>	BM	Music	2	4	\$23.98	\$47.96	\$11.99	-2	-50.0%	(\$23.98)	-50.0%	2.7%	4.4%
2,914	2,538	<i>British Railway Illustrated</i>	MO	Aviation/Transportation	2	-11	\$23.50	(\$129.25)	\$11.75	13	-118.2%	\$152.75	-118.2%	33.3%	-9.9%
2,915	-	<i>Helmet</i>	QU	General Interest	1		\$22.50		\$22.50					2.5%	
2,916	2,480	<i>Prima (UK Edition)</i>	MO	Fashion/Beauty	3	5	\$20.85	\$34.75	\$6.95	-2	-40.0%	(\$13.90)	-40.0%	25.0%	6.9%
2,916	2,530	<i>Bangor Metro</i>	SA	Business/Finance	3	-9	\$20.85	(\$53.55)	\$6.95	12	-133.3%	\$74.40	-138.9%	0.5%	-3.0%
2,918	2,496	<i>MacWorld CD</i>	MO	Computer	1	1	\$19.99	\$19.99	\$19.99	0	0.0%	\$0.00	0.0%	16.7%	1.4%
2,919	2,393	<i>Fae Faeries Enchantment</i>	QU	Art	2	10	\$19.98	\$109.90	\$9.99	-8	-80.0%	(\$89.92)	-81.8%	1.7%	8.3%
2,920	-	<i>Music Tech</i>	MO	Music	1	0	\$19.95	\$0.00	\$19.95	1		\$19.95		16.7%	0.0%
2,921	-	<i>Country Music People</i>	MO	Music	2		\$19.00		\$9.50					1.3%	
2,922	-	<i>Garage</i>	SA	Art	1		\$18.99		\$18.99					2.0%	
2,923	-	<i>Classic Road Tests Review</i>	AN	Motorcycles	1		\$17.99		\$17.99					4.0%	
2,924	2,432	<i>Penguin Eggs</i>	QU	Music	3	12	\$17.97	\$71.88	\$5.99	-9	-75.0%	(\$53.91)	-75.0%	33.3%	27.9%
2,925	-	<i>Comedy Classics</i>	QU	Comics	1		\$17.95		\$17.95					16.7%	
2,925	-	<i>Leisure Aviator World</i>	AN	Aviation/Transportation	1		\$17.95		\$17.95					5.0%	
2,927	2,506	<i>Signal to Noise</i>	QU	Music	3	1	\$17.85	\$5.95	\$5.95	2	200.0%	\$11.90	200.0%	50.0%	4.2%
2,928	-	<i>Outdoor Design Living</i>	SA	Home Decor	1		\$17.50		\$17.50					4.0%	
2,929	2,473	<i>Blues Revue</i>	QU	Music	2	5	\$15.98	\$39.95	\$7.99	-3	-60.0%	(\$23.97)	-60.0%	33.3%	16.7%
2,930	2,486	<i>Simply Cards & Papercraft</i>	MO	Crafts	1	2	\$14.95	\$29.90	\$14.95	-1	-50.0%	(\$14.95)	-50.0%	12.5%	2.5%
2,931	2,406	<i>Audubon</i>	BM	Pets	3	20	\$14.85	\$99.00	\$4.95	-17	-85.0%	(\$84.15)	-85.0%	12.0%	13.3%
2,932	2,304	<i>US Navy Airpower</i>	AN	Military/Weapons	1	17	\$14.50	\$246.50	\$14.50	-16	-94.1%	(\$232.00)	-94.1%	0.8%	8.5%
2,933	-	<i>RA Co Model Aeroplane</i>	AN	Hobby	1		\$13.99		\$13.99					2.0%	
2,934	-	<i>Bologna For Connoisseurs</i>	QU	Travel	1		\$12.99		\$12.99					4.0%	
2,934	-	<i>Cocotraie</i>	QU	Home Decor	1		\$12.99		\$12.99					2.0%	
2,936	2,410	<i>Surfer's Path</i>	BM	Sports General	1	7	\$12.95	\$92.65	\$12.95	-6	-85.7%	(\$79.70)	-86.0%	16.7%	19.4%
2,936	-	<i>Best Rides</i>	QU	Automobile	1		\$12.95		\$12.95					5.0%	
2,938	2,402	<i>Travel Africa</i>	QU	Travel	1	8	\$12.75	\$102.00	\$12.75	-7	-87.5%	(\$89.25)	-87.5%	16.7%	33.3%
2,939	2,535	<i>Skin Shots International</i>	QU	Tattoos	1	-9	\$11.95	(\$107.55)	\$11.95	10	-111.1%	\$119.50	-111.1%	14.3%	-37.5%
2,940	-	<i>Christmas Magazine</i>	AN	Crafts	1		\$10.95		\$10.95					5.6%	
2,941	2,531	<i>Maverick</i>	MO	Literature	1	-5	\$10.75	(\$53.75)	\$10.75	6	-120.0%	\$64.50	-120.0%	16.7%	-6.4%
2,942	2,450	<i>Fairways & Greens</i>	QU	Golf	2	11	\$9.98	\$54.89	\$4.99	-9	-81.8%	(\$44.91)	-81.8%	4.0%	5.5%
2,943	-	<i>Handmade Living</i>	MO	Crafts	1		\$9.95		\$9.95					1.3%	
2,944	2,503	<i>Cicada</i>	SA	Literature	1	1	\$7.95	\$7.95	\$7.95	0	0.0%	\$0.00	0.0%	0.7%	1.7%
2,945	2,519	<i>Emerald Coast</i>	BM	Women's Lifestyle	2	-4	\$7.90	(\$15.80)	\$3.95	6	-150.0%	\$23.70	-150.0%	1.5%	-0.9%
2,946	2,370	<i>24 Images</i>	QU	Entertainment	1	21	\$6.95	\$145.95	\$6.95	-20	-95.2%	(\$139.00)	-95.2%	0.3%	6.7%
2,947	2,205	<i>Accenti</i>	SA	Ethnic/Religion	1	111	\$5.99	\$664.89	\$5.99	-110	-99.1%	(\$658.90)	-99.1%	1.1%	2.5%
2,948	2,424	<i>Yours</i>	BW	Women's Lifestyle	-1	27	\$2.00	\$83.00	(\$2.00)	-28	-103.7%	(\$81.00)	-97.6%	-0.1%	11.5%