

PAID & VERIFIED MAGAZINE

PUBLISHER'S STATEMENT

Subject to Audit

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

| | Average for the Statement Period | % | Rate Base | Above (Below) | % Above (Below) |
|--|---|--------------|---------------------|------------------|--------------------|
| Paid & Verified Circulation: (See Par. 6) | | | | | |
| Subscriptions: | | | | | |
| Paid | 166,221 | 81.2 | | | |
| Verified | 26,122 | 12.8 | | | |
| Total Paid & Verified Subscriptions | 192,343 | 94.0 | | | |
| Single Copy Sales | 12,268 | 6.0 | | | |
| Total Paid & Verified Circulation | 204,611 | 100.0 | None Claimed | | |

2. PRICES

| | Suggested Retail Prices (1) | Average Price (2) Net | Gross (Optional) |
|--|--------------------------------|--------------------------|------------------|
| Average Single Copy | \$6.95 | | |
| Subscription | \$29.95 | | |
| Average Subscription Price Annualized (6 issue frequency) | | \$25.11 | |
| Average Subscription Price per Copy | | \$4.19 | |

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

3. PAID & VERIFIED CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation |
|----------------------|-----------------------|---------------------------|---|----------------------|---|
| Jan./Feb. | 177,863 | 13,150 | 191,013 | 11,699 | 202,712 |
| Spring Travel Issue* | 130,082 | | 130,082 | 1,500 | 131,582 |
| Apr. | 162,280 | 13,150 | 175,430 | 8,952 | 184,382 |
| Summer Travel Issue* | 130,883 | | 130,883 | 1,500 | 132,383 |
| June | 158,520 | 52,066 | 210,586 | 16,152 | 226,738 |

*Special Issue - circulation not included in averages shown in Par. 1

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

| Edition | Number of Issues | Paid Subscriptions | Verified Subscriptions | Total Paid & Verified Subscriptions | Single Copy Sales | Total Paid & Verified Circulation |
|----------|---------------------|-----------------------|---------------------------|---|----------------------|---|
| National | 1 | 34,730 | | 34,730 | 2,070 | 36,800 |
| East | 2 | 85,048 | 26,122 | 111,170 | 5,892 | 117,062 |
| West | 2 | 46,443 | | 46,443 | 4,306 | 50,749 |

5. TREND ANALYSIS

| | 2004 | % | 2005 | % | 2006 | % | 2007 | % | 2008 | % |
|--|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Subscriptions: | | | | | | | | | | |
| Paid | 199,357 | 90.2 | 198,048 | 91.3 | 193,386 | 92.2 | 186,799 | 91.5 | 176,136 | 86.7 |
| Verified | N/A | | N/A | | N/A | | N/A | | 8,850 | 4.4 |
| Total Paid & Verified Subscriptions | 199,357 | 90.2 | 198,048 | 91.3 | 193,386 | 92.2 | 186,799 | 91.5 | 184,986 | 91.1 |
| Single Copy Sales | 21,771 | 9.8 | 18,809 | 8.7 | 16,307 | 7.8 | 17,396 | 8.5 | 18,133 | 8.9 |
| Total Paid & Verified Circulation | 221,128 | 100.0 | 216,857 | 100.0 | 209,693 | 100.0 | 204,195 | 100.0 | 203,119 | 100.0 |
| Year Over Year Percent of Change | | 0.7 | | -1.9 | | -3.3 | | -2.6 | | -0.5 |
| Avg. Annualized Subscription Price | \$25.08 | | \$26.82 | | \$27.39 | | \$24.08 | | \$24.10 | |

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

| | Average for Period | % of Circulation |
|--|--------------------|------------------|
| PAID SUBSCRIPTIONS | | |
| Individual Subscriptions* | 41,299 | 20.2 |
| Association: | | |
| Non-Deductible* | 117,720 | 57.5 |
| Deferred* | 3,808 | 1.9 |
| Sponsored Sales | 3,394 | 1.6 |
| TOTAL PAID SUBSCRIPTIONS | 166,221 | 81.2 |
| VERIFIED SUBSCRIPTIONS | | |
| Public Place (See Par. 6A) | 13,150 | 6.4 |
| Individual Use (See Par. 6B) | 12,972 | 6.4 |
| TOTAL VERIFIED SUBSCRIPTIONS | 26,122 | 12.8 |
| TOTAL PAID & VERIFIED SUBSCRIPTIONS | 192,343 | 94.0 |
| SINGLE COPY SALES | | |
| Single Issue Sales | 12,268 | 6.0 |
| TOTAL SINGLE COPY SALES | 12,268 | 6.0 |
| TOTAL PAID & VERIFIED CIRCULATION | 204,611 | 100.0 |

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

| Verified Subscription: | Transportation Outlets | Doctor/Health Care Providers | Other | Total Public Place Copies |
|------------------------|------------------------|------------------------------|-------|---------------------------|
| Public Place | 8,150 | 5,000 | | 13,150 |

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

| Verified Subscription: | Database Names | Other | Total Individual Use Copies |
|------------------------|----------------|-------|-----------------------------|
| Individual Use | 12,972 | | 12,972 |

7. GEOGRAPHIC DATA for the April, 2009 issue

Total paid & verified circulation of this issue was 9.9% less than the total average paid & verified circulation.

| PROVINCE | PAID SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | SINGLE COPY SALES | TOTAL PAID & VERIFIED CIRCULATION |
|---|--------------------|------------------------|-------------------------------------|-------------------|-----------------------------------|
| Alberta | 26,100 | | 26,100 | 2,441 | 28,541 |
| British Columbia | 24,768 | | 24,768 | 2,317 | 27,085 |
| Manitoba | 7,171 | | 7,171 | 423 | 7,594 |
| New Brunswick | 3,061 | | 3,061 | 69 | 3,130 |
| Newfoundland/Labrador | 1,428 | | 1,428 | 92 | 1,520 |
| Northwest Territories | 558 | | 558 | 61 | 619 |
| Nova Scotia | 4,573 | | 4,573 | 202 | 4,775 |
| Nunavut | 540 | | 540 | 61 | 601 |
| Ontario | 71,725 | 13,150 | 84,875 | 2,776 | 87,651 |
| Prince Edward Island | 672 | | 672 | 21 | 693 |
| Quebec | 6,141 | | 6,141 | 10 | 6,151 |
| Saskatchewan | 8,020 | | 8,020 | 474 | 8,494 |
| Yukon Territory | 208 | | 208 | 5 | 213 |
| Canadian Unclassified | | | | | |
| TOTAL CANADA | 154,965 | 13,150 | 168,115 | 8,952 | 177,067 |
| British Commonwealth | | | | | |
| United States | 4,103 | | 4,103 | | 4,103 |
| International | 3,212 | | 3,212 | | 3,212 |
| Other Unclassified | | | | | |
| Military or Civilian Personnel Overseas | | | | | |
| GRAND TOTAL | 162,280 | 13,150 | 175,430 | 8,952 | 184,382 |

ANALYSIS BY ABCD COUNTY SIZE for the April, 2009 issue

| County Size | % of Population | Total Paid & Verified Circulation | % of Total Circulation | Index (% of Circulation/ % of Population) |
|-------------|-----------------|-----------------------------------|------------------------|---|
| A | 48 | 72,205 | 40.8 | 85 |
| B | 28 | 56,022 | 31.6 | 113 |
| C | 14 | 32,162 | 18.2 | 130 |
| D | 10 | 16,678 | 9.4 | 94 |

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

| | | | | | |
|--|---------------|--------------|---|---------------|--------------|
| A. DURATION | | | C. CHANNELS | | |
| (a) One to six months (1 to 3 issues) | 37 | 0.1 | (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers..... | 11,786 | 27.3 |
| (b) Seven to eleven months (4 to 5 issues) | 84 | 0.2 | (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling..... | 2,109 | 4.9 |
| (c) Twelve months (6 issues) | 33,758 | 78.2 | (c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations..... | 4,235 | 9.8 |
| (d) Thirteen to twenty-four months..... | 4,768 | 11.0 | (d) Subscriptions as part of membership in an organization, See Par. 9..... | 25,044 | 58.0 |
| (e) Twenty-five months and more | 4,527 | 10.5 | Total Subscriptions Sold in Period | 43,174 | 100.0 |
| Total Subscriptions Sold in Period | 43,174 | 100.0 | | | |
| B. USE OF PREMIUMS | | | | | |
| (a) Ordered without premium | 40,923 | 94.8 | | | |
| (b) Ordered with material reprinted from this publication..... | None | | | | |
| (c) Ordered with other premiums, See Par. 9 | 2,251 | 5.2 | | | |
| Total Subscriptions Sold in Period | 43,174 | 100.0 | | | |

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 2 yrs. \$57.95; 3 yrs. \$83.95. U.S., 1 yr. \$37.95; 2 yrs. \$73.95; 3 yrs. \$107.95. International, 1 yr. \$59.95; 2 yrs. \$117.95; 3 yrs. \$173.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 9,762 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 19,512 or 11.7% of average paid subscription circulation.
- (d) Association (Deductible): The average of 117,720 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Royal Canadian Geographical Society. New regular members pay a fee of \$29.95 for one year, \$57.95 for two years or \$83.95 for three years. U.S. members pay \$8.00 more per year and International members pay an additional \$30.00 per year. Students were offered a reduced rate of \$20.00 for one year. 95% of the membership dues is allocated for a subscription to this publication and is non-deductible from dues. CANADIAN GEOGRAPHIC is the official publication of The Royal Canadian Geographical Society, a non-profit organization authorized under letter patent by the Secretary of State of Canada. Any individual or organization is eligible for membership and member benefits include a discount on merchandise, and advance notice and a discounted rate to society lectures.
- (e) Deferred Subscriptions: The average of 3,808 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from returns a month or more after the on-sale date.
- (f) Sponsored Subscription Sales: The average of 3,394 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.
- (g) Use of Premiums: A wall map, with no advertised or stated value, highlighter pen, with a value of 70¢ and a stuffed polar bear, with a value of \$2.00, were offered with paid subscriptions.
- (h) A sweepstakes contest was conducted by a subscription selling organization during this statement period. Prizes consisted of both cash and merchandise. Some contestants ordered subscriptions to this publication, although the award was not contingent upon subscribing.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; Variation from Publisher's Statements

| Audit Period Ended [^] | Rate Base (Paid & Verified) | Audit Report (Paid & Verified) | Publisher's Statements (Paid & Verified) | Difference (Paid & Verified) | Percentage of Difference (Paid & Verified) |
|---------------------------------|-----------------------------|--------------------------------|--|------------------------------|--|
| 12-31-08 | None Claimed | 203,119 | 203,119 | | |
| 12-31-07 | None Claimed | 204,195 | 204,195 | | |
| 12-31-06 | None Claimed | 209,692 | 209,692 | | |
| 12-31-05 | None Claimed | 215,629 | 216,858 | -1,229 | -0.6 |
| 12-31-04 | None Claimed | 219,321 | 221,129 | -1,808 | -0.8 |

[^]Effective with the June, 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

If you have any questions regarding this report, contact:

ABC's Canadian Office
 Telephone (416) 962-5840 - FAX (416) 962-5844
 151 Bloor St West, Suite 850
 Toronto, ON M5S 1S4

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: The Royal Canadian Geographical Society

CANADIAN GEOGRAPHIC, published by The Royal Canadian Geographical Society • 39 McArthur Avenue • Ottawa, ON K1L 8L7

ANDRE PREFONTAINE

President and Publisher

P: 613.745.4629 • F: 613.744.0947 • URL: www.canadiangeographic.ca

CHRISTINA BAIRD

Director of Consumer Marketing

Date Signed: July 16, 2009

Established: 1931

ABC Member since: 1989

| | | |
|-----------|---|----------|
| 04-1407-0 | Analyzed Issue Date | 04/01/09 |
| | Analyzed Issue Text (for double month issue date) | |
| | Average Single Copy Price | 6.95 |
| | Association Subscription Price | 29.95 |
| | U.S. Subscription Price | 37.95 |
| | Canadian Subscription Price | 29.95 |
| | International Subscription Price | 59.95 |