

TRAVEL

REACH AN AUDIENCE THAT TRAVELS COAST TO COAST

LEISURE	REACH	TOTAL AUDIENCE
Vacation travel by air 1+ trips past year	14.7%	1,207,000
Personally flown 5+ round trips in past year	19.3%	145,000
Accommodation at a resort/lodge in past year	12.8%	254,000
Hotel/motel for 15+ nights in past year	18.9%	158,000
Personal car rental in past year	14.8%	474,000
Personal car rental 3+ times in past year	19.1%	95,000

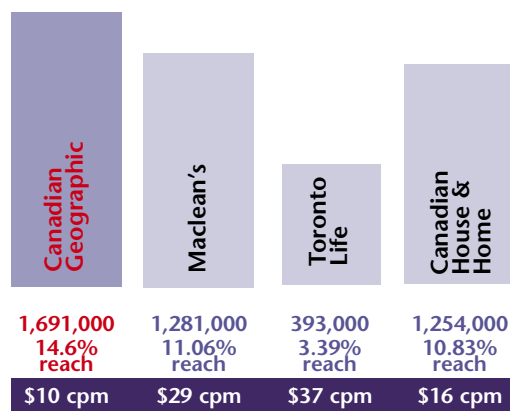
ACTIVITIES ON A TRIP IN PAST YEAR	REACH	TOTAL AUDIENCE
Attended cultural events	15.4%	314,000
Visited provincial/national park	14.8%	290,000
Visited museum/art gallery	16.6%	356,000
Went to a beach	13.4%	741,000
Attended sports activities	15.7%	326,000
Hiking/adventure tours	17.7%	398,000
Played golf	13.3%	155,000
Skiing/snowboarding vacation	18.7%	169,000

HEY, NEIGHBOUR	REACH	TOTAL AUDIENCE
Travelled to northeastern U.S. in past 3 years	13.9%	318,000
Travelled to southeastern U.S. in past 3 years	12.2%	105,000
Travelled to Arizona/Nevada/other Western states in past 3 years	15.2%	283,000

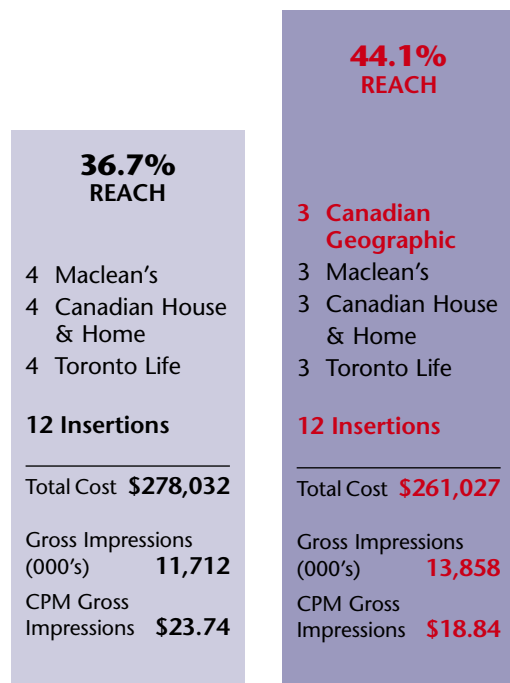
BRRRR (SEEKING WARMER CLIMATES IN PAST 3 YEARS)	REACH	TOTAL AUDIENCE
Travelled to Bermuda/Caribbean/Cuba Dominican Republic	13.5%	294,000

Target: English Age 18+
1+ trips in Canada in past year

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



TRAVEL

ONE OF CANADA'S BEST-READ MAGAZINES

Canadian Geographic is one of the country's most well established, authoritative magazines. Having long been an important voice for Canada, it's also a popular one, read by 1 in every 7 Canadians.

With an editorial mandate to explore and celebrate Canada's natural and human wonders — a point of view that is exclusive to *Canadian Geographic* — the magazine is unapologetically dedicated to this country.

Each issue features news-breaking information on science, the environment and technology, maps, stunning photography and award-winning writing.

Published quarterly, *Canadian Geographic Travel* features experiential travel stories from Canada and around the globe.

Canadian Geographic
**MAKING CANADA
 BETTER KNOWN TO
 CANADIANS AND
 THE WORLD FOR
 OVER 80 YEARS**

TOP-LINE DATA

PMB 2010, ENGLISH ADULTS 18+	
Total Paid Circulation*	201,604
Total Audience†	3,412,000
Readers per Copy (Average)	16.2
Editorial Interest Score (Average)	7.3
Average Time Spent Reading (Minutes)	40.9
Reading Occasions per Issue (Average)	2.0
Audience Male/Female Split	53/47 (1,504,000/1,314,000)
Average Age	46
Average Household Income	\$80,199
MOPEs	762,000
Broad White Collar	1,084,000
Urban Markets (Van/Ed/Cal/Tor/Ott/Mtl)	1,189,000
Adults 25-54	1,636,000
Men 25-54	861,000
Women 25-54	775,000
Adults 25-54/HHI \$75,000+	1,300,000
Adults 25-54/HHI \$100,000+	858,000
Adults 25-54/HHI \$75,000+ univ/non-univ cert	642,000
Adults 18-34	801,000
Adults 18-34/HHI \$60,000+	488,000
Adults 18-34/HHI \$75,000+	389,000
*ABC for the six months ended December 31, 2009	
† PMB 2010, English Adults 12+	