

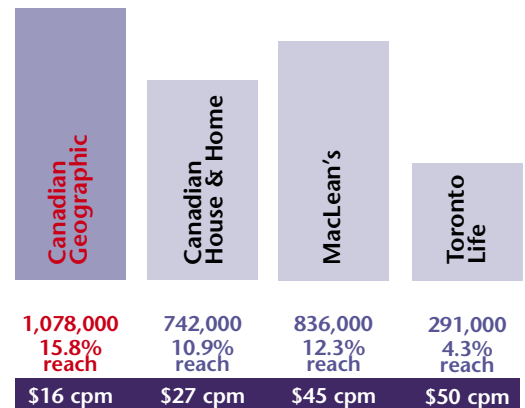
# WINE & SPIRITS

REACH AN AUDIENCE THAT ENJOYS THE GOOD LIFE

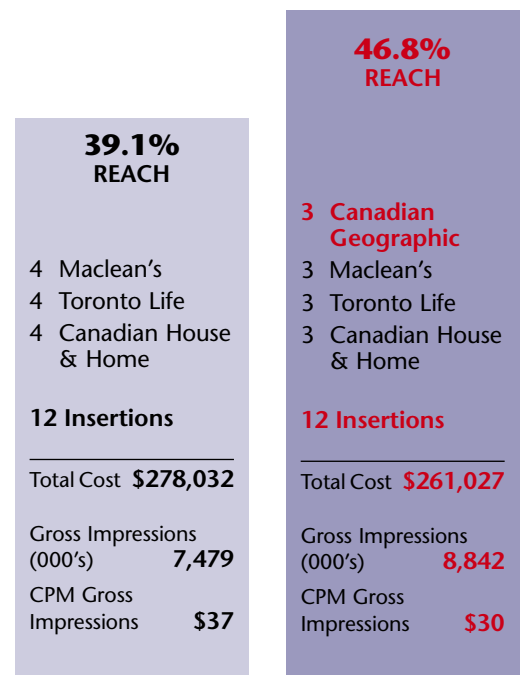
CHEERS!	REACH	TOTAL AUDIENCE
Enjoy entertaining	14.0%	1,346,000
Are prepared to pay more for good-quality wine	13.5%	730,000
IN VINO VERITAS		
Drank 3+ glasses of wine in past week	14.2%	521,000
Drank 6+ glasses of wine in past week	13.4%	218,000
Drank 10+ glasses of wine in past week	14.2%	74,000
Pay \$15+ per bottle of wine bought	16.1%	511,000
Drink wine coolers	19.2%	174,000
THE HARD STUFF		
Drank 1+ servings of rum in past month	15.8%	502,000
Drank 1+ servings of Scotch whisky in past month	14.1%	185,000
Drank 1+ servings of vodka in past month	13.6%	488,000
Drank 1+ servings of gin in past month	12.4%	126,000
Drank 1+ servings of Canadian whisky in past month	15.4%	428,000
HOPPED UP		
Drank 1+ bottles/cans of beer in past week	14.0%	1,027,000
Drink domestic/microbreweries	18.2%	255,000
Drink domestic beer	14.2%	1,004,000
Drink imported beer	15.7%	529,000
A LITTLE SOMETHING		
Drank 1+ servings of cordials & liqueurs in past month	15.8%	389,000
Drink amaretto	16.0%	209,000
Drink cream liqueur	16.8%	230,000
Drank 1+ servings of cognac in past month	15.4%	87,000

**Target:**  
Shopped at liquor store in past 30 days

### HERE'S HOW WE STACK UP



### DRIVE REACH UP...AND BUDGETS DOWN



# WINE & SPIRITS

## TOP-LINE DATA

### 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**

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+	