

For the six months ended December 31, 2009

Field Served: Geography of Canada in popular form.

Published by The Royal Canadian Geographical Society

Frequency: 6 times/year

ABC Member # 04-1407-0

## 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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	160,649	79.7			
Verified	22,791	11.3			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>183,440</b>	<b>91.0</b>			
Single Copy Sales	18,164	9.0			
<b>Total Paid &amp; Verified Circulation</b>	<b>201,604</b>	<b>100.0</b>	<b>None Claimed</b>		

## 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)		\$25.31	
Average Subscription Price per Copy		\$4.22	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2009.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	156,386	52,073	208,459	15,664	224,123
Fall Travel Issue*	147,632		147,632	1,500	149,132
Oct.	157,613	8,150	165,763	12,664	178,427
Winter Travel Issue*	148,922		148,922	1,500	150,422
Dec.	167,951	8,150	176,101	26,164	202,265

\*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	3	160,650	22,791	183,441	18,164	201,605

## 5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	198,048	91.3	193,386	92.2	186,799	91.5	176,136	86.7	163,435	80.5
Verified	N/A		N/A		N/A		8,850	4.4	24,457	12.0
<b>Total Paid &amp; Verified Subscriptions</b>	<b>198,048</b>	<b>91.3</b>	<b>193,386</b>	<b>92.2</b>	<b>186,799</b>	<b>91.5</b>	<b>184,986</b>	<b>91.1</b>	<b>187,892</b>	<b>92.5</b>
Single Copy Sales	18,809	8.7	16,307	7.8	17,396	8.5	18,133	8.9	15,216	7.5
<b>Total Paid &amp; Verified Circulation</b>	<b>216,857</b>	<b>100.0</b>	<b>209,693</b>	<b>100.0</b>	<b>204,195</b>	<b>100.0</b>	<b>203,119</b>	<b>100.0</b>	<b>203,108</b>	<b>100.0</b>
Year Over Year Percent of Change		-1.9		-3.3		-2.6		-0.5		
Avg. Annualized Subscription Price	\$26.82		\$27.39		\$24.08		\$24.10		\$25.31	

## 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	150,688	74.7
Deferred*	3,757	1.9
Sponsored Sales	6,204	3.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>160,649</b>	<b>79.7</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	9,819	4.9
Individual Use (See Par. 6B)	12,972	6.4
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>22,791</b>	<b>11.3</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>183,440</b>	<b>91.0</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	18,164	9.0
<b>TOTAL SINGLE COPY SALES</b>	<b>18,164</b>	<b>9.0</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>201,604</b>	<b>100.0</b>

\*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	1,669		9,819

## 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 December 2009 issue

Total paid & verified circulation of this issue was 0.3% greater than the total average paid & verified circulation.

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alberta	27,374		27,374	4,693	32,067
British Columbia	25,464		25,464	5,256	30,720
Manitoba	7,596		7,596	795	8,391
New Brunswick	3,223		3,223	234	3,457
Newfoundland/Labrador	1,440		1,440	453	1,893
Northwest Territories	524		524	130	654
Nova Scotia	4,617		4,617	962	5,579
Nunavut	196		196	16	212
Ontario	74,576	8,150	82,726	12,534	95,260
Prince Edward Island	709		709	130	839
Quebec	6,331		6,331	29	6,360
Saskatchewan	8,922		8,922	797	9,719
Yukon Territory	528		528	135	663
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>161,500</b>	<b>8,150</b>	<b>169,650</b>	<b>26,164</b>	<b>195,814</b>
British Commonwealth					
United States	3,640		3,640		3,640
International	2,811		2,811		2,811
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>167,951</b>	<b>8,150</b>	<b>176,101</b>	<b>26,164</b>	<b>202,265</b>

## ANALYSIS BY ABCD COUNTY SIZE for the December 2009 issue

County Size	% of Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	81,967	41.9	87
B	28	60,953	31.1	111
C	14	34,871	17.8	127
D	10	18,023	9.2	92

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2009

<b>A. DURATION</b>			<b>C. CHANNELS</b>		
(a) One to six months (1 to 3 issues)	24	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	55,090	79.5
(b) Seven to eleven months (4 to 5 issues)	70	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,815	2.6
(c) Twelve months (6 issues)	55,600	80.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	12,416	17.9
(d) Thirteen to twenty-four months	9,471	13.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	4,156	6.0	<b>Total Subscriptions Sold in Period</b>	<b>69,321</b>	<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>69,321</b>	<b>100.0</b>			
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium	62,562	90.2			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	6,759	9.8			
<b>Total Subscriptions Sold in Period</b>	<b>69,321</b>	<b>100.0</b>			

## 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: 9,476 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 17,088 or 10.6% of average paid subscription circulation.
- (d) Deferred Subscriptions: The average of 3,757 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.
- (e) Sponsored Subscription Sales: The average of 6,204 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.
- (f) 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.
- (g) 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 <sup>^</sup>	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

<sup>^</sup>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.

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CHRISTINA BAIRD

ANDRE PREFONTAINE

Date Signed: January 29, 2010

Director of Consumer Marketing

President and Publisher

P: 613.745.4629 • F: 613.744.0947 • URL: [www.canadiangeographic.ca](http://www.canadiangeographic.ca)

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.95
	Association Subscription Price	
	U.S. Subscription Price	37.95
	Canadian Subscription Price	29.95
	International Subscription Price	59.95