

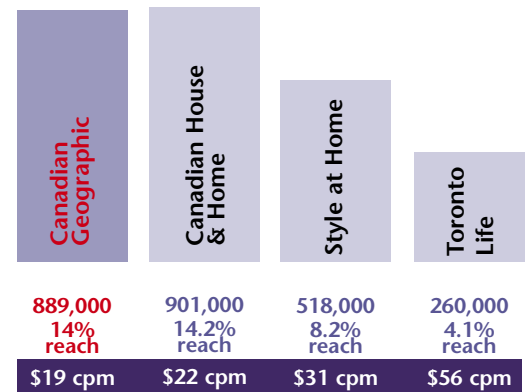
# HOME IMPROVEMENTS

**Target: Age 25-54**  
**Home improvements in past 2 years**

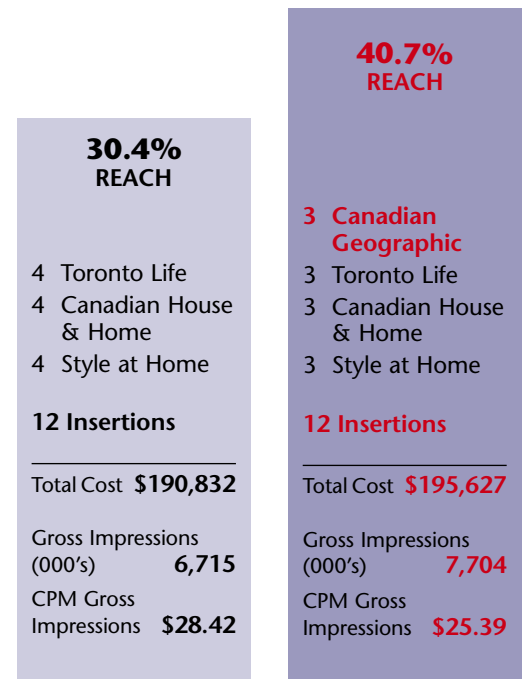
## REACH A STRONG MARKET FOR HOME IMPROVEMENT

HOMEBODIES	REACH	TOTAL AUDIENCE
Own dwelling	13.4%	2,183,000
Vacation home owned by someone in household	15.9%	255,000
FIXER-UPPERS		
Have made home improvements to principal/vacation home in past two years	14.0%	1,527,000
Remodelling past 2 years	14.9%	695,000
Do-it-yourselfers	14.6%	977,000
Installed deck/porch/patio in past 2 years	13.9%	285,000
New windows/doors insulation in past 2 years	15.2%	587,000
Kitchen remodelling past 2 years	15.7%	391,000
Bathroom remodelling past 2 years	15.8%	516,000
Gardening	14.6%	1,115,000
Spent \$10,000+ on home improvements in past 2 years	14.9%	382,000
KEEPING UP WITH THE JONESES		
Large appliance(s) purchased in past year	14.2%	609,000
Small appliance(s) purchased in past year	14.3%	405,000
Household owns gas BBQ	13.9%	1,384,000
Purchased hand tools in past year	14.8%	446,000
Own water-filtration device (pitcher)	13.4%	540,000
Purchased gardening supplies in past year	12.8%	752,000

## HERE'S HOW WE STACK UP



## DRIVE REACH UP...AND CPM DOWN



# HOME IMPROVEMENTS

## 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.

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

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*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+	