

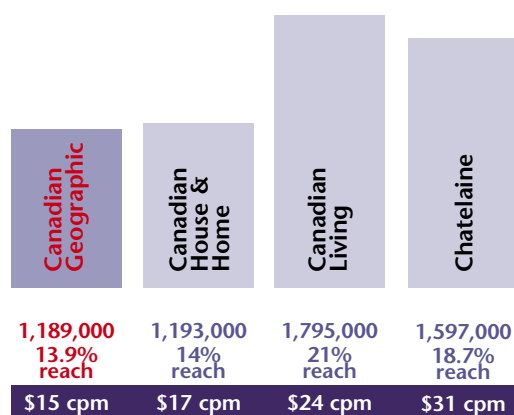
PACKAGED GOODS I

REACH A GROWING AUDIENCE OF PRINCIPAL SHOPPERS

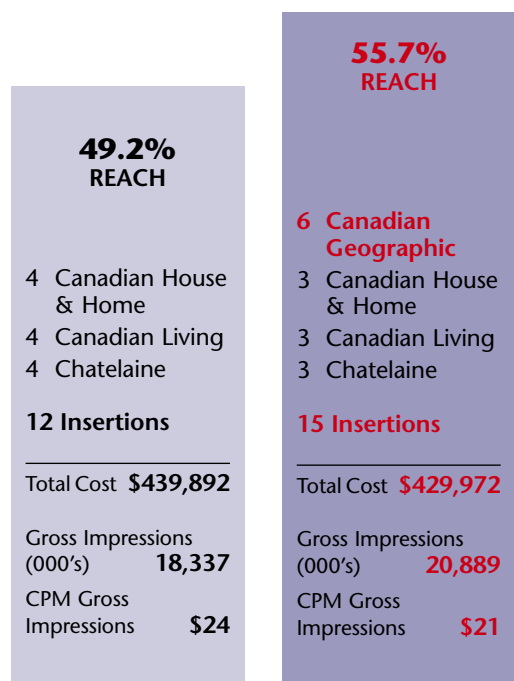
FOODIES	REACH	TOTAL AUDIENCE
Love to cook	14.1%	1,369,000
Principal grocery shoppers	13.5%	1,963,000
Are better informed about nutrition than the average person	14.1%	1,256,000
DRINK UP		
Milk used in past week	13.3%	2,429,000
Soy beverage used in household past month	14.6%	347,000
Orange juice used in household past 7 days	13.7%	1,730,000
Green tea used in household past 7 days	15.0%	1,019,000
Drank coffee, 1+ cups in past 7 days	13.2%	1,988,000
EARLY RISERS		
Cold cereals in past 7 days	13.5%	2,029,000
Instant hot cereals eaten as snack in past 7 days	14.9%	315,000
Granola/cereal/muffin bars in past 7 days	14.3%	915,000
Rolled oats/oatmeal/hot cereal in past 7 days	15.7%	1,015,000
HEALTHY APPETITE		
Vegetarian products used in past month	15.5%	291,000
Flavoured/seasoned rice used in past month	14.2%	839,000
Ate meal replacement/nutritional drinks/bars in past month	17.0%	407,000
Beef in past 30 month	13.6%	2,233,000
Fish/seafood in past 30 days	14.0%	1,849,000

Target:
Principal Grocery Shopper
Age 25-54

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



PACKAGED GOODS

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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+	