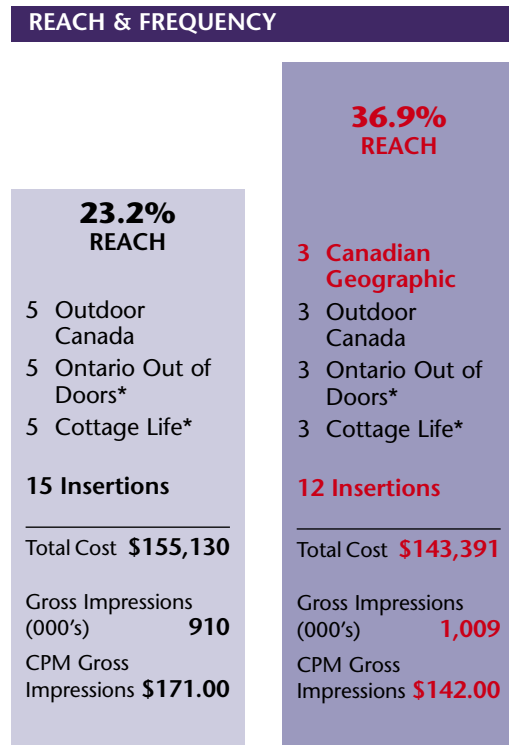
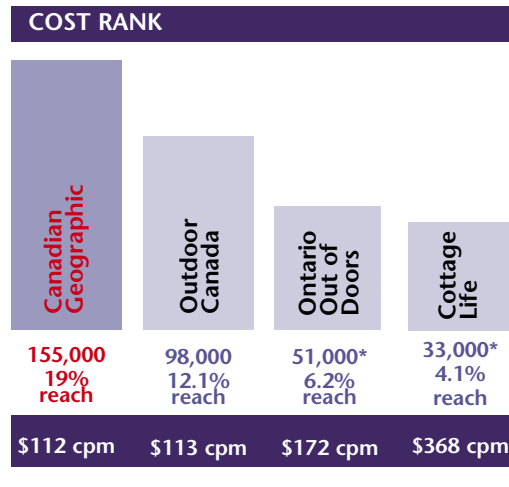


RECREATION

REACH AN ALL-SEASON, ACTIVE OUTDOOR AUDIENCE

GET OUT!	REACH	TOTAL AUDIENCE
Love fresh air and outdoor activities	14.1%	1,977,000
Like activities that push mental and physical limits	14.9%	1,424,000
WHAT'S YOUR PLEASURE?		
Camping	17.3%	809,000
Canoeing	19.0%	418,000
Walking/hiking	14.3%	1,439,000
Bird watching	18.8%	428,000
Fishing	16.9%	516,000
Golf	14.6%	482,000
Mountain biking	17.4%	278,000
Cross-country skiing	19.7%	165,000
Downhill skiing	17.4%	255,000
Snowboarding	17.8%	162,000
Snowmobiling	17.1%	109,000
GOING THE DISTANCE		
Hiking/adventure tours in past year	17.7%	398,000
Visited national/provincial park in past year	14.8%	290,000
Vacation trips in Canada 3+ times past year	15.4%	986,000
Skiing/snowboarding vacation past year	18.7%	169,000
LOOKING THE PART		
Purchased outdoor (weatherproof) clothing in past year	15.1%	585,000
Personally bought footwear in past year	13.3%	2,031,000
Bought watch in past year	14.7%	585,000
Wear non-prescription sunglasses	13.9%	289,000

Target: Adults 18+
Purchased camping equipment in past year



*Unstable due to small base; use with caution

RECREATION

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+	