

**PAID, VERIFIED &
ANALYZED
NON-PAID MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended December 31, 2010

Field Served: Geography of Canada in popular form.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Individually addressed and mailed by Canada Post.

Published by The Royal Canadian Geographical Society

Frequency: 6 times/year

ABC Member # 04-1407-0

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	139,550	71.8			
Verified	32,914	17.0			
Total Paid & Verified Subscriptions	172,464	88.8			
Single Copy Sales	16,229	8.4			
Total Paid & Verified Circulation	188,693	97.2	None Claimed		
Total Analyzed Non-Paid Circulation	5,448	2.8	None Claimed		
Total Paid, Verified & Analyzed Non-Paid Circulation	194,141	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$7.95		
Subscription	\$28.50		
Average Subscription Price Annualized (6 issue frequency)		\$26.09	
Average Subscription Price per Copy		\$4.35	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid
July/Aug.	138,467	33,188	171,655	14,995	186,650		186,650
Oct.	133,977	32,776	166,753	11,546	178,299	16,345	194,644
Dec	146,207	32,776	178,983	22,146	201,129		201,129

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	193,386	92.2	186,799	91.5	176,136	86.7	163,435	80.5	145,498	75.7
Verified	N/A		N/A		8,850	4.4	24,457	12.0	27,378	14.3
Total Paid & Verified Subscriptions	193,386	92.2	186,799	91.5	184,986	91.1	187,892	92.5	172,876	90.0
Single Copy Sales	16,307	7.8	17,396	8.5	18,133	8.9	15,216	7.5	16,540	8.6
Total Paid & Verified Circulation	209,693	100.0	204,195	100.0	203,119	100.0	203,108	100.0	189,416	98.6
Year Over Year Percent of Change		-3.3		-2.6		-0.5		-0.0		-6.7
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		2,724	1.4
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	209,693	100.0	204,195	100.0	203,119	100.0	203,108	100.0	192,140	100.0
Year Over Year Percent of Change		-3.3		-2.6		-0.5		-0.0		-5.4
Avg. Annualized Subscription Price	\$27.39		\$24.08		\$24.10		\$25.31		\$26.09	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID 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
PAID SUBSCRIPTIONS		
Individual Subscriptions*	134,746	69.4
Deferred*	3,294	1.7
Sponsored Sales	1,510	0.7
TOTAL PAID SUBSCRIPTIONS	139,550	71.8
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	13,157	6.8
Individual Use (See Par. 6B)	19,757	10.2
TOTAL VERIFIED SUBSCRIPTIONS	32,914	17.0
TOTAL PAID & VERIFIED SUBSCRIPTIONS	172,464	88.8
SINGLE COPY SALES		
Single Issue Sales	16,229	8.4
TOTAL SINGLE COPY SALES	16,229	8.4
TOTAL PAID & VERIFIED CIRCULATION	188,693	97.2
ANALYZED NON-PAID		
Market Coverage	5,448	2.8
TOTAL ANALYZED NON-PAID	5,448	2.8
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	194,141	100.0

*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	5,007		13,157

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	19,757		19,757

7. GEOGRAPHIC DATA for the December 2010 issue

Total paid & verified circulation of this issue was 6.6% greater than the total average paid & verified circulation.

Analyzed non-paid circulation was not served this issue, therefore no analyzed non-paid circulation figures are shown.

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alberta	23,568		23,568	3,966	27,534		27,534
British Columbia	22,408		22,408	4,467	26,875		26,875
Manitoba	6,611		6,611	668	7,279		7,279
New Brunswick	2,544		2,544	201	2,745		2,745
Newfoundland/Labrador	1,151		1,151	374	1,525		1,525
Northwest Territories	450		450	110	560		560
Nova Scotia	3,720		3,720	814	4,534		4,534
Nunavut	162		162	121	283		283
Ontario	65,227	32,776	98,003	10,610	108,613		108,613
Prince Edward Island	610		610	110	720		720
Quebec	5,722		5,722	22	5,744		5,744
Saskatchewan	8,196		8,196	671	8,867		8,867
Yukon Territory	448		448	12	460		460
Canadian Unclassified							
TOTAL CANADA	140,817	32,776	173,593	22,146	195,739		195,739
British Commonwealth							
United States	3,093		3,093		3,093		3,093
International	2,297		2,297		2,297		2,297
Other Unclassified							
Military or Civilian Personnel Overseas							
GRAND TOTAL	146,207	32,776	178,983	22,146	201,129		201,129

ANALYSIS BY ABCD COUNTY SIZE for the December 2010 issue

County Size	% of Population	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	81,414		81,414	41.6	87
B	28	61,177		61,177	31.2	111
C	14	35,029		35,029	17.9	128
D	10	18,119		18,119	9.3	93

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, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues)	25	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	50,139	79.9
(b) Seven to eleven months (4 to 5 issues)	2,711	4.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	1,408	2.2
(c) Twelve months (6 issues)	46,592	74.2	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	11,273	17.9
(d) Thirteen to twenty-four months	11,638	18.5	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	1,854	3.0	Total Subscriptions Sold in Period	62,820	100.0
Total Subscriptions Sold in Period	62,820	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	60,173	95.8			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums, See Par. 9	2,647	4.2			
Total Subscriptions Sold in Period	62,820	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 2 yrs. \$55.00; 3 yrs. \$79.50. U.S., 1 yr. \$36.50; 2 yrs. \$71.00; 3 yrs. \$103.50. International, 1 yr. \$58.50; 2 yrs. \$115.00; 3 yrs. \$169.50.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 4,090 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 14,308 or 10.2% of average paid subscription circulation.
- (d) Deferred Subscriptions: The average of 3,294 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 1,510 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) Market Coverage Copies, averaging 5,448 copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.
- (g) Use of Premiums: A wall map, with no advertised or stated value; a highlighter pen, with a value of 70¢; a stuffed polar bear, with a value of \$2.00, and a 2010 arctic pocket calendar, with a value of 20¢, were offered with paid subscriptions.
- (h) 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, 2009; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-09	None Claimed	203,166	203,110	56	0.0					
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					

Audit Period Ended [^]	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)

[^]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:

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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.

Parent Company: The Royal Canadian Geographical Society

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Date Signed: January 28, 2011

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ABC Member since: 1989

04-1407-0	Analyzed Issue Date	12/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	7.95
	Association Subscription Price	
	U.S. Subscription Price	36.50
	Canadian Subscription Price	28.50
	International Subscription Price	58.50