

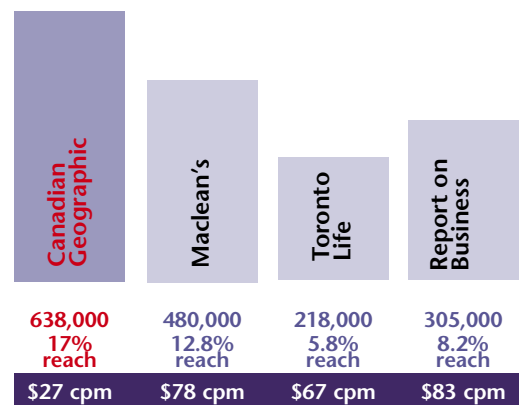
# CULTURAL EVENTS

REACH AN AUDIENCE WITH A THIRST FOR KNOWLEDGE

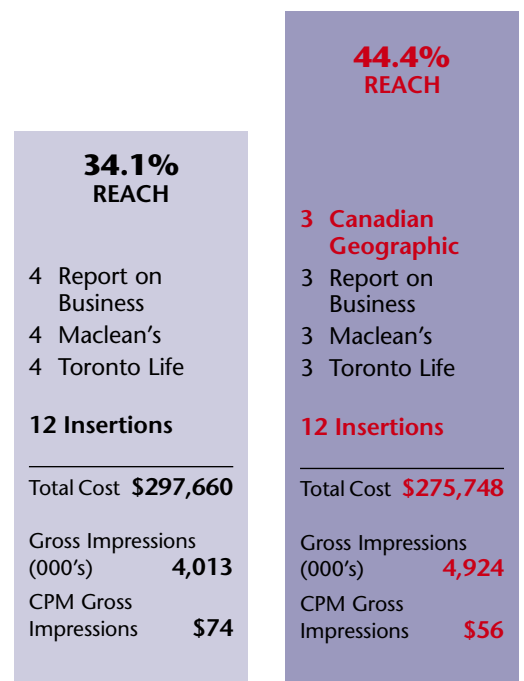
ON THE TOWN	REACH	TOTAL AUDIENCE
Attended art gallery in past year	17.8%	439,000
Attended museum in past year	16.7%	580,000
Attended opera in past year	19.6%	129,000
Attended ballet in past year	18.0%	113,000
Attended classical music concert in past year	16.4%	220,000
Attended live theatre in past year	15.3%	786,000
STAYING IN		
Bought books in past year	14.5%	1,703,000
Bought 5+ hardbacks/paperbacks	14.6%	638,000
Watch BVO (Bravo) at all during week	13.3%	520,000
Watch DIS/DISC (Discovery Channel CDN)	15.7%	1,187,000
Watch HIS (History Television) during week	16.6%	888,000
Watch APTN (Aboriginal Peoples TV)	16.2%	337,000
Watch BNN (Business News network)	16.2%	290,000
Watch CLT (Canadian Learning TV)	17.6%	259,000

Target:  
Visited museum in past year

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



# CULTURAL EVENTS

## 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+	