

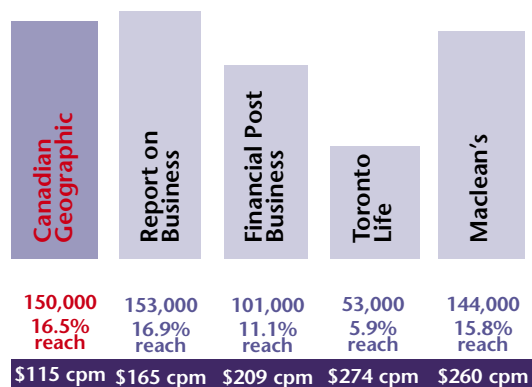
DOLLARS & SENSE

REACH MORE CANADIANS WHO HAVE A FINANCIAL PLAN

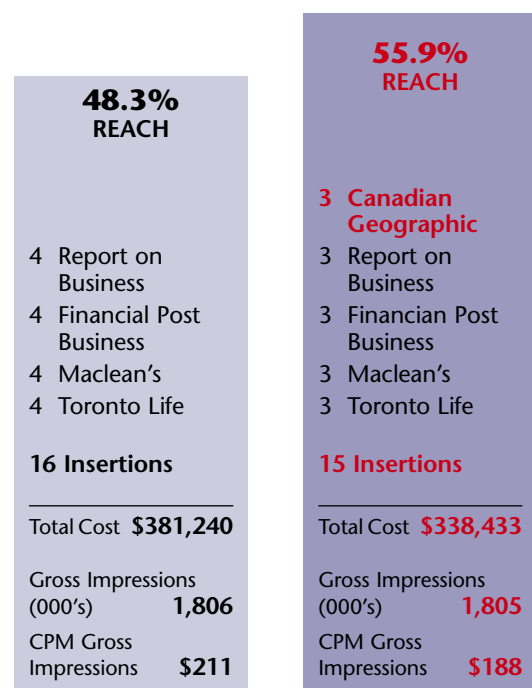
CAREFUL PLANNERS	REACH	TOTAL AUDIENCE
Have taken steps toward having sufficient income for retirement	13.3%	1,104,000
Spend money more carefully than they used to	13.2%	1,640,000
SECURING THE GOOD LIFE		
Personal income of \$50,000+	15.9%	905,000
Personal income of \$75,000+	15.8%	393,000
Household income of \$75,000+	14.1%	1,300,000
Own dwelling	13.4%	2,183,000
Vacation home owned by someone in household	15.9%	255,000
Have a mortgage	14.0%	940,000
Have homeowners/personal-property insurance	13.8%	1,678,000
Own 1+ credit cards	13.3%	1,967,000
Spend \$1,500+ each month on credit cards	14.2%	241,000
Have RRSPs	14.0%	1,235,000
Have mutual funds	14.3%	1,007,000
Purchased RESPs in past 2 years	17.5%	55,000
Have obtained a small-business loan in past 2 years	12.2%	19,000
Have donated to an environmental cause	17.8%	192,000
Have life insurance	13.9%	1,379,000
Purchased private health insurance past year	14.4%	749,000
Acquired home/personal/property insurance through bank/trust company	14.6%	183,000

Target: English 18+ \$250,000+ in securities and savings

HERE'S HOW WE STACK UP



DRIVE REACH UP... AND BUDGETS DOWN



DOLLARS & SENSE

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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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+	