

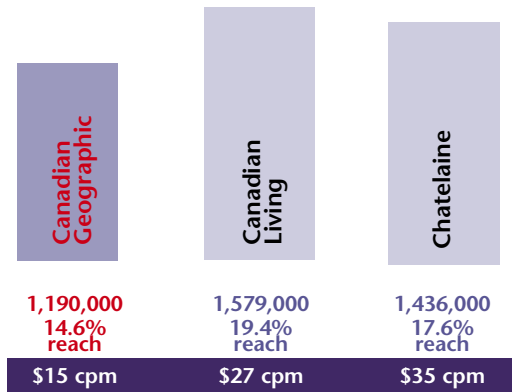
OTC MEDICATIONS

REACH A CORE AUDIENCE OF CONSUMERS

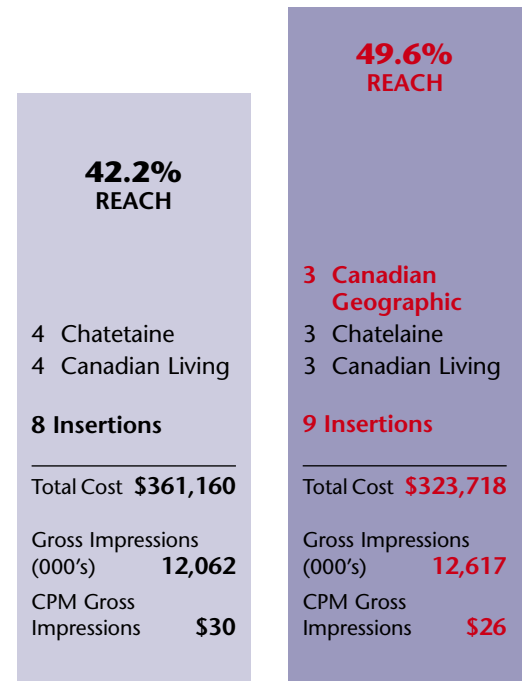
FAMILY MATTERS	REACH	TOTAL AUDIENCE
I'm concerned about the health and safety of my family	13.7%	2,173,000
PLEASE RELIEVE ME		
Cold remedies used in past 6 months	15.0%	1,059,000
Cough syrup used 1+ times in past month	11.9%	319,000
Allergy/sinus relief 1+ times in past month	13.3%	406,000
WHERE DOES IT HURT?		
Headache/pain relief 1+ times in past month (non-prescription)	14.2%	1,483,000
Arthritis/rheumatism pain relievers 1+ times in past month	15.2%	642,000
Stomach remedy 1+ times in past month	14.8%	547,000
THE SKINNY ON SKIN		
First aid ointment/cream used in past 6 months	13.7%	1,045,000
Adhesive bandages 1+ times in past month	14.9%	1,198,000
Suntan/sunscreen products bought in past year	13.7%	1,299,000
Insect repellent bought in past year	15.7%	1,263,000
HEALTHY LIVING		
Shopped 1+ times at drug stores past month	13.5%	2,276,000
Vitamin/mineral/herbal supplements used 1 + times/day	14.6%	1,190,000
LOOKING GOOD		
Used deodorant/anti-perspirant 1+ times in past week	13.4%	2,102,000
Used mouthwash/dental rinse 1+ times in past week	14.1%	1,317,000
Used razor/shaver 1+ times in past week	14.3%	2,091,000
Spent \$50+ on cologne as gift for men in past year	13.8%	122,000

**Target: English 18+
Use 1+ vitamins, minerals, herbal supplements per day**

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



OTC MEDICATIONS

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+	