

**PAID & VERIFIED  
MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	170,114	84.4			
Verified	11,483	5.7			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>181,597</b>	<b>90.1</b>			
Single Copy Sales	20,063	9.9			
<b>Total Paid &amp; Verified Circulation</b>	<b>201,660</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$6.95		
Subscription	\$29.95		
Average Subscription Price Annualized (6 issue frequency)		\$24.10	
Average Subscription Price per Copy		\$4.02	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2008.

**3. PAID & VERIFIED CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	167,010	8,150	175,160	21,095	196,255
Fall Travel Issue*	146,127	8,150	154,277	4,300	158,577
Oct.	164,986	13,150	178,136	15,946	194,082
Winter Travel Issue*	134,210	8,150	142,360	5,000	147,360
Dec.	178,344	13,150	191,494	23,149	214,643

\*Special Issue - circulation not included in averages shown in Par. 1

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
National	1	55,671		55,671	7,032	62,703
East	2	63,360	11,483	74,843	7,215	82,058
West	2	51,083		51,083	5,816	56,899

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	199,357	90.2	198,048	91.3	193,386	92.2	186,799	91.5	176,136	86.7
Verified	N/A		N/A		N/A		N/A		8,850	4.4
<b>Total Paid &amp; Verified Subscriptions</b>	<b>199,357</b>	<b>90.2</b>	<b>198,048</b>	<b>91.3</b>	<b>193,386</b>	<b>92.2</b>	<b>186,799</b>	<b>91.5</b>	<b>184,986</b>	<b>91.1</b>
Single Copy Sales	21,771	9.8	18,809	8.7	16,307	7.8	17,396	8.5	18,133	8.9
<b>Total Paid &amp; Verified Circulation</b>	<b>221,128</b>	<b>100.0</b>	<b>216,857</b>	<b>100.0</b>	<b>209,693</b>	<b>100.0</b>	<b>204,195</b>	<b>100.0</b>	<b>203,119</b>	<b>100.0</b>
Year Over Year Percent of Change		0.7		-1.9		-3.3		-2.6		-0.5
Avg. Annualized Subscription Price	\$25.08		\$26.82		\$27.39		\$24.08		\$24.10	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED 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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	51,492	25.5
Association:		
Non-Deductible*	107,980	53.6
Deferred*	3,607	1.8
Sponsored Sales	7,035	3.5
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>170,114</b>	<b>84.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	11,483	5.7
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>11,483</b>	<b>5.7</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>181,597</b>	<b>90.1</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	20,063	9.9
<b>TOTAL SINGLE COPY SALES</b>	<b>20,063</b>	<b>9.9</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>201,660</b>	<b>100.0</b>

\*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:	Doctor/ Health Care Providers	Transportation Outlets	Other	Total Public Place Copies
Public Place	3,333	8,150		11,483

## 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:

None

## 7. GEOGRAPHIC DATA for the December, 2008 issue

Total paid & verified circulation of this issue was 6.4% greater than the total average paid & verified circulation.

PROVINCE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alberta	29,037		29,037	4,148	33,185
British Columbia	26,682		26,682	4,193	30,875
Manitoba	8,096		8,096	756	8,852
New Brunswick	3,539		3,539	502	4,041
Newfoundland/Labrador	1,538		1,538	313	1,851
Northwest Territories	620		620	79	699
Nova Scotia	5,090		5,090	806	5,896
Nunavut	567		567	77	644
Ontario	79,092	13,150	92,242	10,332	102,574
Prince Edward Island	788		788	84	872
Quebec	6,350		6,350	1,108	7,458
Saskatchewan	9,203		9,203	743	9,946
Yukon Territory	214		214	8	222
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>170,816</b>	<b>13,150</b>	<b>183,966</b>	<b>23,149</b>	<b>207,115</b>
British Commonwealth					
United States	4,218		4,218		4,218
International	3,310		3,310		3,310
Other Unclassified					
Military or Civilian Personnel Overseas					
<b>GRAND TOTAL</b>	<b>178,344</b>	<b>13,150</b>	<b>191,494</b>	<b>23,149</b>	<b>214,643</b>

## ANALYSIS BY ABCD COUNTY SIZE for the December, 2008 issue

County Size	% of Population	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Population)
A	48	86,108	41.6	87
B	28	64,750	31.3	112
C	14	37,077	17.9	128
D	10	19,180	9.2	92

## 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, 2008

A. DURATION		%	C. CHANNELS	%
(a) One to six months (1 to 3 issues)	21	0.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	20,710 25.7
(b) Seven to eleven months (4 to 5 issues)	101	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	2,206 2.7
(c) Twelve months (6 issues)	67,988	84.4	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	13,700 17.0
(d) Thirteen to twenty-four months	8,152	10.1	(d) Subscriptions as part of membership in an organization, See Par. 9	44,009 54.6
(e) Twenty-five months and more	4,363	5.4	Total Subscriptions Sold in Period	80,625 100.0
Total Subscriptions Sold in Period	80,625	100.0		
B. USE OF PREMIUMS				
(a) Ordered without premium	78,013	96.8		
(b) Ordered with material reprinted from this publication	None			
(c) Ordered with other premiums, See Par. 9	2,612	3.2		
Total Subscriptions Sold in Period	80,625	100.0		

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 2 yrs. \$57.95; 3 yrs. \$83.95. U.S., 1 yr. \$37.95; 2 yrs. \$73.95; 3 yrs. \$107.95. International, 1 yr. \$49.95; 2 yrs. \$97.95; 3 yrs. \$143.95.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 5,986 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 11,481 or 6.7% of average paid subscription circulation.
- (d) Association (Deductible): The average of 107,980 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Royal Canadian Geographical Society. New regular members pay a fee of \$29.95 for one year, \$57.95 for two years or \$83.95 for three years. U.S. members pay \$8.00 more per year and International members pay an additional \$20.00 per year. Students were offered a reduced rate of \$20.00 for one year. 95% of the membership dues is allocated for a subscription to this publication and is non-deductible from dues. CANADIAN GEOGRAPHIC is the official publication of The Royal Canadian Geographical Society, a non-profit organization authorized under letter patent by the Secretary of State of Canada. Any individual or organization is eligible for membership and member benefits include a discount on merchandise, and advance notice and a discounted rate to society lectures.
- (e) Sponsored Subscription Sales: The average of 7,035 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) Use of Premiums: A wall map, with no advertised or stated value, highlighter pen, with a value of 70¢ and a stuffed polar bear, with a value of \$2.00, were offered with paid subscriptions.
- (g) 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, 2007; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
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
12-31-04	None Claimed	219,321	221,129	-1,808	-0.8
12-31-03	None Claimed	219,373	219,645	-272	-0.1

<sup>^</sup>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.

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Director of Consumer Marketing

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	6.95
	Association Subscription Price	29.95
	U.S. Subscription Price	37.95
	Canadian Subscription Price	29.95
	International Subscription Price	49.95