

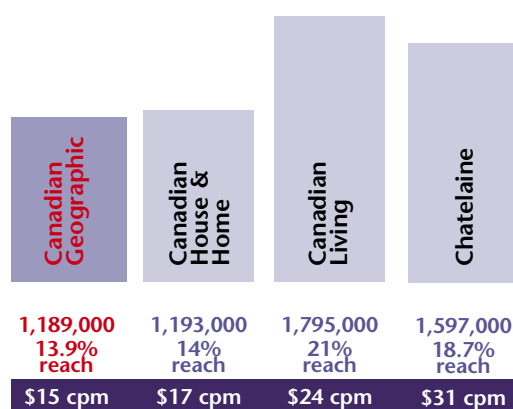
# PACKAGED GOODS II

## REACH A GROWING AUDIENCE OF PRINCIPAL SHOPPERS

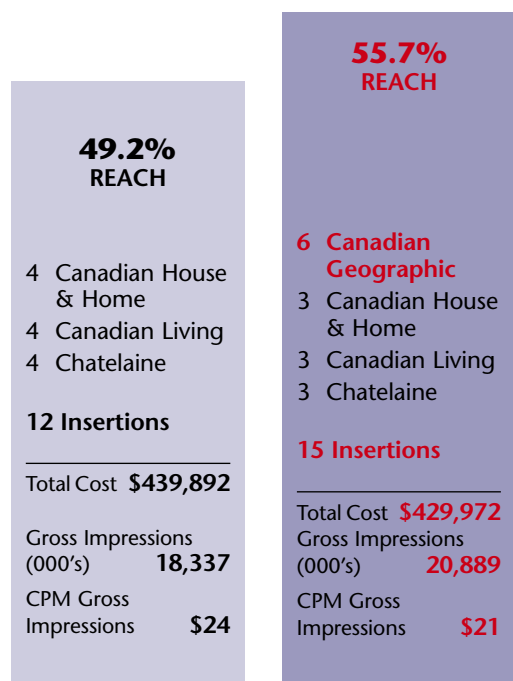
FOODIES	REACH	TOTAL AUDIENCE
Love to cook	14.1%	1,369,000
Principal grocery shoppers	13.5%	1,963,000
Are better informed about nutrition than the average person	14.1%	1,256,000
DEAR DAIRY		
Butter used in past month	14.4%	1,688,000
Milk used in past week	13.3%	2,429,000
Natural cheese used in past month	13.9%	2,031,000
Yogurt used in past month	13.6%	1,908,000
OUR FURRY FRIENDS		
Have dog or cat in household	14.5%	1,386,000
Packaged dry dog food used in past week	14.6%	784,000
Packaged dry cat food used in past week	14.4%	729,000
Cat litter used in past week	14.4%	705,000
Bought products for fleas & ticks (dogs/cats)	14.3%	385,000
Animal health products bought for dogs/cats in past year	14.2%	639,000
GOING ORGANIC		
Organic foods used in past 6 months	16.6%	1,036,000
Organic fruit used in past month	17.3%	743,000
Organic vegetables used in past month	16.5%	765,000
Organic grains used in past month	17.4%	322,000

## Target: Principal Grocery Shopper Age 25-54

### HERE'S HOW WE STACK UP



### DRIVE REACH UP...AND BUDGETS DOWN



# PACKAGED GOODS

## 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+	