

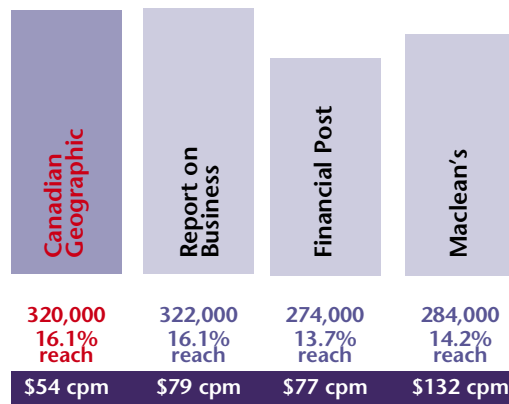
AUTOMOTIVE

REACH MULTIPLE-VEHICLE AND LUXURY-VEHICLE OWNERS

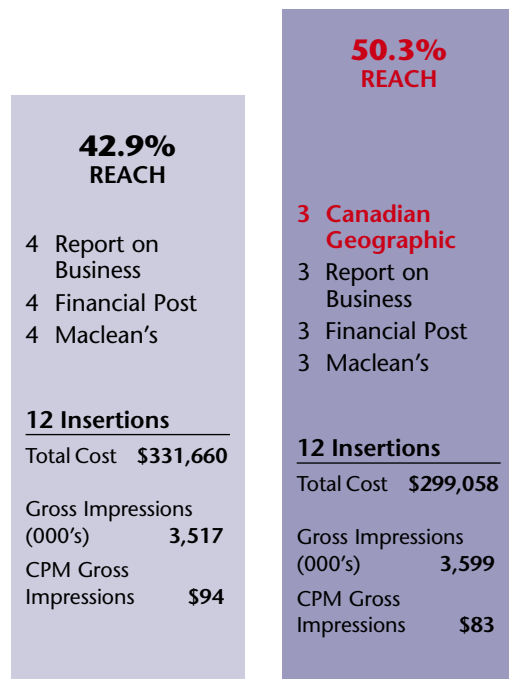
AUTO EROTICA	REACH	TOTAL AUDIENCE
Get quite attached to their cars	13.2%	1,065,000
"Love their wheels"	15.2%	433,000
Drove 25,001+ km in past year	14.6%	511,000
URGE TO SPLURGE		
Buy/lease a car in past/next 12 months	12.9%	399,000
At least one vehicle acquired new	14.1%	1,023,000
At least one vehicle cost \$30,000+	14.1%	528,000
At least one vehicle cost \$40,000+	12.9%	190,000
2+ cars/vans/trucks in household	13.9%	1,357,000
WHAT'S YOUR TYPE?		
At least one vehicle is large	14.6%	445,000
At least one vehicle is sporty	13.1%	96,000
At least one vehicle is a utility	15.2%	234,000
At least one vehicle is a van	13.6%	463,000
At least one vehicle is a pickup	15.3%	472,000
At least one vehicle is a CUV (compact utility vehicle)	11.7%	222,000
DRIVEN TO DISTRACTION		
Own at least one motorcycle	17.4%	141,000
Household owns snowmobile	14.4%	124,000
Household owns all terrain vehicle	18.0%	237,000
Household owns power boat	16.4%	265,000

**Target: English men age 25-54
HHI \$75,000+; univ/other
non-univ cert+**

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



AUTOMOTIVE

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
Age 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+	