

**Magazines
Canada**



U.S. Spill

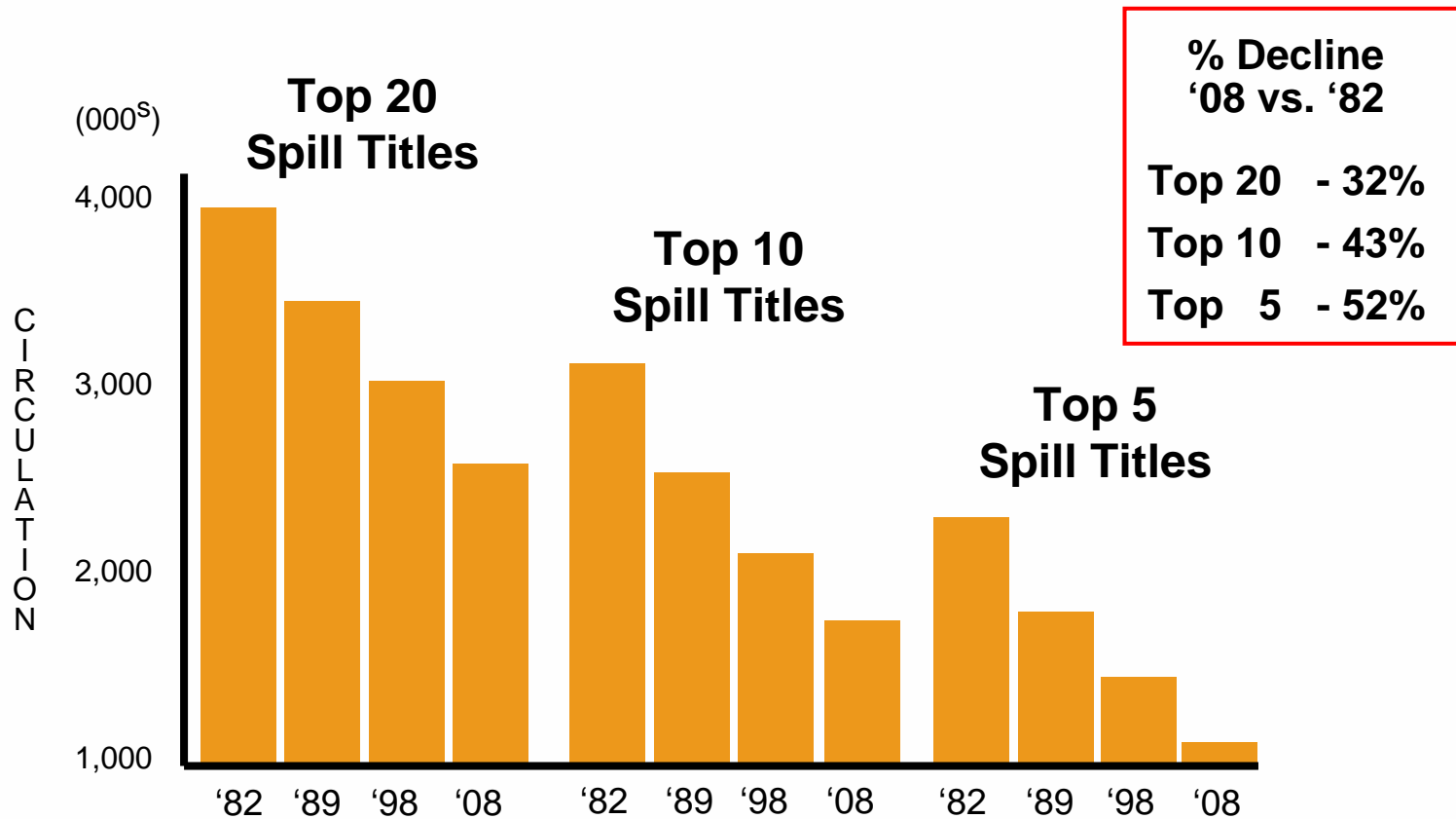
U.S. Circulation in Canada in Long Term Decline

U.S. Circulation Spill Trend

	Ttl Spill Circ <i>(‘000)</i>	Index	Avg Circ/Title	Index
1983	10,705	100	26,303	100
1989	9,969	93	21,031	80
1998	9,155	86	16,203	62
2000	8,518	80	15,716	60
2002	8,160	76	15,396	59
2004	7,899	74	14,055	53
2006	7,666	72	13,664	52
2008	7,322	68	13,435	51

* Measured Titles (ABC)

Circulation of Top U.S. Spill Magazines in Canada is in Long Term Decline



**Three
U.S. Spill Titles
in
Canada's Top 100
Circulation**

Three U.S. Spill Titles in Canadian Top 100

Titles (*Ranking*)

National Geographic (**35**)

Cosmopolitan (**61**)

People (**97**)

Tax Deductability

Foreign-based magazines with less than
80% original Canadian content (as above)
may only deduct 50% of advertising expenses.

Magazines with 80%+ original Canadian content may deduct 100%.

Circulation of Foreign Content Titles into Canada Continues to Decline

<u>U.S. Titles</u>	<u>% Change 1993 to 2008</u>
Newsweek	- 72%
Good Housekeeping	- 63%
Playboy	- 62%
Better Homes and Gardens	- 54%
National Geographic	- 48%

The Strength of Canadian Magazine Titles

2008

Top Canadian Titles

	Circulation (000 ^s)
Chatelaine	601
Canadian Living	516
Report On Business Mag	288
Financial Post Business Mag	216
Westworld	1,155
Reader's Digest	955
Maclean's	385

Top U.S. Titles

	Circulation (000 ^s)
Cosmopolitan	232
Woman's World	153
The Economist	70
Fortune	28
National Geographic	355
Prevention	159
Newsweek	14

Why?

- **More and more great Canadian titles**
- **Editorial and advertising content created specifically for Canadian readers**

Canadian Content Magazines Provide Relevant Editorial & Advertising Content for Canadians

- **92% agree that Canadian magazines play a significant role in informing Canadians about each other**
- **88% feel it is personally important that a magazine have editorial content created specifically for Canadian readers**
- **90% feel that U.S. titles don't effectively cover Canadian issues.**

Attitudes Towards Spill Advertising

How do Canadian consumers view ads that appear in U.S. magazines?

Statement 1:

I am more inclined to look for information in Canadian magazines than U.S. magazines when I am in the market to purchase a product.

Agree
Disagree

Total
77
23

Statement 2:

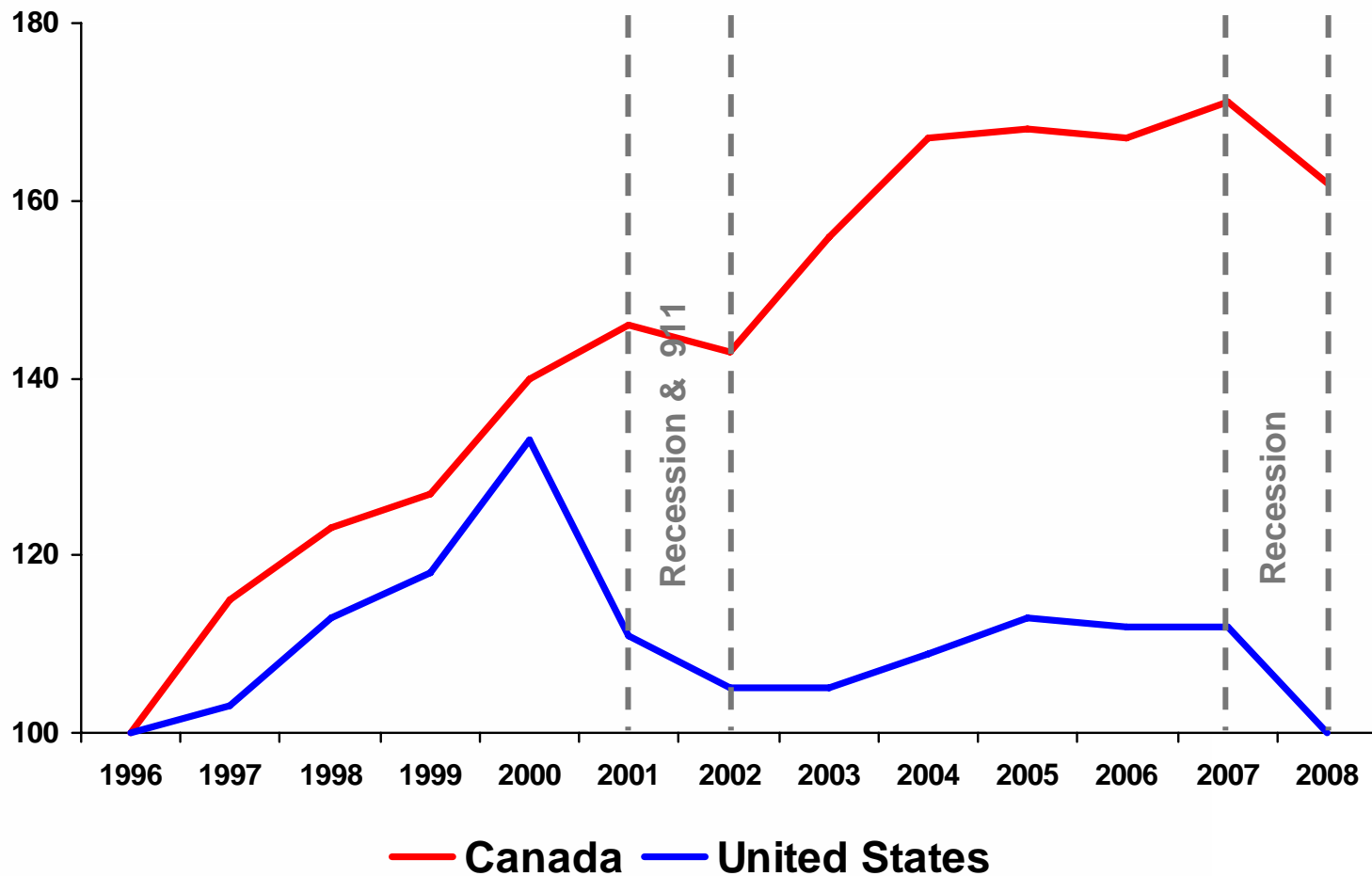
Advertisements in Canadian magazines are more relevant to me than advertisements in U.S. magazines.

Agree
Disagree

Total
83
17

Canada Continues to Outpace the U.S.

Magazine Page Growth



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We're Here to Help...

**Magazines
Canada**