

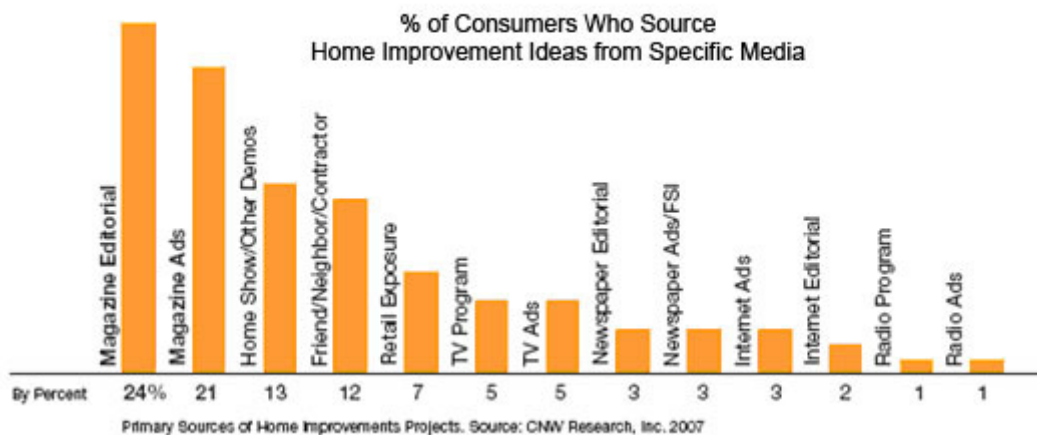


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PAGE features news, research and articles of specific relevance to the media agency and magazine publishing communities.
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Magazines are the #1 Source for Home Improvement Projects

When consumers think about home improvement projects, they turn to magazines. Across a wide array of media choices available, magazines are the primary source of home improvement ideas.



What's more, magazines are tops overall in providing information across the five stages that consumers move through during the home improvement process.

**Leading Sources of Information
for the Five Stages of the Home Improvement Process**

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Needs Assessment %	Product Comparison %	Feature Comparison %	Style/Design Comparison %	Price Comparison %
Magazine Edit 26	Magazine Edit 27	Magazine Edit 24	Magazine Ad 22	Retail Experience 45
Magazine Ad 19	Magazine Ad 19	Magazine Ad 21	Magazine Edit 18	Newspaper Ad 14
Home Show 13	Internet Edit 10	Internet Edit 15	Retail Experience 14	Magazine Ad 11
Friend 8	Home Show 10	Internet Ad 9	Internet Edit 11	Internet Edit 9

Top Sources of information for the five stages of the home improvement process. Source: CNW Research Inc., 2007

Use magazines to make the connection with home improvement intenders, those who are in the market looking for ideas and ready to buy.

PMB Spring 2009 Study -- Magazine Stats Stable

PMB has released the first of two 2009 readership studies, in keeping with its recently announced move from an annual to a biannual (March and September) data release providing publishers with more frequent and timely data.

The latest PMB numbers portray tremendous stability particularly when contrasted with today's economic environment. Over the last five years, time spent reading and average interest scores have remained consistent, as has the average number of reading occasions:

	PMB 2005	PMB 2006	PMB 2007	PMB 2008	PMB 2009
Time Spent Reading (minutes per issue)	40	40	41	41	40
Avg. number of occasions read/looked into	2.4	2.4	2.4	2.3	2.2
Avg. degree of interest (10 point scale)	6.7	6.7	6.7	6.8	6.8

Readers per copy (RPC) has remained stable over recent years while average magazine readership, 1.03 million compared to 1.06 million in PMB 2008, is consistent with last year's study.

Fred Auchterlonie, Senior VP at PHD Canada and the current PMB Chair says, "It's interesting to see that the readership of the PMB measured titles has decreased only very slightly, even in these times where all media--not just print--are under real pressure."