

U.S. Magazine Spill

Canadians Choose Canadian Magazines

Canadian consumers choose Canadian magazines. Canadians prefer magazines that tell Canadian stories, reflect Canadian needs and promote Canadian products. Not surprisingly, Canadians want content that is created specifically for Canadians and reported through the eyes and value systems of Canadians.

Canadians Prefer Canadian Content

Given a choice, Canadians overwhelmingly prefer content that covers Canadian topics and reflects their needs. Pragmatically, Canadians prefer content that reports on products and services available in Canada and priced in Canadian dollars.

Source: Totem Research

Attitudes Towards Magazine Content (% Agree)

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

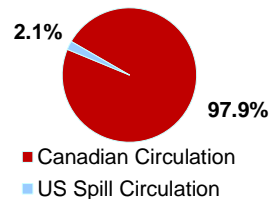
U.S. Circulation Spill

Year	Total Spill (^{'000})	Index	Avg. Circ. Per 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
2010	6,349	59	14,235	54

Source: ABC, Canadian Circulation of U.S. Magazines; ABC (Average Issue Circulation)

U.S. Spill Is in Long Term Decline

In 1983, over 10.7 million U.S. spill copies were crossing the border. In 2010, that number declined to 6,349,000 copies, an index of 59. In 2010, three foreign content titles made it onto Canada's list of top 100 titles, the largest being in 35th position. Only 2.1% of circulation generated by those top 100 titles is U.S. spill circulation.



Canadians Find Ads in Canadian Titles More Relevant

A whopping 83% of Canadians find ads in Canadian magazines to be more relevant than ads in U.S. spill magazines. And 77% tell us that they are more inclined to look for information in Canadian magazines than U.S. spill titles. It is clear that Canadians prefer to access ads in Canadian magazines, discounting the value of advertising in spill titles.

Source: Reader's Digest Magazines (Canada)

Canadian Attitudes Towards Spill Ads

Q: Ads in Canadian magazines are more relevant to me than advertisements in U.S. magazines.

	Total	Male	Female	PGS ¹
% Agree	83	81	84	86

Q: 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.

	Total	Male	Female	PGS ¹
% Agree	77	75	80	78

¹ PGS: Principal Grocery Shoppers