



FOR IMMEDIATE RELEASE

Canadian Geographic increases publishing schedule to 10!

TORONTO, Monday, October 22, 2007 — Starting with its November issue, *Canadian Geographic* magazine is increasing its publishing schedule to 10 issues a year. To satisfy increased market demand, *Canadian Geographic*'s "Perfect 10" formula will include six issues of the flagship publication, *Canadian Geographic*, and four issues of the recently launched *Travel* title. Combined, they will deliver an unparalleled blend of outstanding reportage, photojournalism and service journalism that will satisfy *Canadian Geographic*'s growing audience of readers and advertisers.

Heading into its 78th year of publication, *Canadian Geographic* ranks as Canada's best-read, full-sized magazine, according to Canada's Print Measurement Bureau (PMB). It also boasts the highest per copy subscription price and has an industry-leading renewal rate of 80 percent.

In response to overwhelming consumer feedback, *Canadian Geographic* is adding two more issues of *Travel* to its publishing schedule — for a total of six issues of *Canadian Geographic* and four issues of *Travel*. "*Canadian Geographic* is Canada's original travel publication," says editor-in-chief Rick Boychuk. "We've been celebrating Canada for more than 75 years. Our *Travel* issues embody the same authority and integrity of our flagship publication, but now we're able to create four service-oriented issues each year that will inspire and excite the adventurous spirit in us all."

According to PMB, *Canadian Geographic* has also proven to be the country's single most cost-efficient magazine for seven consecutive years. "Our impressive first-place ranking in key advertiser categories defines our leadership position in the magazine marketplace, and it made 10 issues an easy choice," explains Paula Prociuk Blacklock, vice-president, advertising sales and marketing for Canadian Geographic Enterprises. "Our increase in frequency not only offers greater flexibility for advertiser campaigns, but the additional two *Travel* issues per year will raise our already significant reach into the demographic audience most sought after by agency planners."

Canadian Geographic's unique point of view is its unapologetic dedication to exploring and celebrating Canada's natural and human stories. It makes Canada and being Canadian truly matter.

FOR MORE INFORMATION:

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A Perfect 10!