

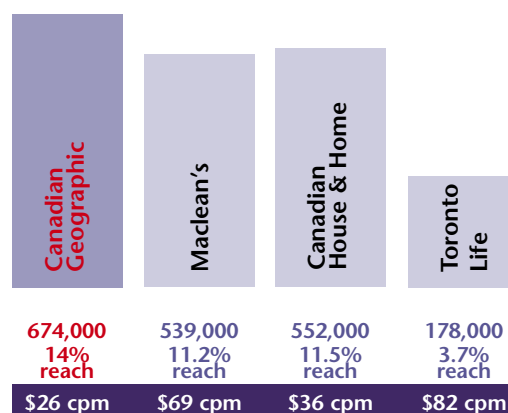
GREEN ACTION

REACH CONSUMERS WITH ECO-PRIORITIES

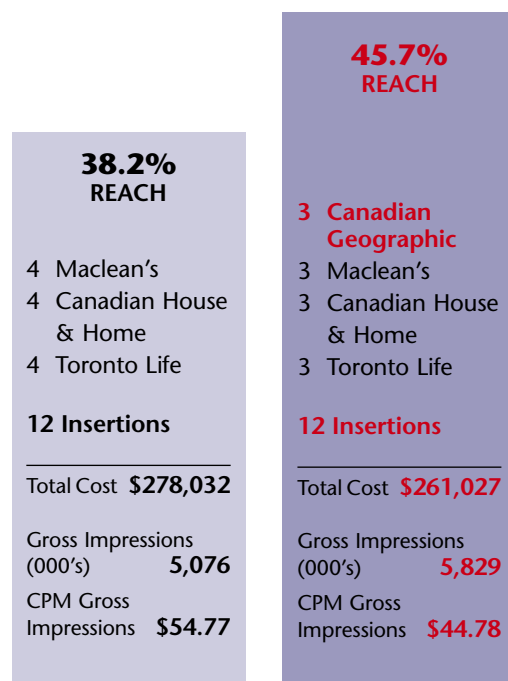
| ENVIRONMENTAL | REACH | TOTAL AUDIENCE |
|---|-------|----------------|
| Refuse to buy a car that is not fuel-efficient | 13.0% | 1,121,000 |
| Love fresh air and outdoor activities | 14.1% | 1,977,000 |
| HOW CAN I HELP? | | |
| Willing to pay more for environmentally friendly products | 13.5% | 1,585,000 |
| Made a donation to environmental organization | 17.8% | 192,000 |
| Installed insulation | 17.4% | 277,000 |
| PLAYING OUTSIDE | | |
| Birdwatching | 18.8% | 428,000 |
| Boating/canoeing | 19.0% | 418,000 |
| Mountain biking | 17.4% | 278,000 |
| EATING WELL | | |
| Organic grains used in past month | 17.4% | 322,000 |
| Organic vegetables used in past month | 16.5% | 765,000 |
| Used vegetarian products in past 6 months | 14.2% | 354,000 |
| DOING MY PART | | |
| Wrote letter to public official in past 2 years | 15.3% | 246,000 |
| Did volunteer work in past 2 years | 16.0% | 1,089,000 |
| Active in social/community project in past 2 years | 17.3% | 374,000 |
| Donated to international relief in past year | 15.0% | 490,000 |

Target: English 18+ Greener greens (PMB-defined cluster)

HERE'S HOW WE STACK UP



DRIVE REACH UP...AND BUDGETS DOWN



GREEN ACTION

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.

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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 |
| Adults 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+ | |