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Letter from the President
Canadian Media Directors' Council

On behalf of the Canadian Media Directors' Council, I would like to welcome you all to this Media Digest, which has been produced to give a topline orientation of key facts on the Canadian media marketplace. It is an invaluable resource for our wide range of users comprised of client marketers, media suppliers, media, creative and digital agencies, industry associations, government and regulatory bodies, faculty and students and small businesses. The digest comes in printed and electronic versions and can be accessed through www.cmdc.ca or www.marketingmag.ca – hard copies are available through our member agencies or through *Marketing* magazine.

Canada is a distinct and mature media marketplace: we have experienced the fallout from fragmentation decades ahead of most of the world due to early TV cable coverage and U.S. magazine "spill"; we are in an elite worldwide class of high broadband penetration; our TV advertisers are able to enjoy the benefits of bigger audiences due to simulcast; our newspaper circulation is relatively robust and most importantly, we have two official languages and a markedly different, though lively, media marketplace in Quebec. And lastly, we are a competitive media marketplace, with excellent market and media research to track a marketer's return on investment.

I would like to pay tribute to our member agencies who have committed time and resources in creating the content for the Media Digest. Specifically, a big thank you to Fred Forster, President & CEO of PHD Canada for chairing this CMDC portfolio, and to Margaret Rye our CMDC Media Digest Administrator, for her tireless commitment and efficient stewardship.

Marketing magazine has been the CMDC's long-term partner in publishing the Digest, and has been dedicated to continuous improvement of the production values year over year.

This Media Digest is intended as a reference tool to cover the basics of the Canadian media market, and as such we encourage you to engage with your media agency or supplier for more in-depth information or perspective.

Karen Nayler
President, CMDC

CMDC CANADIAN MEDIA DIRECTORS' COUNCIL

ERRORS AND OMISSIONS

The contents of this CMDC Media Digest were written solely by member agencies of the Canadian Media Directors' Council. While we do our best to provide the most accurate and up-to-date information, occasionally errors or omissions can occur. Readers who wish to point out any errors or omissions are urged not to contact *Marketing* magazine, but to email Margaret Rye, CMDC Digest Administrator at rye_margaret@rogers.com. Thank you.

Media Digest Editor
LAURA MEDCALF

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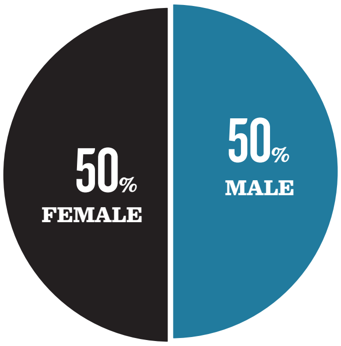
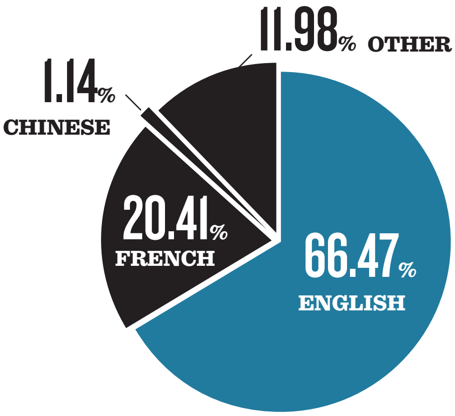
» Canadian Market Data

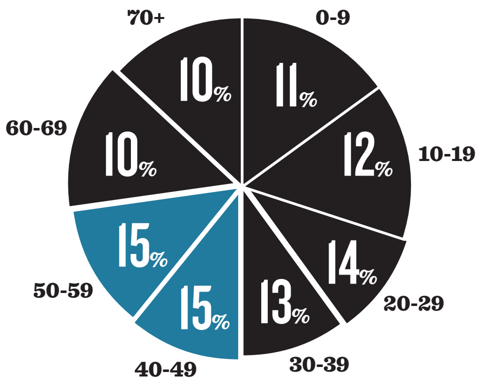
% Population by Sex



Home Language (All of Canada)



Total % population by age



The Canadian Market - Provincial Data

Markets	2011 Est. Pop. (000)	'06 Census Pop. (000)	2010 % Canada	% Change '06-'11	Households '11 Est. (000)	Households % Canada	Retail $ '11 Est. Millions	% Canada	Retail $ Per HH	Market Rating Index
Newfoundland & Labrador	519.6	510.3	1.51	1.83	207.9	1.51	8,017.2	1.79	38,600	119
Prince Edward Island	143.2	137.9	0.41	3.80	56.9	0.41	1,912.4	0.43	33,600	103
Nova Scotia	946.1	938.0	2.74	.87	399.4	2.89	12,991.9	2.90	32,500	106
New Brunswick	750.8	745.7	2.18	.68	311.5	2.26	10,351.4	2.31	33,200	106
Quebec	7959.2	7,631.5	23.06	4.29	3,411.5	24.72	10,954.6	222.52	29,600	98
Ontario	13,415.8	12,665.4	38.88	5.92	5,130.1	37.17	157,944.3	35.25	30,800	91
Manitoba	1,229.4	1,184.0	3.56	3.83	483.1	3.50	15,975.5	3.56	33,100	100
Saskatchewan	1,026.6	992.1	2.97	3.47	411.5	2.98	15,410.2	3.44	37,400	116
Alberta	3,803.0	3,421.3	11.02	11.16	1,479.3	10.72	63,486.5	14.16	42,900	129
British Columbia	4,603.0	4,243.6	13.34	8.47	1,869.3	13.55	59,542.6	13.28	31,900	100
Northwest Territories	45.1	43.2	0.13	4.44	16.1	0.12	717.3	0.16	44,700	122
Nunavut	32.8	30.8	0.10	6.44	9.1	0.07	315.1	0.07	34,700	74
Yukon Territory	34.4	32.3	0.10	6.47	14.8	0.11	542.6	0.12	36,700	122
Canada	34,509.0	32,576.1	100.00	5.93	13,800.5	100.0	448,211.6	100.0	32,500	100

Source: FPmarkets – Canadian Demographics 2011

Markets with Populations of 100,000 and Over

	Households				Retail Sales			
Markets	2011 Est. Pop. (000)	2011 % Canada	% Change '06 –'11	Total HH at July 1 (000)	Retail $ Millions	% Canada	$ Per Capita	Market Rating Index
Toronto, CMA	5,834.4	15.18	11.81	2,095.2	61,737.1	13.77	10,600	81
Montreal, CMA	3,892.2	11.98	7.13	1,653.8	48,487.6	10.82	12,500	96
Vancouver, CMA	2,413.5	6.88	12.64	949.0	27,849.7	6.21	11,500	89
Calgary, CMA	1,278.1	3.64	16.25	502.5	19,936.5	4.45	15,600	120
Ottawa-Gatineau, CMA	1,248.1	3.67	9.32	507.0	13,626.1	3.04	10,900	84
Edmonton, CMA	1,190.2	3.46	13.78	477.8	19,401.4	4.33	16,300	126
Quebec, CMA	759.9	2.47	6.57	341.0	10,331.8	2.31	13,600	105
Hamilton, CMA	753.5	2.15	7.45	296.5	8,085.8	1.80	10,700	83
Winnipeg, CMA	746.6	2.22	5.80	306.9	9,104.0	2.03	12,200	94
Kitchener-Cambridge-Waterloo, CMA	508.9	1.42	11.34	196.3	6,079.9	1.36	11,900	92
London, CMA	500.9	1.51	8.32	208.0	6,109.5	1.36	12,200	94
St. Catharines - Niagara, CMA	409.8	1.21	3.59	167.2	5,121.4	1.14	12,500	96
Halifax, CMA	406.6	1.26	8.68	173.6	5,245.6	1.17	12,900	99
Oshawa, CMA	369.9	1.00	11.77	138.2	4,317.7	0.96	11,700	90
Victoria, CMA	363.2	1.17	8.16	161.3	4,269.4	0.95	11,800	91
Windsor, CMA	339.2	0.98	3.40	135.0	4,283.9	0.96	12,600	97
Saskatoon, CMA	260.6	0.79	11.12	108.6	3,903.8	0.87	15,000	115
Regina, CMA	210.5	0.64	6.94	87.8	3,191.4	0.71	15,200	117
Sherbrooke, CMA	198.8	0.65	7.82	90.1	2,918.2	0.65	14,700	113
Barrie, CMA	198.1	0.53	11.31	73.6	2,640.0	0.59	13,300	103
St. John's, CMA	196.7	0.57	10.38	78.8	3,445.0	0.77	17,500	135
Kelowna, CMA	187.8	0.57	14.69	78.8	2,702.5	0.61	14,500	112
Abbotsford-Mission, CMA	179.8	0.47	11.61	64.4	2,410.1	0.54	13,400	103
Greater Sudbury, CMA	166.5	0.51	4.11	70.1	2,440.7	0.54	14,700	113
Kingston, CMA	162.9	0.49	6.09	68.1	2,071.9	0.46	12,700	98
Saguenay, CMA	149.6	0.47	0.18	64.7	2,229.1	0.50	14,900	115
Trois Rivieres, CMA	146.6	0.49	4.96	67.4	2,254.6	0.50	15,400	118
Brantford, CMA	141.4	0.40	6.74	54.8	1,725.2	0.38	12,200	94
Guelph, CMA	141.4	0.41	11.51	56.5	1,578.2	0.35	11,200	86
Moncton, CMA	138.0	0.42	9.10	57.6	2,096.8	0.47	15,200	117
Saint John, CMA	126.7	0.37	3.29	51.7	1,622.1	0.36	12,800	99
Peterborough, CMA	124.3	0.37	6.93	51.4	1,612.8	0.36	13,000	100
Thunder Bay, CMA	123.7	0.39	0.27	53.2	1,825.9	0.41	14,800	114
Chatham-Kent, CA	111.2	0.33	0.82	45.5	1,856.4	0.41	16,700	129
Lethbridge, CA	109.6	0.31	12.71	43.4	2,165.7	0.48	19,800	152
Cape Breton, CA	104.1	0.31	-1.33	43.2	1,369.6	0.31	13,200	101
Kamloops, CA	103.0	0.31	9.75	42.9	1,752.2	0.39	17,000	131
Red Deer, CA	102.8	0.30	21.59	41.2	2,400.3	0.54	23,300	180
Nanaimo, CA	102.4	0.32	11.2	44.1	1,754.3	0.39	17,100	132

Source: FPmarkets – Canadian Demographics 2011

Cultural Diversity – 100,000+ Markets – Percentage of Population

Home Language	St. John's	Halifax	Cape Breton	Moncton	Saint John	Saguenay	Montreal	Ottawa-Gatineau	Quebec	Sherbrooke	Trois Rivieres	Berrie	Guelph	Hamilton	Kingston	Kitchener
English	98.78	95.96	96.82	67.93	96.30	0.49	16.36	59.82	1.03	4.39	0.51	95.31	88.86	87.47	94.46	86.14
French	0.10	1.01	0.22	30.37	1.60	98.83	68.34	29.91	97.12	92.15	98.13	0.68	0.59	0.42	1.35	0.36
Amharic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06
Arabic	0.06	0.56	-	-	-	0.10	1.43	1.51	0.10	0.16	0.10		0.18	0.70	0.14	0.51
Armenian	-	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	0.06
Bengali	-	-	-	-	-	-	0.21	0.15	-	-	-	-	0.10	0.09	-	-
Bosnian	-	-	-	-	-	-	-	-	0.12	-	-	-	-	0.13	-	0.09
Bulgarian	-	-	-	-	-	-	0.10	0.05	-	-	-		-	-	-	-
Cantonese	0.06	-	-	-	0.08	-	0.21	0.34	-	-	-	0.10	0.34	0.19	0.19	0.21
Chinese, n.i.e	0.18	0.26	0.17	0.08	0.49	-	0.98	1.00	0.05	0.11	-	0.15	0.95	0.61	0.50	0.85
Cree	-	-	-	-	-	-	0.09	-	-	-	-	-	-	-	-	-
Creoles	-	-	-	-	-	-	0.45	0.09	-	-	-	-	-	-	-	-
Croatian	-	-	-	-	-	-	-	-	-	-	-	-	0.09	0.42	-	0.28
Czech	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	-	0.06
Dutch	-	-	-	-	-	-	-	-	-	-	-	-	-	0.05	-	0.06
Finnish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German	-	0.07	0.08	0.05	-	-	0.05	0.08	-	-	-	0.18	0.18	0.13	0.09	0.82
Greek	-	0.11	-	-	0.09	-	0.62	0.06	-	-	0.07	-	-	0.12	0.14	0.15
Gujarati	-	-	-	-	-	-	0.11	-	-	-	-	-	0.10	0.07	0.06	0.17
Hebrew	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hindi	-	-	-	-	-	-	-	0.10	-	-	-	-	0.09	0.08	-	0.14
Hungarian	-	-	-	-	-	-	0.06	0.06	-	-	-	0.06	0.66	0.22	-	0.11
Italian	-	-	-	0.09	-	-	1.32	0.34	-	-	-	0.22	0.73	1.08	0.07	0.14
Japanese	-	0.05	-	-	-	-	-	-	-	-	-		-	-	-	-
Khmer (Cambodian)	-	-	-	-	-	-	0.13	0.06	-	-	-	-	-	0.07	-	0.05
Korean	-	0.16	-	-	0.07	-	0.08	0.09	-	-	-	0.10	0.10	0.23	0.09	0.26
Kurdish	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06	-	-
Lao	-	-	-	-	-	-	0.07	-	-	-	-	-	0.08	-	-	0.16
Macedonian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.06
Mandarin	-	0.10	-	-	0.14	-	0.16	0.35	-	-	-	0.08	0.26	0.22	0.19	0.24
Micmac	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mi'kmag	-	-	2.06	-	-	-	-	-	-	-	-	-	-	-	-	-
Montagnais-Naskapi	-	-	-	-	-	-	0.05	-	-	-	-	-	-	-	-	-
Panjabi (Punjabi)	-	-	-	-	-	-	0.24	0.17	-	-	-	0.08	0.56	0.68	0.07	0.58
Pashto	-	-	-	-	-	-	-	-	-	-	-	-	0.11	-	-	0.11
Persian (Farsi)	-	0.12	-	-	0.18	-	0.25	0.35	-	0.31	-	0.10	0.37	0.25	0.08	0.47
Polish	-	0.17	0.07	-	-	-	0.18	0.24	-	-	-	0.52	0.67	0.81	0.10	0.68
Portuguese	-	-	-	-	-	-	0.36	0.27	0.05	-	-	0.12	0.09	0.60	0.54	1.16

Home Language	St. John's	Halifax	Cape Breton	Moncton	Saint John	Saguenay	Montreal	Ottawa-Gatineau	Quebec	Sherbrooke	Trois Rivieres	Berrie	Guelph	Hamilton	Kingston	Kitchener
Romanian	-	-	-	0.06	-	-	0.51	0.17	0.08	-	-	-	0.12	0.19	-	0.60
Russian	0.06	0.06	-	-	0.08	-	0.38	0.32	-	-	-	.014	0.13	0.16	0.07	0.17
Serbian	-	-	-	-	-	-	-	0.11	-	0.18	-	-	0.27	0.54	-	0.76
Serbo-Croation	-	-	-	-	-	-	-	0.07	-	0.18	-	-	-	-	-	0.07
Slovak	-	-	-	-	-	-	-	-	-	-	-	0.06	-	0.07	-	-
Somali	-	-	-	-	-	-	-	0.34	-	-	-	-	-	0.07	-	0.06
Spanish	0.17															
	0.11	-	-	0.14	0.13	1.60	0.60	0.37	0.85	0.31	0.39	0.58	0.60	0.29	0.82	
Tagalog (Pilipino, Filipino)	-	-	-	-	-	-	0.17	0.15	-	-	-	0.08	0.32	0.18	0.06	0.11
Tamil	-	-	-	-	-	-	0.28	0.13	-	-	-	-	0.14	-	-	0.06
Turkish	-	-	-	-	-	-	0.11	0.08	-	-	-	-	-	0.08	-	0.09
Ukrainian	-	-	-	-	-	-	-	-	-	-	-	-	-	0.17	0.09	-
Urdu	0.05	0.06	0.11	-	-	-	0.20	0.22	-	0.05	-	0.19	0.17	0.32	0.09	0.32
Vietnamese	-	0.08	0.08	-	-	-	0.52	0.47	0.08	0.08	0.08	0.15	0.76	0.39	0.13	0.59
Yiddish	-	-	-	-	-	-	0.13	-	-	-	-	-	-	-	-	-
Multiple Responses	0.14	0.55	0.21	0.98	0.42	0.28	3.21	2.43	0.55	1.00	0.48	0.76	1.57	1.69	0.77	1.67
Other	0.40	0.59	0.17	0.45	0.41	0.17	0.69	0.86	0.46	0.53	0.33	0.54	0.83	0.79	0.44	0.69

Source: FPmarkets – Canadian Demographics 2011

Cultural Diversity – 100,000+ Markets – Percentage of Population (Con't)

Home Language	London	Oshawa	Peterborough	St. Catharines-Niagara	Greater Sudbury	Thunder Bay	Toronto	Windsor	Winnipeg	Regina	Saskatoon	Calgary	Edmonton	Kelowna	Abbotsford-Mission	Vancouver	Victoria
English	89.99	94.26	97.40	91.41	80.27	94.90	69.23	85.13	87.63	95.56	95.27	84.86	88.23	95.05	81.36	70.58	93.95
French	0.39	0.85	0.31	1.23	16.24	0.89	0.49	0.93	1.85	0.52	0.32	0.45	0.70	0.37	0.27	0.38	0.47
Akan (Twi)	-	-	-	-	-	-	0.11	-	-	-	-	-	-	-	-	-	-
Amharic	-	-	-	-	-	-	0.05	-	0.12	-	-	0.11	0.05	-	-	-	-
Arabic	1.03	0.11	0.05	0.26	-	-	0.64	1.96	0.17	0.21	0.26	0.46	0.41	-	-	0.18	-
Armenian	-	-	-	-	-	-	0.15	0.06	-	-	-	-	-	-	-	-	-
Bengali	-	-	-	-	-	-	0.35	0.09	-	-	-	0.13	-	-	-	-	-
Bosnian	0.08	-	-	-	-	-	-	0.07	-	-	-	0.05	-	-	-	-	-
Bulgarian	-	-	-	0.07	-	-	0.09	-	-	-	-	0.05	-	-	-	-	-
Cantonese	0.19	0.12	0.07	0.11	-	0.06	2.87	0.25	0.28	0.17	0.19	1.29	0.99	0.09	0.17	4.88	0.56
Chinese, n.i.e	0.49	0.23	0.10	0.35	0.13	0.18	2.59	1.11	0.58	0.57	0.65	1.77	1.43	0.21	0.40	4.34	0.89
Cree	-	-	-	-	-	-	-	-	-	-	0.13	-	-	-	-	-	-
Creole	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Croatian	0.09	-	-	0.14	0.07	0.08	0.16	0.27	0.09	-	-	0.06	-	-	-	0.10	0.05
Czech	-	-	-	-	-	-	-	-	-	-	-	-	-	0.08	-	-	-
Dutch	0.06	-	0.07	0.06	-	-	-	-	-	-	-	-	-	-	0.13	-	-
Finnish	-	-	-	-	0.28	0.56	-	-	-	-	-	-	-	0.17	-	-	0.06
German	0.19	-	0.09	0.39	-	0.06	0.10	0.15	0.55	0.18	0.39	0.11	0.22	0.78	0.80	0.15	0.15
Greek	0.16	0.10	-	0.07	-	-	0.37	0.13	0.07	0.12	0.06	-	-	-	-	0.10	-
Gujarati	-	0.11	0.07	-	-	-	0.70	0.20	0.06	-	-	0.20	0.12	-	-	0.13	-
Hebrew	-	-	-	-	-	-	0.10										
Hindi	0.09	-	-	-	-	-	0.38	0.12	0.07	-	0.07	0.18	0.27	0.07	0.09	0.54	-
Hungarian	0.12	0.11	-	0.16	-	-	0.13	0.16	-	-	-	0.08	-	0.21	0.08	0.10	-
Ilocano	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Italian	0.25	0.37	0.15	1.23	0.82	1.13	1.40	1.16	0.21	-	-	0.11	0.17	0.15	-	0.22	0.08
Japanese	-	-	-	-	-	-	0.08	-	-	-	-	0.09	-	0.11	0.08	0.38	0.20
Khmer (Cambodian)	0.10	-	-	-	-	-	-	0.09	-	-	-	-	-	-	-	-	-
Korean	0.33	0.09	0.16	0.17	-	-	0.78	0.13	0.23	0.09	-	0.49	0.25	0.11	0.90	1.80	0.24
Kurdish	0.10	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-
Lao	-	-	-	0.11	-	-	-	-	0.08	-	-	-	-	-	0.06	-	-
Macedonian	-	0.06	-	-	-	-	0.12	0.23	-	-	-	-	-	-	-	-	-
Malay	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.07	-
Malayalam	-	-	-	-	-	-	0.06	-	-	-	-	-	-	-	-	-	-
Mandarin	0.16	0.08	0.14	0.07	-	-	1.04	0.18	0.15	0.14	0.06	0.58	0.27	-	0.18	2.88	0.32
Micmac	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Home Language	London	Oshawa	Peterborough	St. Catharines-Niagara	Greater Sudbury	Thunder Bay	Toronto	Windsor	Winnipeg	Regina	Saskatoon	Calgary	Edmonton	Kelowna	Abbotsford-Mission	Vancouver	Victoria
Montagnais-Naskapi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ojibway	-	-	-	-	-	0.10	-	-	-	-	0.06	-	-	-	-	-	-
Oji-Cree	-	-	-	-	-	0.09	-	-	-	-	-	-	-	-	-	-	-
Panjabi (Punjabi)	0.09		-	0.06	-	-	2.13	0.59	0.67	0.18	0.09	1.57	1.03	0.65	12.02	4.30	0.68
Pashto	-	-	-	-	-	-	0.06	-	-	-	-	-	-	-	-	-	-
Persian (Farsi)	0.21	0.24	-	-	-	-	0.94	0.13	0.14	0.10	0.13	0.32	0.17	-	0.05	0.91	0.09
Polish	0.88	0.52	0.28	0.40	0.14	0.38	0.88	0.57	0.46	0.06	0.07	0.33	0.40	0.19	0.07	0.26	0.15
Portuguese	0.74	0.20	-	-	0.05	0.10	1.05	0.10	0.39	-	-	0.09	0.15	0.06	-	0.14	0.14
Romanian	0.09	0.10	-	-	-	-	0.29	0.46	-	-	-	0.14	0.07	-	0.11	0.14	-
Russian	0.18	0.08	-	0.13	-	-	1.00	0.11	0.25	-	-	0.36	0.18	0.07	0.14	0.38	0.11
Serbian	0.14	0.08	-	0.28	-	-	0.26	0.48	0.07	-	-	0.11	0.07	-	-	0.18	-
Serbo-Croation	0.08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sindhi	-	-	-	-	-	-	0.05	-	-	-	-	-	-	-	-	-	-
Sinhala (Sinhalese)	-	-	-	-	-	-	0.05	-	-	-	-	-	-	-	-	-	-
Somali	-	-	-	-	-	-	0.15	-	0.05	0.05	-	-	-	-	-	-	-
Slovak	-	-	-	-	-	-	-	0.08	-	-	-	-	-	-	-	-	-
Somali	-	-	-	-	-	-	-	0.05	-	-	-	-	0.11	-	-	-	-
Spanish	1.13	0.25	0.18	0.85	-	0.06	1.29	0.45	0.54	0.19	0.24	0.76	0.48	0.09	0.45	0.69	0.23
Tagalog (Pilipino, Filipino)	0.08	0.12	-	0.10	-	-	1.04	0.23	1.79	0.11	0.13	0.75	0.54	-	-	1.03	0.16
Tamil	-	0.13	-	-	-	-	1.45	-	-	-	-	-	-	-	-	0.10	-
Telugu	-	-	-	-	-	-	0.05	-	-	-	-	-	-	-	-	-	-
Turkish	-	-	-	0.05	-	-	0.13	0.11	-	-	-	-	-	-	-	-	-
Ukrainian	0.08	0.18	-	0.18	0.13	0.14	0.24	-	0.32	-	0.16	-	0.16	-	-	-	-
Urdu	0.15	0.13	-	0.08	-	-	1.41	0.37	0.10	-	0.05	0.51	0.21	-	-	0.21	-
Vietnamese	0.36	0.10	0.08	0.17	-	0.10	0.72	0.41	0.32	0.34	0.14	0.72	0.53	0.20	0.49	0.72	0.11
Yiddish	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Multiple Responses	1.18	0.92	0.32	1.12	1.30	0.63	3.69	2.11	1.79	0.68	0.61	1.92	1.74	0.92	1.65	3.00	0.77
Other	0.80	0.49	0.53	0.69	0.57	0.55	1.12	1.37	0.97	0.71	0.91	1.35	1.05	0.41	0.51	1.12	0.59

Source: FPmarkets – Canadian Demographics 2011

Cultural Diversity – 100,000+ Markets – Percentage of Population (Con't)

Home Language	Brantford	Lethbridge	Chatham-Kent	Kamloops	National
English	94.28	94.67	94.07	96.25	66.47
French	0.29	0.31	0.60	0.10	20.41
Akan (Twi)	-	-	-	-	0.02
Algonquin	-	-	-	-	0.00
Amharic	-	-	-	-	0.03
Arabic	0.09	-	0.18	0.05	0.46
Armenian	-	-	-	-	0.07
Atikamekw	-	-	-	-	0.02
Bengali	-	-	0.05	-	0.11
Bisayan Languages	-	-	-	-	0.02
Blackfoot	-	-	-	-	0.01
Bosnian	-	-	-	-	0.03
Bulgarian	-	-	-	-	0.04
Cantonese	-	0.10	-	0.24	1.00
Carrier	-	-	-	-	0.00
Chilcotin	-	-	-	-	0.00
Chinese, n.i.e	0.13	0.45	0.07	0.33	1.14
Chipewyan	-	-	-	-	0.00
Cree	-	-	-	-	0.17
Creoles	-	-	-	-	0.07
Croatian	-	0.09	-	-	0.07
Czech	-	-	-	-	0.02
Danish	-	-	-	-	0.00
Dutch	0.05	0.44	0.12	-	0.04
Estonian	-	-	-	-	0.01
Finnish	-	-	-	-	0.01
Flemish	-	-	-	-	0.00
Frisian	-	-	-	-	0.00
German	0.11	1.32	1.94	0.25	0.37
Gitksan	-	-	-	-	0.00
Greek	-	-	0.20	-	0.17
Gujarati	-	0.05	-	-	0.17
Hebrew	-	-	-	-	0.03
Hindi	-	-	-	0.07	0.14
Hungarian	0.11	0.07	-	-	0.07
Ilocano	-	-	-	-	0.02
Inuinnaqtun	-	-	-	-	0.00
Inuktitut, n.i.e.	-	-	-	-	0.08
Italian	0.32	0.09	-	0.53	0.53
Japanese	-	0.07	-	0.09	0.06

Home Language	Brantford	Lethbridge	Chatham-Kent	Kamloops	National
Khmer (Cambodian)	-	-	-	-	0.04
Korean	0.14	-	0.13	0.12	0.35
Kurdish	-	-	-	-	0.02
Kutchin-Gwich'in (Loucheux)	-	-	-	-	0.00
Lao	-	-	0.09	-	0.03
Latvian	-	-	-	-	0.01
Lithuanian	-	-	-	-	0.01
Macedonian	-	-	-	-	0.03
Malay	-	-	-	-	0.01
Malayalam	-	-	-	-	0.02
Malecite	-	-	-	-	0.00
Maltese	-	-	-	-	0.00
Mandarin	0.12	-	-	-	0.48
Mi'kmag	-	-	-	-	0.01
Mohawk	-	-	-	-	0.00
Montagnais-Naskapi	-	-	-	-	0.04
Nisga'a	-	-	-	-	0.00
North Slave (Hare)	-	-	-	-	0.00
Norwegian	-	-	-	-	0.00
Ojibway	0.39	-	-	-	0.03
Oji-Cree	0.40	-	-	-	0.04
Panjabi (Punjabi)	0.42	-	0.07	0.62	0.96
Pashto	-	-	-	-	0.02
Persian (Farsi)	-	0.24	0.08	-	0.32
Polish	0.72	0.13	0.25	-	0.33
Portuguese	0.33	-	0.40	-	0.33
Romanian	0.09	-	-	-	0.16
Russian	-	-	-	-	0.31
Serbian	0.06	-	-	-	0.11
Serbo-Croatian	-	-	-	-	0.02
Shuswap	-	-	-	-	0.00
Sindhi	-	-	-	-	0.02
Sinhala (Sinhalese)	-	-	-	-	0.02
Siouan Languages (Dakota/Sioux)	-	-	-	-	0.01
Slovak	-	-	-	-	0.02
Slovenian	-	-	-	-	0.01
Somali	-	-	0.16	-	0.05
South Slave	-	-	-	-	0.00
Spanish	0.13	0.43	1.15	0.11	0.66

Home Language	Brantford	Lethbridge	Chatham-Kent	Kamloops	National
Swahili	-	-	-	-	0.01
Swedish	-	-	-	-	0.00
Tagalog (Pilipino, Filipino)	0.18	0.08	-	0.08	0.39
Tamil	-	-	-	-	0.30
Telugu	-	-	-	-	0.01
Tigrigna	-	-	-	-	0.01
Turkish	-	-	-	-	0.05
Ukrainian	-	0.05	-	-	0.09
Urdu	0.18				0.35
Vietnamese	0.29	0.16	0.15	0.07	0.36
Yiddish	-				0.02
Multiple Responses	0.74	0.71	0.75	0.53	1.85

Source: FPmarkets – Canadian Demographics 2011

Net Advertising Volume (Canadian $ millions)

Medium		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
REPORTED MEDIA ACTUALS											
Television	Total	2,553	2,593	2,827	2,964	3,014	3,241	3,299	3,393	3,103	3,390
	National Spot	1,209	1,201	1,312	1,310	1,302	1,309	1,339	1,303	1,133	1,144
	Local Spot	418	386	389	383	385	393	406	400	356	373
	Network	469	480	503	544	538	633	581	641	595	745
	Specialty	438	509	607	708	769	882	948	1,026	1,001	1,112
	Infomercial	20	18	17	18	19	24	24	22	19	16
	Year on year change	4.2%	1.6%	9.0%	4.8%	1.7%	7.5%	1.8%	2.9%	-8.5%	9.3%
Daily Newspaper [1]	Total	2,501	2,510	2,529	2,611	2,659	2,635	2,572	2,489	2,030	2,102
	National	574	576	580	599	610	605	590	571	406	736
	Local	1,104	1,108	1,116	1,152	1,174	1,163	1,135	1,099	974	631
	Classified	823	826	832	859	875	867	846	819	650	462
	Inserts	-	-	-	-	-	-	-	-	-	273
	Year on year change	-3.1%	0.4%	0.7%	3.2%	1.9%	-0.9%	-2.4%	-3.2%	-18.4%	3.5%
Radio	Total	1,048	1,080	1,171	1,209	1,316	1,391	1,468	1,558	1,469	1,517
	National	237	235	271	271	323	352	379	408	376	409
	Local	811	845	900	938	993	1,039	1,089	1,149	1,093	1,108
	Year on year change	4.7%	3.0%	8.4%	3.3%	8.8%	5.7%	5.5%	6.1%	-5.7%	3.2%
Internet	Total	86	176	237	364	562	900	1,241	1,602	1,822	2,232
	Search	-	-	-	-	197	343	478	622	741	907
	Display	-	-	-	-	230	314	432	490	578	688
	Classifieds/Directories	-	-	-	-	124	223	305	460	467	587
	Email	-	-	-	-	11	20	17	18	13	11
	Video	-	-	-	-	-	-	9	12	20	37
	Video Gaming	-	-	-	-	-	-	-	-	3	2
	Year on year change	-12.2%	104.7%	34.7%	53.6%	54.4%	60.1%	37.9%	29.1%	13.7%	22.5%
General Magazines	Total	541	558	610	647	665	682	718	692	590	606
	Year on year change	5.3%	3.1%	9.3%	6.1%	2.8%	2.6%	5.3%	-3.7%	-14.7%	2.7%
Out-of-Home	Total	281	273	284	302	344	370	422	463	416	482
	Year on year change	6.9%	-2.8%	4.2%	6.4%	13.6%	7.7%	14.0%	9.8%	-10.1%	15.6%
TOTAL REPORTED ACTUALS		7,843	8,044	8,568	9,059	9,576	10,313	10,873	11,407	10,590	11,456
	Year on year change		2.6%	6.5%	5.7%	5.7%	7.7%	5.4%	4.9%	-7.2%	8.2%
UNREPORTED ESTIMATES											
Catalogue/Direct Mail	Total	1,264	1,285	1,383	1,490	1,532	1,608	1,595	1,542	1,270	1,313
Yellow Pages	Total	1,004	1,008	1,016	1,048	1,068	1,058	1,033	1,000	815	844
Miscellaneous	Total	391	403	441	467	480	493	519	500	426	438
TOTAL UNREPORTED (ESTIMATES)		2,659	2,696	2,839	3,006	3,080	3,159	3,146	3,041	2,512	2,595
Year on year change			1.4%	5.3%	5.9%	2.5%	2.5%	-0.4%	-3.3%	-17.4%	3.3%
TOTAL ADVERTISING		10,502	10,740	11,407	12,064	12,656	13,472	14,019	14,448	13,102	14,051
	Year on year change		2.3%	6.2%	5.8%	4.9%	6.4%	4.1%	3.1%	-9.3%	7.2%
Population (Millions)		31.0	31.4	31.7	31.9	32.2	32.6	32.9	33.3	33.7	34.1
Per Capita Total Advertising		339	342	360	378	393	414	426	434	389	412

"Sources:
Television: CRTC; Daily, Community & Online Newspaper: Newspapers Canada; 1 - Dailes changed the methodology for calcualting their breakdown in 2010, 2 - Online Newspaper revenue is not included in the totals for Reported Media or Total Estimated Advertising to avoid double counting the newspaper revenue reported by the IAB in the Internet section; Radio:

CRTC; General Magazine: Magazines Canada; Outdoor: Estimate of net revenue based on NMR data; Direct Mail: Canada Post; Internet: IAB; Yellow Pages: Estimate based on last report by TeleDirect (1999); Miscellaneous: includes estimates for Trade & Other Print; Population: Statistics Canada Mid-Year Population by Year.

Note: Some figures may differ from previous charts due to updating. From 1991 forward, the source for all broadcast figures has been changed from Statistics Canada to CRTC. TVB has used internal estimates to correctly reflect the breakdown of Network and Spot revenue. Figures in red represent Industry estimates. Broadcast revenue is based on the broadcast calendar ie. Sep.1st - Aug.31st. All other figures are based on revenue for the indicated calendar year."

Net Advertising Volume (Canadian $ millions)

Share of Reported Media Actuals	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Television	36.4%	36.1%	36.9%	36.6%	35.2%	35.2%	33.9%	33.3%	33.2%	29.6%
Daily Newspaper	35.7%	34.9%	33.0%	32.2%	31.1%	28.6%	26.5%	24.4%	21.7%	18.4%
Radio	15.0%	15.0%	15.3%	14.9%	15.4%	15.1%	15.1%	15.3%	15.7%	13.2%
Internet	1.2%	2.4%	3.1%	4.5%	6.6%	9.8%	12.8%	15.7%	18.7%	19.5%
General Magazines	7.7%	7.8%	8.0%	8.0%	7.8%	7.4%	7.4%	6.8%	6.3%	5.3%
Out-of-Home	4.0%	3.8%	3.7%	3.7%	4.0%	4.0%	4.3%	4.5%	4.5%	4.2%

Growth of Advertising Revenue by Medium (2001 = 100)

Medium	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Television	100	102	111	116	118	127	129	133	122	133
Daily Newspaper	100	100	101	104	106	105	103	100	81	84
Radio	100	103	112	115	126	133	140	149	140	145
Internet	100	205	276	423	653	1047	1443	1863	2119	2595
General Magazines	100	103	113	120	123	126	133	128	109	112
Out-of-Home	100	97	101	108	122	132	150	165	148	171
Total Reported Media Actuals	100	103	109	116	122	132	139	145	135	146
Total Unreported Media Estimates	100	101	107	113	116	119	118	114	94	98
Total Advertising	100	102	109	115	121	128	133	138	125	134

Media Cross-ownership 2011

Media Company	Postmedia Network Inc	Shaw	Astral	Bell Media	Rogers Media	CBC	Corus	Quebecor	Pattison	RCN Media Inc	Torstar	Transcon Media
TV Networks			5**	1		2		1	3			
TV Conventional		12	2	28	9	26	3	10		5		
TV Speciality / Digital		18	16	30	8	2	16	24			1	
Radio Stations			83	33	55	82	37		29	12		
Daily Newspapers	15							42			4	9
Non-Daily Newspapers	25							213			105	162
Consumer / Trade Magazines	18*		2		54			83			55	30
Outdoor / Indoor Facings			8,000*						20,505			

*Astral: **TV Networks (Pay TV incl. 1 pay-per-view)*
*Astral: *over 8,000 out-of-home advertising structures + 1000 small train and train station faces.*

» Ethnic Media

For decades, Canada has been a top destination for immigrants from around the world.

New immigrants contribute significantly to Canada's population growth and it is predicted that one day they may become the sole source of that Canadian population growth.

With the media landscape constantly evolving and demographics becoming more diverse, it is important that messages are communicated effectively.

Ethnic media in Canada provide coverage to more than 93 cultures in more than 358 different media outlets. Across Canada there are at least 100 different languages spoken in the home. The vast majority seek community specific information that connects them to their heritage and is often written in their native tongue.

CARDonline provides a partial listing of Canada's ethnic media, consisting of:

- 1 Television Network
- 7 Specialty Cable Channels
- 8 Conventional Television Stations
- 5 Radio Networks
- 70 Radio Stations
- 2 Radio Syndicators
- 25 Ethnic Newspapers
- 240 Ethnic Publications

While CARD is a comprehensive source, not all ethnic media will be captured, so you do need to do your homework when selecting the appropriate media to serve a specific ethnic community, as not all will be listed.

As an example, we've pulled the key ethnic media offered in CARDonline for the South Asian Punjabi language:

PRINT

Canadian Punjabi Post
Akal Guardian Punjabi Weekly Newspaper
Charhdi Kala
Drishti Magazine
Hindustan Post
The Indo-Canadian Awaaz
Indo-Canadian Times
Khabarnama Punjabi Weekly
New Canada
Panj Pani
Punjab Di Awaaz
Punjab Star
The Weekly Punjabi Awaaz Newspaper

TV

- Asian Television Network
- CHNM-TV, Television Stations, Vancouver/ Vancouver Island
- CJCO-TV, Television Stations, Calgary
- CJEO-TV, Television Stations, Edmonton
- CJMT-TV, Television Stations , Toronto/London/ Ottawa
- OMNI 2, Television Networks, Toronto/London/ Ottawa
- Punjabi World TV Inc., Television Networks , Surrey
- The Ten Rays Production Ltd., Television Networks, Surrey
- VisionTV, Specialty Cable Channels

RADIO

- CHIN-FM, Radio Stations, Toronto
- CHKG-FM, Radio Stations, Vancouver
- CHKT-AM, Radio Stations, Toronto
- CHRB-AM, Radio Stations, High River
- CHUO-FM, Radio Stations, Ottawa
- CIAO-AM, Radio Stations, Toronto
- CINA-AM, Radio Stations, Toronto
- CIRV-FM, Radio Stations, Toronto
- CIUT-FM, Radio Stations, Toronto
- CJMR-AM, Radio Stations, Oakville
- CJRJ-AM, Radio Stations, Vancouver/Fraser Valley
- CKER-FM, Radio Stations, Edmonton
- CKJS-AM, Radio Stations, Winnipeg
- Rim Jhim Radio, Radio Syndication

Source: www.cardonline ca

Each Ethnic group will have its own unique set of media offering language and/or culturally relevant content that speaks to their unique interests.

ALL MEDIA DATA SOURCES

CARDonline (cardonline.ca) is an online-only directory of all media in Canada. These media, which supply the necessary information to CARD, are listed by category and show details of rates, circulation,booking rules and mechanical data. CARD also includes details of advertising agency, rep house and media organization personnel.

» Television

WHETHER YOU LOOK AT TELEVISION VIEWING DATA, ADVERTISING INVESTMENT, THE NUMBER OF COMMERCIALS CLEARED TO GO TO AIR EVERY YEAR, OR THE MYRIAD OF CONSUMER AND ADVERTISING RESEARCH STUDIES AND POLLS, BY ALL ACCOUNTS TELEVISION AND THE ADVERTISING IT CARRIES IS THRIVING!

The broadcast industry provides arguably the best audience measurement data available. Both television and radio utilize portable people meters (PPM) to record and report national audience and usage data. Electronic measurement provides both accurate data and eliminates the biases and misreporting inherent in self-report media usage surveys. Self-report surveys are a staple of our industry and used by all media, however, all surveys are not created equal; there are the good, the bad and the ugly. People simply do not accurately report their behaviour; they report what they "think" they do, not what they actually do. Based on small, unrepresentative samples, this phenomenon has led to many inaccurate headlines over the years regarding the state of television and the place it holds in the hearts and minds of Canadians. PPM is the currency for the television medium–it provides the most accurate usage data and should be used when evaluating television in your multi-platform advertising strategies.

Undoubtedly consumers are spending a lot of time online, however it is not at the expense of the time they spend with television and, in fact, the lines between media are blurring. Many studies and surveys[4], both observational and self-report, indicate that there is much time spent in concurrent usage, and that by working together, television and online have unique roles within the purchase funnel that work together to drive sales.

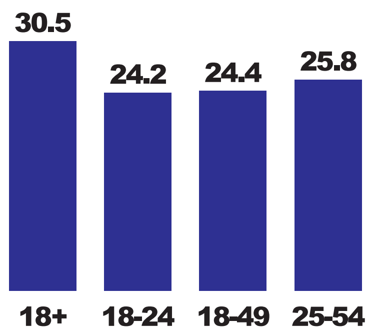
In 2009 & 2010 the television industry provided marketers with proof positive that television advertising is effective. In 2009 a biometric research study[3] based on neuroscience proved that no other medium can deliver advertising engagement equivalent to that of television. In 2010, television broadcasters provided pro bono airtime to carry an advertising campaign for broccoli (of all things) to demonstrate that even as the sole medium, TV can raise awareness, intent to purchase and sales[5] for a mundane product (although one that is very nutritious!).

There are, of, course challenges. Technologies such as the PVR are a potential threat to traditional television advertising. However, they may not be the threat that they were built up to be (at least not yet). As of the time of writing, PVR penetration in Canada is still relatively low at 25.5% (BBM Canada March 2011). And to be a threat, i.e. to allow viewers to fast forward commercials, PVR owners must be watching in playback, and, according to PPM statistics, only 3.8% of total television viewed weekly is in playback[1]. Furthermore, research has found that even in playback, advertising messages are breaking through. Surveys[6] have found that people stop to watch commercials if they are entertaining or relevant, and are aware of advertisers during fast forward. Biometric research[7] has found that PVR users are in a hyper-attentive state when fast forwarding, enabling commercials to reach their targets.

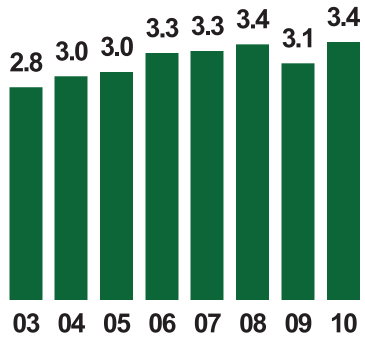
We hope you have found this information useful. For further detail or to inquire about other television data, please visit tvb.ca.

[1] BBM Canada; National; Total TV; M-Su 2a-2a; wks 1-36 2010/11; per capita figures
[2] TVB Time Sales Survey
[3] Innerscope Research Media Effectiveness Study
[4] TVB/BBM Analytics omniVU TV/Internet Synergy Survey; Center for Media Design VCM Study; TVB.org Purchase Funnel 2.0
[5] TVB Broccoli Case Study
[6] TVB/BBM Analytics omniVU PVR Use Survey
[7] Innerscope Research/NBC DVR Study

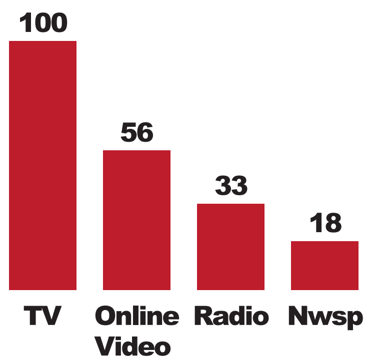
Weekly Hours Tuned [1]



Advertising Investment $B [2]



Advertising Engagement [3]



Sales: +8%

Intent to Purchase: +13%

Aided & Unaided Ad Awareness: 90% [5]

» Television

GENERAL INFORMATION

- On average, Canadians 2+ spend 27 hours and 48 minutes per week watching television[1] (TV Basics, 2010-2011)
- 74% of Canadians live in a multi-set household, an increase of 7% over the 2009-2010 period (TV Basics 2010-2011)
- 23% of households have PVRs, up from 18% in early 2010 (BBM Media Technology Trends, December 2010)
- Canadians spend 10.1% of their viewing time with U.S. stations
- 30-second commercial length is the most prevalent format for television advertising in Canada, representing 51.5% of all commercials produced (TV Basics 2010-2011)
- With a choice of 300+ stations, Canadian net TV advertising volume reached $3.1 billion dollars in 2009 (TV Basics, 2010-2011)

1. BBM InfoSys, Total Canada, 2+, M-Su 2a-2a, January 03, 2011-May 01, 2011

NATIONAL NETWORKS

CBC TELEVISION is a 24-hour English-language network for news, information, sports and entertainment programming produced by, for and about Canadians.

CTV is Canada's largest private broadcaster, featuring a wide range of news, sports, information and entertainment programming. CTV is Canada's most-watched television network and lead broadcaster of the London 2012 Olympic Games. It is a division of Bell Media.

GLOBAL is an unwired national network, reaching 99% of English-speaking Canada. It broadcasts news, information and entertainment programming, including such hits as *House*, the reality-series *Survivor*, *NCIS:LA* and *Glee*.

RADIO-CANADA is a French-language television network with programming that includes news, current affairs, arts and culture, as well as programs for children and youth.

TVA is a private, French-language television network that produces and broadcasts entertainment and public affairs programming. TVA owns and operates six of the ten stations comprising the TVA Network and four affiliates. Two of those affiliates are owned by Télé Inter-Rives, in which TVA has a 45% ownership. TVA Network's signal reaches nearly the entire French-speaking audience in the province of Quebec and a significant portion of the French-speaking viewers in the rest of Canada.

REGIONAL NETWORKS – ENGLISH

ACCESS provides educational television service to Alberta from off-air transmitters in Edmonton and Calgary and is carried on basic cable and satellite services for the rest of the province. Preschool children's programs, shown in the mornings, are commercial free.

CTV TWO delivers news, information and entertainment programming to Atlantic Canada, Ontario and British Columbia. CTV TWO spotlights day-to-day life in local communities in Victoria/Vancouver, Barrie/Toronto, Ottawa, London, Windsor and Atlantic Canada through its news programming.

CP24 is Toronto's 24-hour local news channel owned by Bell Media.

CBC REGIONAL NETWORKS

- **CBC MARITIMES** covers New Brunswick, PEI and Nova Scotia.
- **CBC ONTARIO** covers Ontario.
- **CBC PACIFIC** covers British Columbia.

- **CBC NORTH** covers Northwest Territories.

CITYTV is owned by Rogers Communications and serves Toronto, Calgary, Edmonton, Vancouver and Winnipeg and surrounding areas with a mix of local and interactive formats.

CTV REGIONAL NETWORKS

- **CTV ATLANTIC** covers 98% of the Atlantic region, including Newfoundland/Labrador, PEI, New Brunswick and Nova Scotia.
- **CTV ONTARIO** covers 98% of Ontario.
- **CTV SASKATCHEWAN** covers 97% of the provincial population.

GLOBAL TELEVISION NETWORK, with stations in Halifax, Moncton/Saint John, Montreal, Ontario, Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver, covers 99% of English Canada.

CTS is an independent Ontario broadcaster covering 84% of the province with faith-based and family-friendly programming. CTS also has local stations in Calgary and Edmonton. The Ontario signal is available nationally on StarChoice and Bell ExpressVu.

OMNI is a free, over-the-air multilingual/multicultural broadcaster consisting of regional stations: OMNI in BC (CHNM); OMNI in Alberta (CJCO in Calgary; CJEO in Edmonton), and OMNI.1 (CFMT and OMNI.2) in Ontario. OMNI broadcasts an average of 20 languages per station.

SUN TV is a conventional channel covering southern and eastern Ontario. The station currently serves as an over-the-air simulcast of Quebecor's cable news channel, the Sun News Network.

SHOP TV CANADA is a direct-response TV (DRTV) channel broadcasting in the south-central Ontario and Nova Scotia regions, including Toronto and Halifax, and is available in 1.7 million households.

CHCH provides news programming in Hamilton, Halton and Niagara. Its primetime line-up is anchored by movies, news magazine shows and dramas. CHCH is available to over 90% of Ontario households and is viewed by millions nationally each week.

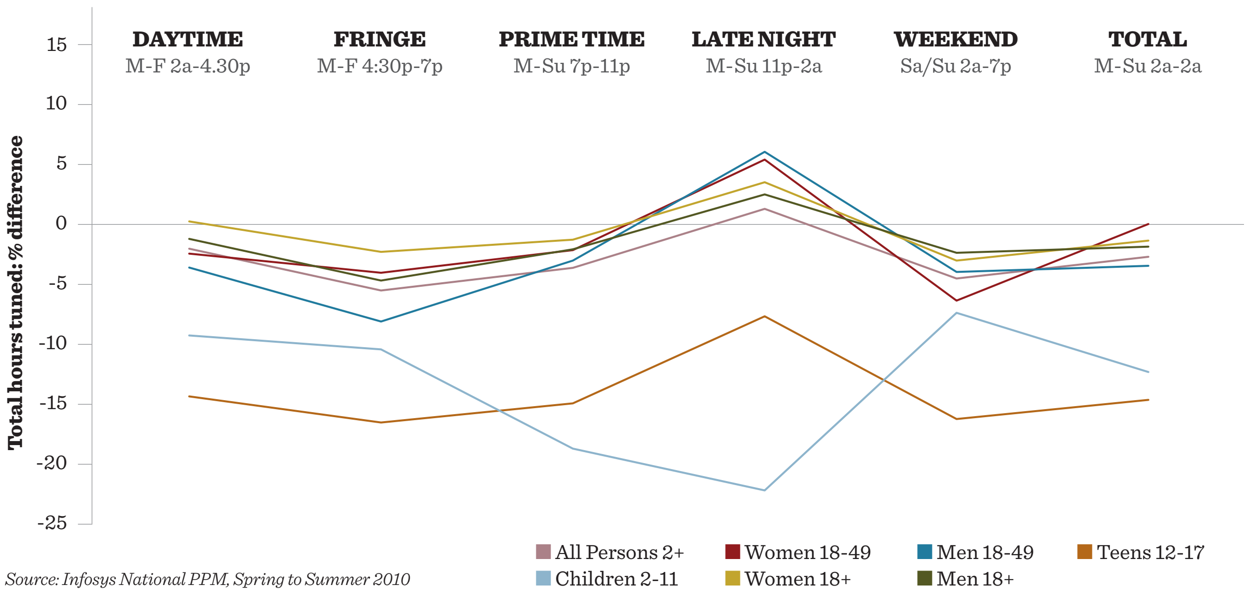
MÉTRO14 MONTRÉAL offers American news magazine shows and dramas in prime-time, plus a selection of music videos and foreign films. It is available to almost 3 million households in Quebec, with an audience mix of both English and French viewers and various cultural groups.

REGIONAL NETWORKS – FRENCH

TÉLÉ-QUEBEC covers the entire province with programming focused on entertainment, culture and education.

V covers approximately 94% of Quebec. Both network and selective bookings can be made.

Television Summer Drop-off



Source: Infosys National PPM, Spring to Summer 2010

VCR, DVD And PVR Penetration (Persons 2+)

	VCR		PVR		VCR	DVD	PVR
	Reach %	Share %	Reach %	Share %		Penetration%	
Atlantic							
2005	21.0	4.0	0.8	0.2	71.7	63.4	3.6
2010	14.1	3.0	8.1	2.1	29.7	49.4	18.2
Quebec							
2005	20.4	3.6	0.8	0.2	70.0	65.2	4.1
2010	13.8	2.5	7.3	2.1	32.1	51.5	16.5
Ontario							
2005	23.9	4.9	1.4	0.4	75.1	71.8	4.3
2010	14.8	3.5	10.1	3.2	35.2	55.4	21.8
Prairies							
2005	24.1	5.5	0.8	0.2	75.0	72.6	3.6
2010	18.2	4.1	14.2	4.6	34.0	58.3	28.4
B.C.							
2005	25.9	5.9	1.2	0.4	78.9	73.2	4.2
2010	16.8	3.6	17.6	6.0	35.3	58.3	36.3
Total Canada							
2005	23.1	4.7	1.1	0.3	74.1	69.9	4.1
2010	15.4	3.3	11.0	3.4	33.9	55.0	23.3

* DVD and PVR penetration has increased significantly since 2005 in all regions. VCR reach % and penetration are declining significantly as Canadians embrace new technology.

Source: BBM Fall 2005 & 2010

SPECIALTY NETWORKS – ENGLISH

ABORIGINAL PEOPLES TELEVISION NETWORK (APTN) is the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples.
BUSINESS NEWS NETWORK (BNN) is devoted exclusively to business and finance news and features a stock ticker with real-time data from the TSX, NYSE and NASDAQ.

NETWORK ACCEPTANCE OF 15-SECOND COMMERCIALS

The majority of all television networks accept 15-second commercials. English National & Regional networks accept 15s at 65% of a 30-second commercial rate, while French National & Regional networks accept 15s at 70% of the 30 second rate. Specialty networks accept 15-second commercials at 60% - 70% of a 30-second rate and Digital networks accept 15s at 70% of a 30-second rate.

BRAVO! provides Canadian and international programming devoted to the arts and culture.
CBC NEWS NETWORK is a 24-hour, all-news and information English-language television service providing live news updates throughout the day, as well as documentaries.
CMT CANADA offers a family-friendly line-up of music, comedy and real-life programs. CMT is available in over 10.6 million homes.
CTV NEWS CHANNEL is a 24-hour all-news channel.
DISCOVERY is a source of factual programming exploring adventure, science and technology.
E! is devoted to news and information on celebrities, entertainment and pop culture. E! is available in more than 6 million Canadian homes.
FAIRCHILD TELEVISION is a national Chinese network in Canada. It offers more than 21 hours of Cantonese programming daily and provides news, drama series and other programs to Chinese-speaking viewers. It is carried on cable services in Toronto, Vancouver, Calgary, Edmonton and Montreal and on satellite by Bell TV and Star Choice.
FOOD NETWORK broadcasts national and international culinary programming.
HGTV offers programming focusing on home renovation and design, landscaping and gardening.

NETWORK ACCEPTANCE OF SPLIT 30-SECOND COMMERCIALS

The majority of all television networks accept split 30-second commercials. English & French National, Digital, and most Specialty networks accept split 30s at a regular 30-second commercial rate. A few networks charge a premium of 120% + of a 30-second rate, while some networks are negotiable.

HISTORY provides dramas, movies and documentaries about people and events from the past and history in the making.
MTV offers a Canadian perspective of the U.S.-based MTV. Nearly 240 million video views in 2010 helped the network have its highest-rated year ever.
MUCHMUSIC delivers a variety of young-adult and music-related programming .
MUCHMORE provides viewers with a hybrid of music videos and the latest in pop culture programming. As a complement to sister station MuchMusic, it offers a musical voice for the 30-plus crowd. MuchMore is distributed to 6.1 million households across Canada.
OLN offers action and adventure entertainment.
ROGERS SPORTSNET ONE is a Canadian digital sports network. It is a companion channel for Rogers Sportsnet, profiling NHL, MLB, Jays, soccer, NBA and much more.
SLICE offers lifestyle television to women, with programming covering family, fashion, relationships, diet, celebrity, finances and gossip.
SHOWCASE is the home to uncut series and films.
THE SCORE is a sports media company delivering sports entertainment, highlights and live event programming to more than 6.8 million homes across Canada.
SPACE is a national science fiction, horror and fantasy channel.
SUN NEWS NETWORK is a news and opinion channel with a daily schedule modeled after Quebecor's French-language news channel, Le Canal Nouvelles, and features news reportage during the daytime hours.
TALENTVISION is a primarily Mandarin-language national television network that runs news, current affairs and informational programs. Popular drama series and variety shows from Mainland China and Taiwan are aired as well. Also offers Korean and Vietnamese programming.
TELETOON presents cartoons from Canada and abroad aimed at both children and adults.
THE COMEDY NETWORK broadcasts a mix of scripted, stand-up, sketch, improv and animated comedy – as well as talk shows, game shows and classic situation.
THE WEATHER NETWORK is a provider of local, regional, national and international weather and weather-related information.
TREEHOUSE is seen in more than 8 eight million homes across Canada. It offers preschool programming from around the world.
TLN TELELATINO is targeted at Italians and Hispanics, providing programming in Italian, Spanish and English to 11 million Canadians.
THE CAVE provides programming targeted to men, including motoring, video mayhem, toys for boys and sports talk, as well as action and comedy features, and reality and game shows.
TSN's broadcast schedule features a lineup of such leagues as NHL, CFL, NFL, NBA, MLS and the IIHF World Junior Championship. TSN is an official broadcaster of the London 2012 Olympic Games.
TVTROPOLIS broadcasts past and current popular shows.
VISIONTV offers multi-faith and multicultural programming, along with comedy, drama and feature films for viewers aged 45-plus.
W NETWORK's lineup of lifestyle shows, popular series and hit movies is aimed at women.
YTV is aimed at kids aged 6-11 and their families. YTV is available in more than over 11.2 million homes across the country.

SPECIALTY NETWORKS – FRENCH

ARTV offers a blend of arts and culture, showcasing film, theatre, music, dance and visual arts.
CANAL VIE offers programming dedicated to women's interests.
CANAL D offers programming on such topics as forensic science, the animal kingdom, the environment, engineering, justice and major social issues.

CANAL EVASION is a tourism, travel and adventure channel.
HISTORIA is a French-language specialty channel devoted to local and world history.
LE CANAL NOUVELLES (LCN) broadcasts a news format offering regional, national and international news updates.
MÉTÉOMÉDIA is a sister station to The Weather Network and a provider of weather and weather-related information.
MUSIMAX targets pop music lovers with interviews, clips, documentaries and events.
MUSIQUEPLUS is devoted to music and entertainment programming.
RÉSEAU DE L'INFORMATION DE RADIO CANADA (RDI) offers local, national and world news updates, as well as covering economic and business news.
LE RESEAU DES SPORTS (RDS) is a French-language sports network that airs major events and properties that include the Montreal Canadiens and other NHL hockey games, the Stanley Cup playoffs and finals, CFL, NFL and much more. RDS is an official broadcaster of the London 2012 Olympic Games.
RDS 2 is a sister station to RDS and, starting Fall 2011, will broadcast properties that were only available in English, with the focus more on live-event broadcasting.
SERIES+ offers international entertainment programming.
TÉLÉTOON (FRENCH) presents the best cartoons from here and abroad, for kids of all ages.
TV5 delivers a range of news, entertainment, documentary and sports from French-language sources in Canada and around the world.
VRAK TV features local Quebec productions, as well as animated series, comedies and scripted shows from abroad.
ZTELE airs programming targeted at techno, science and fantasy buffs.

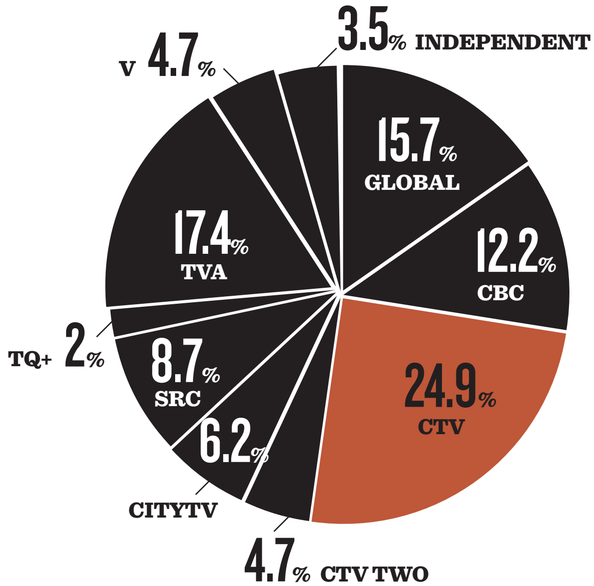
DIGITAL NETWORKS – ENGLISH

THE ACCESSIBLE CHANNEL (TACTV) is a national English-language, descriptive-video, closed-captioned, basic-HD digital TV specialty service. TACtv broadcasts TV programs from conventional and specialty TV services and foreign-rights holders in open format for people who are blind, vision-impaired, deaf or hard of hearing.
ACTION delivers action-based series and movies.
ANIMAL PLANET is an animal entertainment brand that captures the drama and characters of the animal kingdom.
AUX TV is a national music channel showcasing music and the stories behind it. It delivers entertainment news, live performances, movies, music documentaries, interviews and videos.
BBC CANADA is home of the best in British television from the BBC.
BBC KIDS provides BBC programming for kids ages 2-17.
BIO The Biography Channel showcases real people and real drama.
BITE TV is an alternative comedy channel.
BPM:TV is a dance station, offering music videos, interviews with the world's top DJs and event coverage in the world of dance and electronic music.
BOLD is a 24-hour English-language digital television service with drama, comedy, performing arts and some sports.
BOOK TELEVISION offers programs for readers and viewers of all tastes – mystery, true-crime, romance, classics, non-fiction, comics, and cinema, as well as profiles of both established and up-and-coming authors.
COMEDY GOLD pays tribute to the sitcoms of the '70s, '80s and '90s.
COSMOPOLITAN TV airs a lineup of reality shows, dramas and movies targeted to women.
DEJA VIEW broadcasts TV classics from the '70s and '80s.
DISCOVERY SCIENCE celebrates today's trials, errors and breakthroughs that change the world.
DISCOVERY WORLD HD presents documentaries and immersive series from around the world.
DIY airs a schedule of shows, stunts and specials to assist Canadian viewers with all their basic home improvement needs.
DOCUMENTARY is an English-language digital television service delivering Canadian and international documentaries, films and series.
DUSK is a network for adults dedicated to the supernatural, thriller and suspense genres.
EQ HD celebrates ideas, perspectives and ways of life around the world through documentaries and commercial-free feature films.
ESPN CLASSIC has encore broadcasts of classic games and moments from the sports world.
FASHION TELEVISION CHANNEL (FT) is a 24-hour English-language fashion channel dedicated to the world of art, architecture, photography and design.
FOX SPORTS WORLD provides sports news, information and coverage of international sporting events.

G4 is a digital television station that connects young adults to the latest in entertainment, gaming, pop culture and technology.
GAME TV provides viewers with a wide range of programming and online options including classic game shows, reality programming, non-sports gaming and game-related movies and documentaries.
GLOBAL REALITY is dedicated to reality programming 24/7.
GOL TV CANADA carries content on Toronto FC, including game coverage, profiles, live matches and analysis, along with the latest in the world of football news from England, Spain, Italy, Germany and Major League Soccer.
HPITV is a sports channel dedicated to horseracing from across North America and around the world, displaying post parades, handicapping commentary and races.
ICHANNEL is a political and social issues network delivering documentaries, current affairs series, movies and dramas.
IFC is devoted to uncut movies.
INVESTIGATION DISCOVERY (ID) focuses on the world of crime, forensics, paranormal investigation and modern mysteries.
IDNR – TV NATURAL RESOURCES TELEVISION airs documentaries, education, health and safety, info-tainment, news, business and current affairs programming that focuses on natural resources.
JOYTV offers multi-faith programming with family-friendly entertainment.
LEAFS TV offers content on the Toronto Maple Leafs, including game coverage, profiles and analysis.
MOVIEOLA presents action, drama and comedy short films.
MOVIE TIME features big-ticket movies, with more than 250 movie titles each month and back-to-back movies on the weekend.
MTV2 airs and covers hit movies, comedy, extreme sports, live music and videos, animation and gaming.
MUCHLOUD is dedicated to hard and metal rock, with videos, artist interviews, specials and classic archival material.
MUCHMORE RETRO is dedicated to the music videos of the '80s and '90s.
MUCHVIBE airs contemporary urban music programming.
MYSTERYTV is the home of current crime and suspense series.
NATIONAL GEOGRAPHIC CHANNEL presents programming about the natural world.

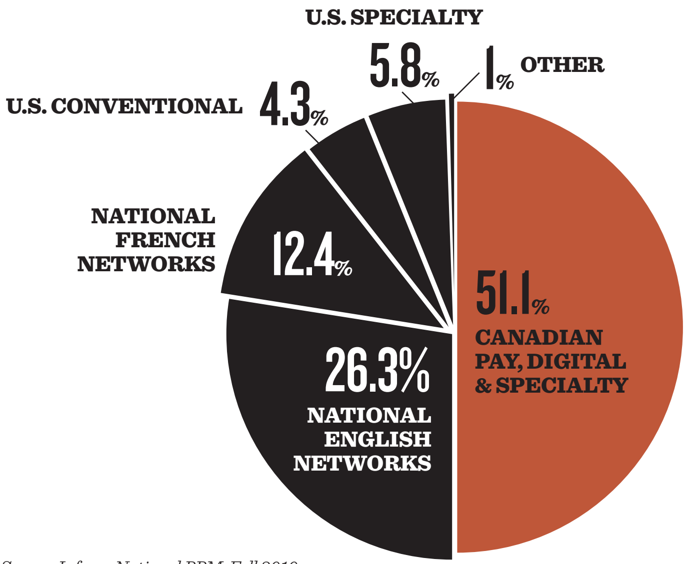
National Television Audience Share Across Available Canadian Conventional Channels (all persons 2+)

TOTAL CANADA, MON - SUN 2A - 2A



Viewing Habits of Canadians 2+ by Station Groups, Share of Hours Tuned

TOTAL CANADA MON - SUN, 2A-2A



Source: Infosys National PPM, Fall 2010

Per-capita Hours

Stations	Percent Distribution of Weekly Per-capita Hours by Daypart: Total Canada					
Audiences	**Ind.2+**	**A18+**	**F18+**	**M18+**	**T12-17**	**C2-11**
Dayparts	% T min	% T min	% T min	% T min	% T min	% T min
M-F 2a-4.30p	22.6	22.5	23.6	21.2	19.4	25.9
M-F 4.30p-7p	12.0	11.7	11.9	11.5	13.3	13.5
M-Su 7p-11p	37.6	37.9	37.7	38.1	39.0	33.6
M-Su 11p-2a	10.3	10.9	10.3	11.5	8.7	5.7
Sa 2a-7p	8.1	7.9	7.6	8.1	9.4	10.1
Su 2a-7p	9.4	9.2	8.8	9.6	10.2	11.1

Source: Infosys National PPM, Fall 2010

Note: Infosys now tracks 2a-2a, the numbers have been changed to reflect this and capture total TV viewing.

NHL NETWORK CANADA offers viewers 24-hour hockey coverage both on and off the ice, including live NHL.
NICKELODEON (CANADA) features a lineup of Nick's properties, from current live-action comedies and animated favourites to classic hits.
OASIS HD broadcasts nature programming.
THE BRAND NEW ONE: BODY, MIND, SPIRIT, LOVE CHANNEL features shows on yoga and meditation, weight loss and fitness, sex and relationships, natural health and nutrition.
OUT TV is dedicated to the LGBT community and features Hollywood movies, indie favourites, documentaries, drama and real-life programming.
OWN – OPRAH WINFREY NETWORK features talk, reality and lifestyle programming.
THE PET NETWORK is devoted to pets and the people who love them. It offers original family programs, documentaries, reality shows and animal movies.
PUNCHMUCH is a viewer-programmed station. Viewers can chat live and vote against upcoming songs—all via cell phone.
NBA TV CANADA airs content on the Toronto Raptors, including game coverage, profiles and analysis. It also offers NBA TV U.S. programming covering all NBA teams, players and latest news.
ROGERS SPORTNET offers sports programming through four channels—Sportsnet Pacific, Sportsnet West, Sportsnet Ontario, Sportsnet East. Content pillars are NHL hockey, MLB/Jays, NFL, NBA/Raptors, UFC and soccer.
RADX focuses on stories of risk, adventure and danger.
SHOWCASE DIVA targets women with hit movies and popular series.
TWISTTV broadcasts the experiences of everyday people facing extraordinary situations – unique personal challenges, difficult family issues and unusual medical circumstances.
SILVER SCREEN CLASSICS delivers classic movies.
SUNDANCE CHANNEL offers programming for the indie film and music fan.
TELETOON RETRO is available in English and French and presents classic cartoons.
THE FIGHT NETWORK offers combat sports, including mixed martial arts, boxing, wrestling, kickboxing and other sports.
TRAVEL + ESCAPE is the home of travel-themed programs that feature stories of human experiences.
TREASURE HD explores cultural treasures such as quirky pieces of pop culture and the world's finest museums, and features iconic films and classic concerts.
TSN2's roster features a schedule of sports and events, including the NHL, NBA, MLB, MLS, NLL, curling and more.
W MOVIES CHANNEL is a 24/7 movie channel targeted at women.
WILD TV HUNTING AND FISHING NETWORK offers outdoor programming from Canada and around the world.
WFN: WORLD FISHING NETWORK is dedicated to all segments of fishing with programming that covers instruction, tips, tournaments, travel, food, boating, outdoor lifestyle and more.

DIGITAL NETWORKS – FRENCH

ADDIKTV offers a range of Canadian and foreign crime, action and suspense series.
ARGENT focuses on economic and business news, as well as on personal finance. It also broadcasts entertainment shows related to money.
AVIS DE RECHERCHE is a public interest television network whose programming is entirely devoted to public safety, broadcasting images of missing persons and of suspects wanted by the police, as well as a variety of safety and prevention messages.

Average Weekly Hours Per Viewer Tuned & Reach % of Pay-TV & Specialty Services

*** NON-U.S., INCLUDES DIGITAL STATIONS**

QUEBEC FRANCO

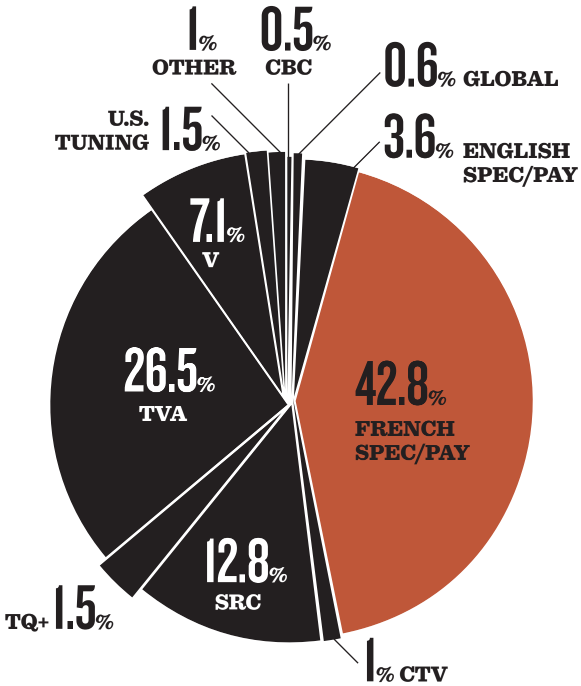
	All 2+		Adults 18+		Women 18+		Teen 12-17		Children 2-11	
Stations	AvWkHrs	AvWkRch%	AvWkHrs	AvWkRch%	AvWkHrs	AvWkRch%	AvWkHrs	AvWkRch%	AvWkHrs	AvWkRch%
addik	2.3	14.4	2.2	14.7	2.6	14.3	2.5	15.3	3.6	11.3
Argent	0.4	2.3	0.4	2.5	0.3	2.2	0.1	1	0.2	1.4
ARTV	1.4	35.1	1.5	37.6	1.7	38	1.1	24.3	0.6	23.3
Avis de Recherche	0.2	1.3	0.2	1.5	0.2	1.2	0.1	0.6	0.1	0.5
Canal D	2	51.6	2	52.9	2	50.8	1.7	53.3	2	40
Canal Vie	1.9	46.5	2	47.6	2.5	50.5	1.2	37.3	1.3	44.1
Casa	1.8	8.4	2	8.5	2.4	8.9	0.8	5.4	0.9	9.2
Cinepop	1.7	14.9	1.7	15	1.6	13.8	1.2	17.2	1.2	12.6
Evasion	0.8	25.4	0.8	27.1	0.9	26.3	0.7	19.6	0.4	16
Historia	1.8	34.1	1.8	36.1	1.8	35.1	1.9	30.3	1.2	20.3
LCN	2.8	48.7	3	50.8	3.2	50.4	1.3	37.9	1.1	38.8
Meteomedia	0.5	32.5	0.5	34.5	0.5	35.5	0.5	24.9	0.3	21.2
Mlle	•	0	•	0	•	0	•	0	•	0
MusiMax	0.7	27.9	0.7	28.8	0.8	28.5	0.7	25	0.5	23
MusiquePlus	0.9	29	0.8	28.1	0.8	26.3	1.6	43.3	0.6	26.2
Playhouse Disney Télé	2.5	2.2	2.3	2	2.3	2.1	1.8	2.3	4	3.8
Prise 2	1.7	11.1	1.8	11.7	1.9	11.1	0.8	10.3	0.8	7.1
RDI	2.3	39.5	2.5	42.4	2.7	41.4	0.8	27.3	0.6	24.5
RDS	2.9	57.9	3.1	58.5	2.6	54.3	2.2	58.2	2	52.6
RIS	1.2	10.6	1.2	10.7	1	8.7	2.1	10.2	0.7	9.6
Series+	3.7	34.1	3.9	35.4	4.7	35.7	2.2	30.4	2.4	26.2
Super Ecran 1	2.2	22.4	2.3	22.2	2.1	20.2	2.2	30.6	1.5	18.7
Super Ecran 2	1.6	18.8	1.6	18.6	1.5	16.9	1.7	25.1	1.3	16.2
Super Ecran 3	1.5	17.6	1.6	17.7	1.4	15.7	1.6	23.6	1.2	12.8
Super Ecran 4	0.8	12.1	0.8	12.5	0.8	10.9	0.8	12.7	0.6	8.4
Teletoon Fr.	2.2	35.7	1.6	31.4	1.6	30.1	3.3	55.6	3.8	56.3
Teletoon Retro Fr	1.5	7.9	1.3	6.5	1.4	6.2	0.8	9.1	2.3	18
TV5	1.3	27.9	1.4	30.1	1.6	30.1	0.9	20.3	0.6	15.8
VRAK	2.1	33.1	1.4	29	1.6	29	4.1	68.1	3.6	41.3
Yoopa	2.6	5.9	2	4.8	2.5	4.8	0.8	1.9	4.2	17.4
Zeste	1.7	3	1.8	3.2	2.2	3	0.8	1.4	0.9	2.4
Z-tele	2	41.2	2	41.7	1.8	38.9	2	43.3	2.1	35.8
CDN Spec/Pay Fr	14	91.9	14.3	92.2	14.4	92.5	14	94.6	11	87.2
CDN Digital Fr	3.5	40.7	3.5	40.1	3.7	38.2	2.9	36.8	4.3	47.8

Specialty Station Reach, VCR, Cable, 2+ TV Sets Expressed by % of Population 2+

Region	Market	2+ Population	Specialty/Pay TV Canada + US		Digital Specialty Canada		VCR/ DVD	2+ TVs	Penetration (%)				
		(000)	Reach (%)	Share (%)	Reach (%)	Share (%)	Reach (%)	(%)	Cable	Satellite	PVR	VCR	DVD
ATLANTIC	St. John's-Corner Brook	440	79	35	24	4	10	81	68	30	15	29	49
	Charlottetown	136	76	34	22	4	13	66	47	45	15	30	45
	Sydney-Glace Bay	138	79	31	25	4	11	72	59	39	14	30	47
	Halifax	673	80	34	23	4	15	76	69	26	23	29	50
	Saint John-Moncton	613	78	35	29	5	16	66	52	43	19	32	52
	Carleton	145	75	28	22	3	9	72	44	52	8	28	45
QUEBEC	Rim.-Mat.-Sept-Iles	218	82	29	23	4	9	73	62	35	12	28	44
	Rivière-du-Loup	133	78	27	24	3	11	62	54	40	13	30	39
	Saguenay	268	83	31	21	3	11	75	63	36	21	27	44
	Quebec	1,058	77	27	22	3	16	70	71	23	18	34	52
	Sherbrooke	561	75	28	19	3	14	61	67	27	17	32	49
	Montreal-English	970	75	35	26	5	14	61	58	35	17	33	53
	Montréal-French	3648	73	31	16	3	14	66	71	21	26	32	48
	Trois-Rivières	302	79	28	18	3	14	71	65	29	14	30	49
	Rouyn-Noranda	142	80	31	35	5	13	70	54	42	11	30	44
ONTARIO	Toronto-Hamilton	7,174	79	37	24	4	15	68	73	21	27	35	55
	Ottawa-Gatineau	1,418	74	33	25	4	17	65	60	33	24	33	55
	Ottawa-Gatineau Anglo	992	75	36	29	5	17	66	55	37	27	35	56
	Ottawa-Gatineau Franco	426	72	28	16	3	18	63	70	24	14	30	51
	Pembroke (CM)	101	78	34	34	6	15	73	15	81	12	30	52
	Kingston	264	78	36	26	5	16	76	41	51	19	36	57
	East Central Ont.	713	77	36	33	6	13	76	33	62	15	32	53
	Peterborough	298	79	35	34	5	14	74	32	62	15	32	50
	Barrie	472	77	35	31	5	15	76	50	46	24	32	50
	Kitchener-London	1,928	76	35	28	5	15	64	57	36	22	36	55
	Kitchener	1,002	75	36	26	5	17	60	61	32	22	36	55
	London	828	79	36	31	5	13	66	55	39	23	37	56
	Windsor	401	56	28	16	2	14	80	51	23	16	40	60
	Sudbury-Timm.-N. Bay / S.S. Marie	519	81	35	28	5	15	66	53	44	18	35	52
	Thunder Bay	148	83	42	27	5	14	74	51	46	19	33	50
	Kenora	34	79	40	26	5	11	68	48	49	17	36	57
MANITOBA	Winnipeg	961	79	37	26	4	19	71	70	24	26	37	60
SASKATCHEWAN	Yorkton	79	82	37	34	5	13	52	24	68	14	36	52
	Regina-Moose Jaw	307	86	42	31	5	16	73	67	29	32	33	56
	Saskatoon	329	77	38	32	6	19	62	58	32	29	35	61
	Prince Albert	106	80	39	36	7	14	53	28	62	18	41	61
ALBERTA	Medicine Hat	81	78	38	26	5	16	59	56	38	34	30	54
	Calgary	1,563	73	35	28	5	19	61	67	27	37	35	55
	Lloydminster	91	78	37	35	6	11	53	18	75	25	34	55
	Edmonton	1,629	78	35	31	5	20	66	60	34	31	34	59
BRITISH COLUMBIA	Dawson Creek	60	65	33	29	6	20	42	32	55	21	32	60
	Kelowna	352	80	35	26	4	15	73	75	23	33	32	55
	Prince George / Kamloops	348	73	32	29	5	20	62	45	47	27	40	59
	Terrace Kitimat	67	71	35	29	5	17	45	41	47	16	40	61
	Vancouver-Victoria	3,413	77	33	23	3	16	62	83	13	35	32	60
	Total Canada	33,140	77	34	25	4	15	67	63	30	22	34	54

Viewing Habits of Canadians 2+ Across Available Channels, Share of Hours Tuned

QUEBEC PROVINCE MON - SUN, 2A-2A



Source: Infosys National PPM, Fall 2010

CASA offers content for cooking, home improvement, home décor and real estate enthusiasts.
MLLE focuses on the latest style, beauty and well-being trends.
PRISE 2 is a channel that includes television and cinema classics from Quebec and America.
RIS INFO SPORTS broadcasts sports news and scores updated around the clock.
TVA SPORTS debuts Fall 2011. It has offical broadcast rights to UFC, Interboxe, Ottawa Senators, as well as offering French broadcasts of the Toronto Blue Jays and sports-related news.
TÉLÉTOON RETRO (FRENCH) broadcasts animated classics to more than 1.5 million Quebec homes.
YOOPA offers programming dedicated to preschool-aged children.
ZESTE broadcasts local, national and international culinary programming.

PAY & SPECIALTY SERVICES

ENGLISH LANGUAGE
Disney Junior
Encore Avenue
Family
HBO Canada
Movie Central
The Movie Network
Mpix
Setanta Sports (Canada)
Super Channel
Viewers Choice

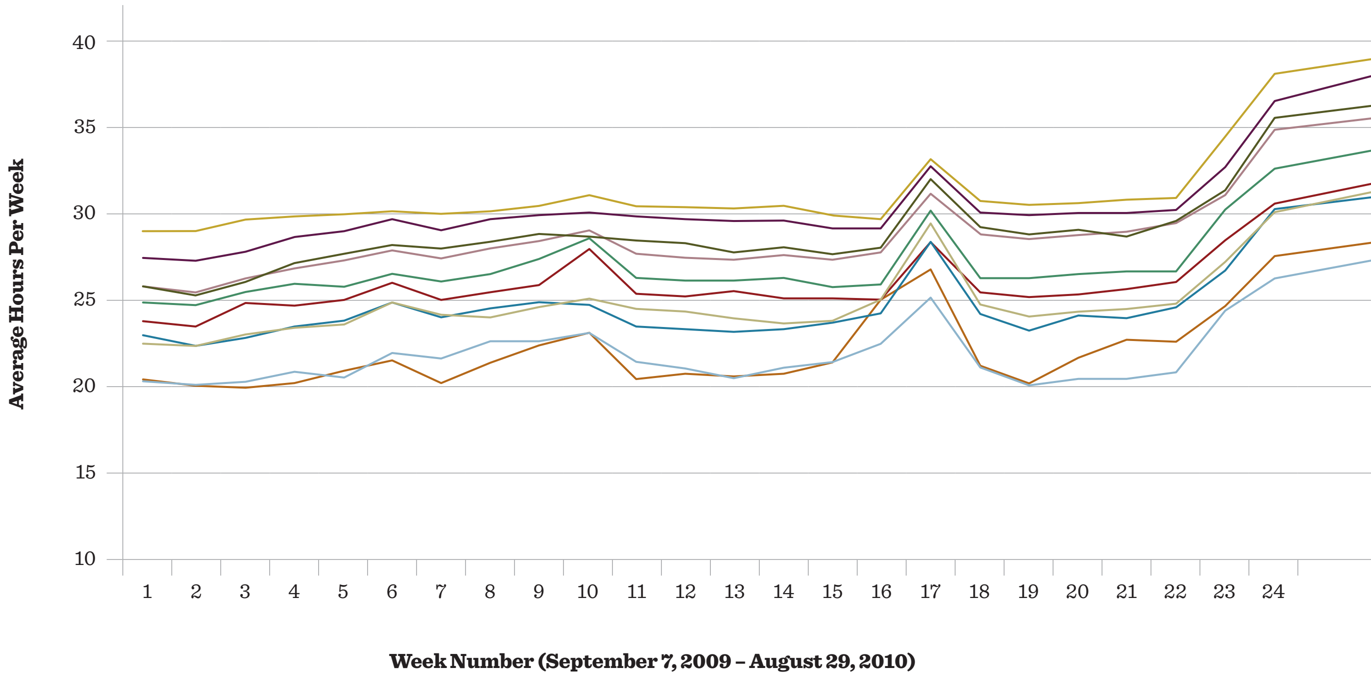
FRENCH LANGUAGE
Cinépop
Super Écran

OTHER
ATN Cricket

DIGITAL NETWORKS – OTHER LANGUAGES

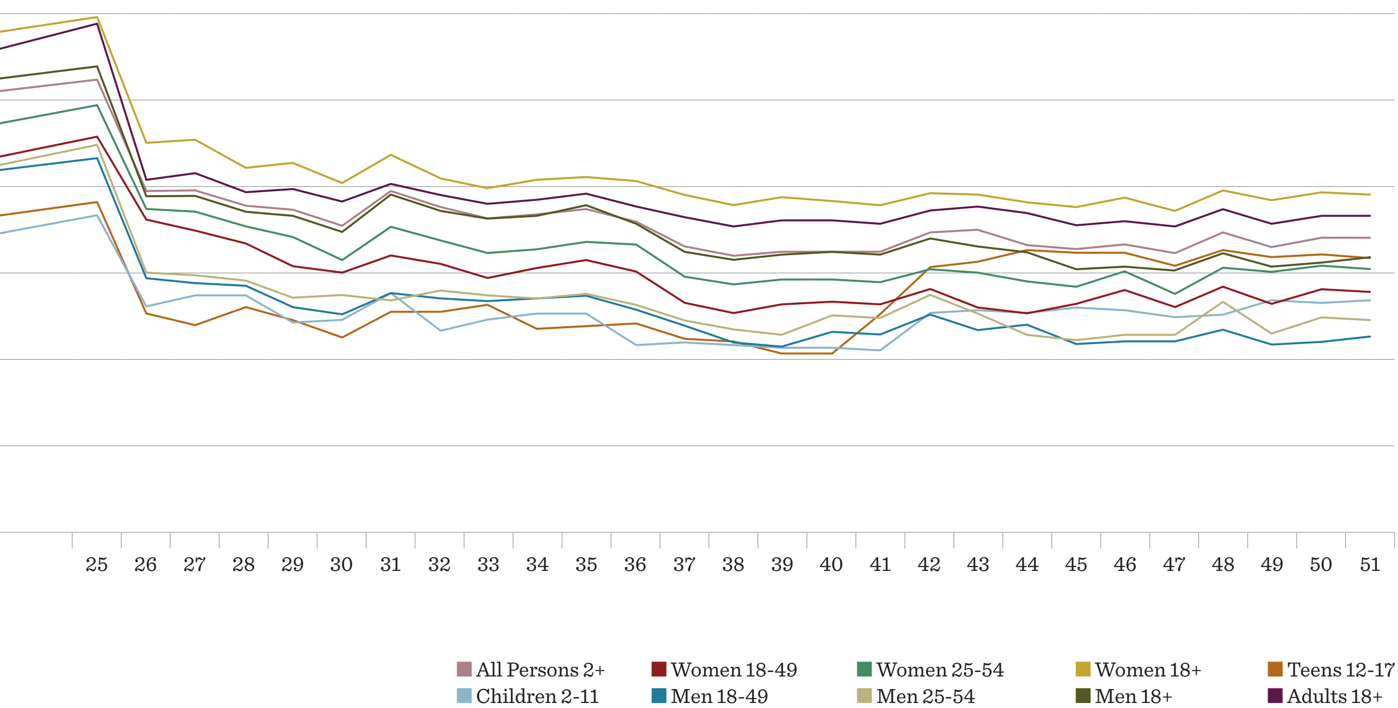
ALL TV is a national Korean broadcaster, operating two linear channels and a digital signage channel.
ATN operates 33 specialty digital channels, providing programming in English and several South Asian languages.
CHANNEL PUNJABI TELEVISION is a provider of Punjabi entertainment programming to the Canadian market.
ETHNIC CHANNEL GROUP is a provider of non-English language digital TV channels to Canada's multicultural population. The company holds 53 Category 2 CRTC licenses for digital channels. Languages offered include Arabic, German, Greek, Hebrew, Portuguese, Russian, Tagalog, Vietnamese, Iranian, Pakistani, Hindi and Urdu.
LS TIMES TV programming focuses on current feature films from Hong Kong with a mix of popular movies from China, Taiwan, Japan, South Korea, and other

Average Viewing Trend - Monday to Sunday 2 a.m. - 2 a.m.



Source: Infosys National PPM, Fall 2010

Asian countries. All films are aired in original language with Chinese subtitles.
HTB (NTV) is a Russian-language channel broadcasting original NTV programming from Moscow and Canada. NTV Canada offers seven daily live news-broadcasts from Russia, a variety of feature films, TV serials, popular game shows and analyses of Russian/European soccer.
NUEVO MUNDO TELEVISION is a Spanish-language TV channel.
ODYSSEY offers news, entertainment, sports and informative local programming directly from Antenna Satellite, a Greek network.
ERT-SAT airs programming targeted at the global promotion of Greece.
SAHARA ONE is a Hindi general entertainment channel. Programming includes daily soaps, movies from Bollywood, children's shows, game shows, talk shows, style and fashion, special events and live call-in shows.
SKY TG 24 CANADA is an all-Italian specialty news, entertainment and European soccer channel.
SUR SAGAR TV (SSTV) reports in Punjabi, Hindi and English on political issues, religious matters, economic problems, historical events, sports activities and scientific discoveries, and entertains through music, movies and soaps.
TAMIL ONE caters to the Tamil culture by airing a variety of programs including teen talk shows, music shows, political shows, movies, live shows and dramas, as well as kids shows.
TAMIL VISION broadcasts a variety of continuous Tamil programming ranging from local and world news and events to the latest movies and television series.
TLN EN ESPANOL provides programming in Italian, Spanish and English to 11 million Canadians from coast to coast.
FESTIVAL PORTUGUESE TELEVISION (FPTV) is devoted to serving the Portuguese speaking communities throughout Ontario and Quebec with a variety of programming.



TELEVISION DATA SOURCES

» BBM CANADA/SONDAGES BBM

Head Office – Toronto
1500 Don Mills Road, 3rd floor
Toronto, Ontario M3B 3L7
Phone: 416-445-9800
Fax: 416-445-8644
bbm.ca

BBM is the member-owned tripartite industry organization that has measured TV audiences across Canada since 1952. BBM provides broadcast measurement and consumer behaviour data to broadcasters, agencies and advertisers; its data are the currency on which TV airtime is bought and sold in Canada. BBM also has offices in Montreal, Richmond and Moncton.

TELEVISION AUDIENCE MEASUREMENT

BBM measures TV audiences using two different methodologies – paper diaries and portable people meters (PPMs). Diaries are used to collect data on single weeks of viewing by persons age 2+, for selected weeks of the year. Viewing is recorded in 15-minute increments from 6 a.m. to 2 a.m. Forty-plus markets are measured over seven weeks a year.

PPMs are used to measure TV audiences in the five largest markets (Toronto, Vancouver, Montreal Franco, Calgary and Edmonton) and for networks, every hour of every day of the year. PPMs are small, pager-like devices carried by a representative panel of persons age 2+. They passively record exposure to TV programming and advertisements by picking up inaudible codes embedded in the broadcasts. Data can be reported in increments as small as a single minute.

TV REPORTS
BBM produces a number of different reports and databases analyzing various aspects of TV viewing. Summary and respondent level databases are created for distribution to third-party processors. These contain current audience ratings and share data, for many demographic groups, on central and extended markets, as well as full-coverage data for home market stations.

THE ELECTRONIC REACH REPORT provides TV station reach and share information for twelve demographic groups in all BBM measured areas, organized by area and member station.

THE TV TECHNICAL GUIDE is issued with every survey and provides overall statistics and sampling data validating the survey, such as overall tuning levels, response rates, trends, etc.

THE EM MARKET STATS CARD provides relevant information about every extended market measured, including a trend of VCR, cable, DVD and satellite penetration, as well as average hours per capita and audience shares by station group.

THE TV GEOGRAPHICAL REFERENCE GUIDE contains detailed provincial and market maps, plus Statistics Canada population estimates for each reported age/gender subgroup in every BBM defined area and market.

THE TV DATA BOOK provides an overview of national and regional television viewing habits in Canada, in graphic form, and detailed national TV viewing information in table form. Further TV reports are available from BBM on a custom basis, including top-rated programs, post office reference guide and the specialty station market breakout.

» NIELSEN MEDIA RESEARCH
160 McNabb Street
Markham, Ontario L3R 4B8
Phone: 905-475-9595
http://ca.nielsen.com

The Nielsen Company is a global information and media company providing marketing and consumer information, TV and other media measurement, online intelligence and more. In addition to the Canadian head office in Markham, Nielsen has an office in Montreal.

COMPETITIVE INTELLIGENCE SERVICES
Nielsen provides data on advertising expenditure, TV GRP data and creative tracking. Its advertising expenditure estimates cover TV (network and spot), radio, magazines, daily newspapers and out-of-home, with detail available down to the city level.

CREATIVE TRACKING SERVICES Nielsen provides copies of advertising executions from TV, radio and selected magazines and newspapers. For TV specifically, Nielsen monitors all major TV stations and specialty networks across the country. Nielsen's library of approximately half-a-million TV commercials dates back to the 1970s.
AUDIENCE ANALYSIS Nielsen offers a suite of software tools for analysis of TV audiences. Agencies use these tools in the planning, execution and reporting of TV campaigns, as well as in the analysis of competitive TV activity.

» BBM ANALYTICS
1500 Don Mills Road – 3rd floor
Toronto, Ontario M3B 3L7
Phone: 416-445-8881
bbmanalytics.ca

BBM Analytics is a subsidiary of BBM Canada offering a portfolio of software solutions that provide insights into the impact of broadcast content and consumer behaviour. In addition to the Toronto head office, BBM Analytics has offices in Montreal and Vancouver.

AUDIENCE ANALYSIS BBM Analytics provides a variety of software applications for analyzing metre and diary TV audience data at the respondent and summarized level. Agencies use these tools in the planning, execution and reporting of TV campaigns, as well as in the analysis of competitive TV activity.

COMPETITIVE INTELLIGENCE BBM Analytics offers a database of TV GRP activity that allows clients to analyze competitive campaigns. The database covers the activity of almost one million brands and is available in Toronto, Vancouver, Calgary and French Montreal.

» TV BUREAU OF CANADA (TVB)
160 Bloor Street East, Suite 1005
Toronto, Ontario M4W 1B9
Phone: 416-923-8813
tvb.ca

The TVB is a resource for its 150-plus membership comprised of Canadian TV stations, networks, specialty services and their sales representatives. It also acts as a marketing organization promoting the benefits of TV advertising to the industry. TVB resources include media research, business category information and publications such as TVBasics. TVB's Telecaster service issues clearance numbers for all advertising on member stations. TVB has an office in Montreal in addition to the Toronto head office.

The Power of Radio

CONNECT. ENGAGE. DELIVER.

IN A CONSTANTLY CHANGING MEDIA WORLD, RADIO IS A CONSTANT. WITH MORE THAN 90% OF CANADIANS 12+ TUNING IN TO RADIO FOR OVER 19 HOURS A WEEK, RADIO DELIVERS.[1]

Radio builds bonds with listeners, creating emotional connections and building trust. Because of this unique relationship, radio advertising has the power to penetrate barriers, inspire thought, create action and deliver results. Radio is the companion listeners can connect to with the push of a button; it's the way they hear the music of their lives, breaking news, or the simple sound of a human voice. It's often the only guide in emergencies. Radio has proven to be a personal connection consumers count on. The fact that listeners interact with radio means added value in a multi-media world. It means advertisers can conduct conversations with consumers in personal situations, making them more meaningful and more memorable.

Today, radio extends its connection through station websites, where there are even more opportunities for interaction and calls to action. Contests, sponsorship, e-newsletters, music requests, audio streams, downloading and listener feedback *all contribute to the sense of community and belonging offered by the listener's personal station.* Many stations have listener clubs that connect further by emailing birthday cards and special offers.

Advertisers can also use radio's sophisticated demographics to pinpoint specific target groups. Whether it's bargain-priced furniture or expensive jewellery, a well-crafted, wisely-placed radio campaign will hit the target. Because radio is a local medium, it offers the ability to target geographically as well as demographically. Every Canadian has at least one or two favourite stations and each station knows who's listening. Choosing priority markets and key consumer groups increases the efficiency of an advertising campaign. In terms of actual advertising dollars spent, radio's refined targeting ability makes it an extremely efficient medium. What this means to advertisers is that radio has the power to build brands, increase awareness and drive immediate sales in a cost effective way.

Radio's exceptional value offers affordable, high frequency of message and ubiquitous market reach. With lower media and commercial production costs than other media, radio delivers the audiences advertisers want at a cost-effective value. With radio's ability to connect, engage, reach, and follow the listener throughout the day, including it in your media buy increases its strength and return on investment.

Adding radio to a media plan means greater brand awareness and a better bottom line for advertisers. But most importantly, when advertisers focus on radio, the listener benefits. The listener is already attuned to radio for music and information. When they hear great creative directed personally to them, it will work the way the best advertising always does–it will connect, engage and deliver.

1. BBM Canada: Fall 2010

BRC
BROADCAST RESEARCH COUNCIL OF CANADA
Insight • Education • Innovation

FOR MORE INFORMATION ON RADIO ADVERTISING CONTACT:

Simone Lawrence-BRC Director
Director of Research
Canadian Broadcast Sales
simone@radiocbs.com
Direct Line: (416) 847-3851

» Radio

GENERAL INFORMATION

There are 1,221 over-the-air Canadian radio services in Canada: 910 English-language, 265 French-language and 46 other languages. Of the private commercial stations, 150 are AM and 539 are FM. (Source: CRTC Communications Monitoring Report 2010)

Radio reaches 91% of Canadians 12 and older in an average week and that figure has remained constant for most demographic groups, with slight declines amongst teens and young adults. Weekly reach is very consistent across all regions of the country.

FM radio stations reach 78% of persons 12-plus while AM reaches 19%. AM radio has a slightly higher reach against men than against other groups, likely because many AM stations target male listeners with "all sports" or "all news" formats. FM dominance decreases with age as older listeners are more likely to tune to news/talk formats on AM radio.

Unlike television, which is generally bought on a program-by-program basis, radio is purchased by station/format, time blocks or dayparts. Understanding the performance of various dayparts against different demographic groups is key to the effective use of radio. For example, more women are reached by the midday time block than by the evening time block. But for a teen target group, the evening time block is a better choice than mid-day. Radio can be bought on an ROS (run of schedule) basis or as targeted as midday only.

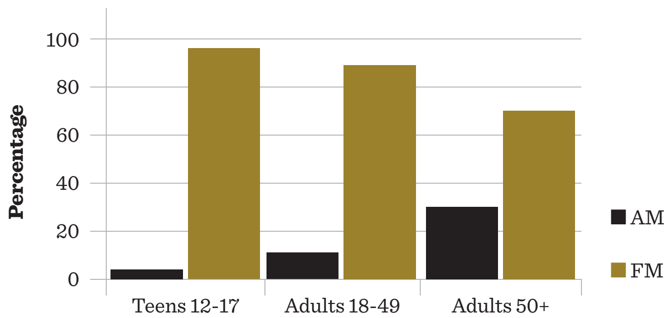
Radio reaches a large percentage of the population, however the reach against younger groups, particularly teens, continues to decline. This may be owing in part to teens having more entertainment options available to them than before and more places to get music, but also speaks to the fact that there are few radio stations that program specifically to reach this target group.

About half of all radio listening done by Canadians occurs in the home. The figure is significantly higher for teens (60%) and lower for men (39%).

Weekly Reach and Share of Hours Tuned by Demo

	Reach			Share		
Canada	All (%)	AM (%)	FM (%)	AM (%)	FM (%)	Misc (%)
12+	90	29	81	19	78	3
Women 18+	92	28	82	19	80	1
Men 18+	90	34	80	21	76	3
Teens 12-17	79	8	77	4	94	2

AM/FM Share of Tuning by Age Group



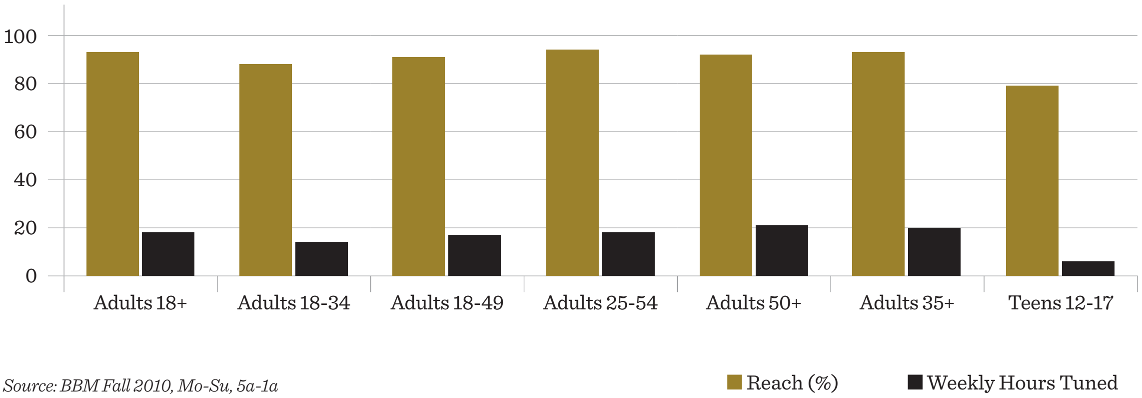
Source: BBM Fall 2010, Mo-Su, 5a-1a

Audience Composition by Daypart (%)

Time Block		Women 18+	Men 18+	Teens	Total
Breakfast	M-F 6-10a	48	48	4	100
Mid-day	M-F 10a-4p	50	48	2	100
Drive	M-F 4-7p	46	50	4	100
Evening	M-F 7p-12a	44	48	8	100

Source: BBM Fall 2010, National, AQH Audience

Weekly Reach and Hours Tuned by Major Demo



Source: BBM Fall 2010, Mo-Su, 5a-1a

Although about half of all hours tuned occur in the home, radio's actual weekly reach for many demos is higher in the vehicle than at home. Reaching consumers in their vehicles is key for retailers as the radio message could be the last one to which a consumer is exposed before entering a store to make a purchase.

For adults, radio listening usually peaks mid-morning with a secondary peak around the dinner hour. For teens, the highest peak is early morning before school, with a secondary peak in late afternoon. Teen tuning drops off much less than adult tuning after the late afternoon peak, holding fairly steady through most of the evening.

This consumption pattern is markedly different from that of television, where peak viewing for most demos occurs in the middle of the evening, around 9 p.m.

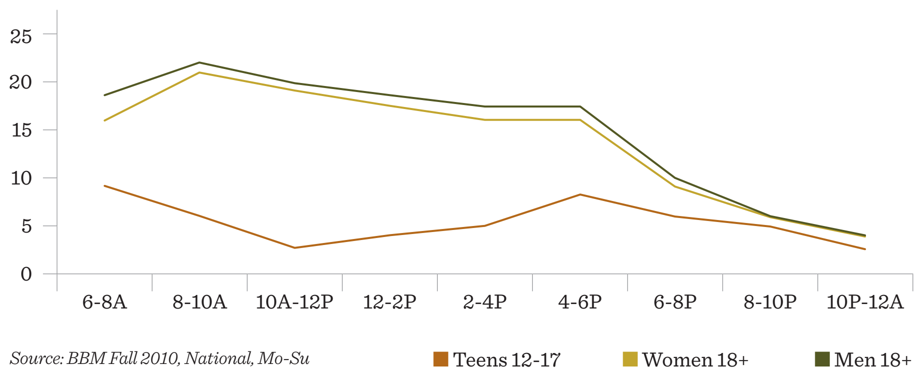
COMMERCIAL REGULATIONS
Both AM and FM stations are self-regulating in terms of the number of commercial minutes and placement of those minutes. CBC radio stations are non-commercial and airtime cannot be purchased by advertisers.

The 30-second spot is the most commonly aired spot length. However, stations will accept 60-second bookings at an 85% - 100% cost premium. Ten-second spots are becoming more popular among some advertisers and can be a more cost-effective way to use radio. Fifteen-second spots are accepted by a few radio stations, but the majority of stations do not sell 15-second spots.

SYNDICATED RADIO
Syndicated radio can be an alternative way to plan or purchase a national campaign. Many syndicated radio owners offer a variety of programming that caters to different audiences. They can also create programs or features (30 or 60 seconds long), that are advertiser-specific, to air across their station roster. Some broadcasters will offer traffic tags and targeted sponsorships on a national or provincial basis. Key syndicators include Orbyt, Skywards Traffic Network, Canadian Traffic Network and Deep Sky.

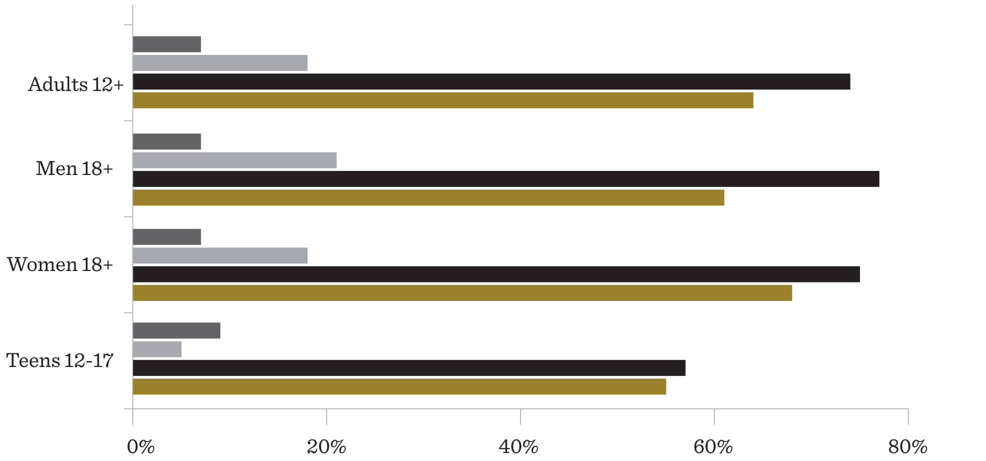
SATELLITE RADIO
In Canada there are two companies offering subscription-based satellite radio service: privately owned Sirius Canada and publicly owned XM Canada. Although Sirius and XM merged in 2008 in the U.S., they continue to operate separately and compete against each other in Canada.

Average Quarter-hour Ratings by Daypart



Source: BBM Fall 2010, National, Mo-Su

Weekly Reach by Demo and Location



Source: BBM Fall 2010, National, Mo-Su, 5a-1a, AQH Audience

Subscribers can access Sirius or XM programming through integrated satellite radios installed in vehicles or with a variety of aftermarket radios available from consumer electronics stores. For subscribers, satellite radio offers coast-to-coast signal coverage, digital-quality sound and content not found on terrestrial radio, including live sports, news, talk/entertainment programming and commercial-free music. Selected news/talk channels may offer advertising on a limited basis. Sirius and XM Canada have recently rolled out online streaming products in addition to iPhone/iPod and Blackberry listening applications.

BOOKINGS/CANCELLATIONS

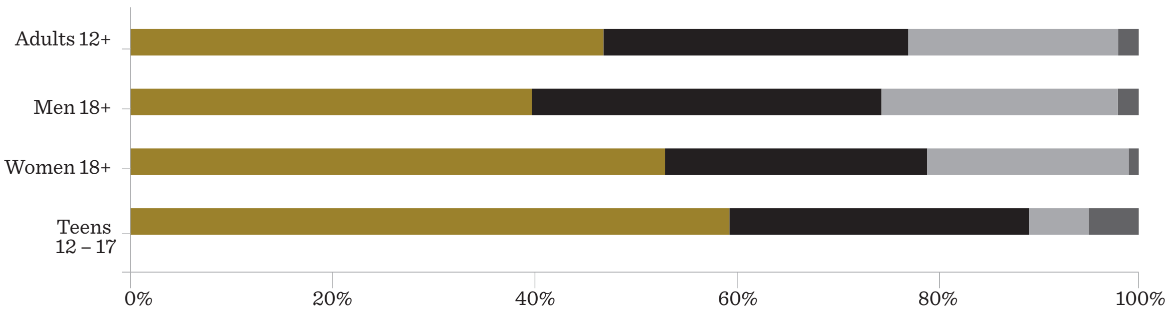
Most radio stations provide the opportunity to sponsor specific programming features (e.g. news, sports, traffic). Additionally, discounts for long-term bookings or volume are generally offered. Demand for radio airtime has increased dramatically over the past few years and this has precipitated a demand-driven rate card in major markets. Lead time has become crucial in maintaining market costs and access to preferred inventory.

In most cases, campaigns with creative executions of 60 seconds or shorter can be terminated by either the station or the agency with 14 days' notice. A flighted contract cancelled during the hiatus period may be subject to the same condition. The standard contract form should be consulted for detailed terms and conditions.

PROMOTIONS

Radio stations will also create promotions for advertisers. These promotions can be as simple as product giveaways during station-owned features or as major as an advertiser-specific promotion. Promotions generally have some type of cost associated with them and the advertiser will need to provide prizes for the listeners. Promotions can air as part of a brand sell campaign (e.g. 30-second spots) or can air by themselves.

Percentage of Listening by Location



Source: BBM Fall 2010, National, Mo-Su, 5a-1a, AQH Audience

» Broadcast Commercial Acceptance

Radio and television commercials must follow certain federal and provincial acts and regulations, industry codes and advertising guidelines.

GENERAL RULES

1. All TV commercials on Telecaster member stations should have Telecaster approval. Please check with the Telecaster Services of TVB for guidelines, rules, regulations and associated costs. Go to: tvb.ca.
2. Advertising intended for placement on CBC & Radio-Canada services requires prior approval from CBC Advertising Standards/Bureau du Code Publicitaire. Go to http://cbc.radio-canada.ca.
3. Advertising Standards Council (ASC) reviews all commercials in the following categories: alcohol, food and non-alcoholic beverages, children's consumer drugs and NHPs, and cosmetics. This ensures that all regulatory requirements are met for Health Canada. Go to http://adstandards.com.

TELECASTER CATEGORIES WITH SPECIFIC RULES

1. Telecaster will review a script/commercial that is directed at children, but will not assign a clearance number until the ASC provides a "Kids" pre-clearance number and all other requirements for Telecaster clearance have been met.
2. All food and non-alcoholic beverage advertising must comply with the Guide to Food Labelling and Advertising, plus the Food & Drugs Act and Regulations.
3. All beer and alcohol advertising must comply with the Canadian Radio-Television & Telecommunications Commission (CRTC) Code for Broadcast Advertising of Alcoholic Beverages.
4. All infomercials must receive clearance from Telecaster. There are specific guidelines to follow vis à vis visual content, disclaimers, etc. All advertisers must comply with the Code of Ethics and Standards of Practice of the Canadian Marketing Association.
5. Closed Captioning and Billboard messages are cleared by the individual networks/stations. Exception to the rule is when the CC or Billboard message contains a sell line, special offer, sales or product cost. In this case, these spots will require Telecaster clearance.
6. All commercials pertaining to gambling (Canadian Indian reserves, bingo parlours, legitimate gambling casinos, Provincial Lottery Corporation products, home/hospital lotteries) are contingent on the Criminal Code (both federal and provincial) and the provincial licensing laws. Indemnity letter from the advertiser is required by Telecaster stating there is compliance with all laws. "For fun" gaming website advertising is treated separately by Telecaster and requires an "Undertaking Letter" from the advertiser and a Canadian Legal Opinion Letter, per point four of the Undertaking Letter.
7. Movies, DVD/videos, video games and some other commercials will receive ratings or time restrictions depending on the content of the commercial. Each commercial for video games must have an ESRB rating code before a Telecaster number can be issued.
8. Personal Products (feminine hygiene, laxatives, personal lubricants and haemorrhoidal) must also comply with Telecaster approvals. Due to sensitive nature, there may be scheduling restrictions.
9. Direct Response commercials that advertise the price of the product or service must clearly show the type of funds (U.S. or Canadian), applicable taxes and shipping and handling. If there is a money-back guarantee and the consumer must pay for return shipping, the addition of a video super indicating "Less S+H" is required. Compliance with Phone Service Guidelines is also mandatory, as well as all other Telecaster guidelines.
10. Phone Service commercials must follow the Phone Service Guideline in addition to all of the other appropriate Telecaster Guidelines.
11. Comparative advertising must follow the Comparative Advertising Guideline in addition to all of the other appropriate Telecaster Guidelines.
12. Contests and prizes must abide by Canadian laws. Telecaster will require a letter from the advertiser/agency confirming that positive legal advice was obtained.
13. Election advertising must clearly identify the person, corporation, trade union, registered party or registered constituency association paying for the commercial over a minimum of three seconds.
14. Issue and Opinion advertising also has a number of criteria to follow. All must have Telecaster approval.
15. Text Message commercials must follow the Text Message Guideline in addition to all of the other appropriate Telecaster Guidelines.
16. High Definition (HD) commercials and Standard Definition (SD) commercials must be assigned individual Telecaster approval numbers. When making an SD and an HD submission, Telecaster only needs to view the HD version, per the Telecaster High Definition Guideline.

GOVERNMENT ORGANIZATIONS

» CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION (CRTC)

Established by parliament in 1968, the CRTC derives its authority in broadcasting from the CRTC Act and the Broadcasting Act of 1991. The CRTC is vested with the authority to regulate and supervise the Canadian broadcasting system, with a view to implementing the Canadian broadcasting policy set out in the Broadcasting Act. The CRTC also regulates the telecommunications industry under the Telecommunications Act.

For alcoholic beverage advertising, compliance with the Code for Broadcast Advertising Alcoholic Beverages is required by regulation for all radio and television broadcasting stations and specialty services in Canada. Pre-clearance is performed by independent agencies recognized by the CRTC.

Contact:
Toll-free: 1-877-249-CRTC (2782)
Outside Canada: (819) 997-0313
Toll-free TTY line: 1-877-909-CRTC (2782)
Outside Canada (TTY line): (819) 994-0423
Media Inquiries: (819) 997-9403
crtc.gc.ca

» HEALTH CANADA

Health Canada is the national regulatory authority for drug advertisements. It provides policies to effectively regulate marketed health products, puts in place guidelines for the interpretation of the Regulations and oversees regulated agencies. Drug advertisements are reviewed and pre-cleared by independent agencies recognized by Health Canada.
For pre-clearance see separate listings:

<u>Consumers:</u>
- Non-prescription drugs and natural health products: ASC, MIJO
- Prescription drugs and educational material: ASC, PAAB

<u>Health Professionals:</u>
- All products: PAAB

For more information, go to http://hc-sc.gc.ca.

PRE-CLEARANCE ORGANIZATIONS

» ADVERTISING STANDARDS CANADA (ASC)

ASC is the national, not-for-profit advertising self-regulatory body. Founded on the belief that advertising self-regulation best serves the interests of the industry and the public, ASC is committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation. The Canadian Code of Advertising Standards (Code) sets the criteria for acceptable advertising and is the cornerstone of advertising self-regulation in Canada.

Administered by ASC, the Code is regularly updated to ensure it is current and contemporary–keeping pace with consumer and societal expectations. It contains 14 clauses that set the criteria for acceptable advertising that is truthful, fair and accurate. These clauses form the basis for the review of consumer and special interest group complaints, as well as trade disputes.

Pre-clearance services are required in five regulated advertising categories:
- Alcoholic beverages
- Children's
- Consumer drugs and natural health products
- Cosmetics
- Food and non-alcoholic beverages

ASC Clearance Services analysts provide expertise in both official languages.
For more information, go to adstandards.com.

TORONTO OFFICE
Advertising Standards Canada
175 Bloor Street East, South Tower
Suite 1801
Toronto, ON, M4W 3R8
Tel: (416) 961-6311
Fax: (416) 961-7904
tim.peel@adstandards.com

MONTREAL OFFICE
Les normes canadiennes de la publicité
2015 Peel Street, Suite 915
Montreal, QC H3A 1T8
Tel: (514) 931-8060
Fax: (877) 956-8646
danielle.lefrancois@normespub.com
normespub.com

» MIJO CLEARANCES

MIJO Clearances is a for-profit, bilingual advertising clearing house. It provides copy review and assigns clearance numbers to acceptable copy.
MIJO Clearances reviews both English and French materials under applicable acts, codes and guidelines in all of the following categories:
- Food and non-alcoholic beverages
- Alcoholic beverages
- Cosmetics
- Consumer Drug Products
- Natural Health Products

"Route to" services include facilitating approvals from the Telecaster Committee and Ad Standards department of the CBC.

For more information, go to mijo.com

Contact:
Tel: (416) 964-7539
Toll free: 1-800-387-0644
Email: clearances@mijo.com.

CLEARANCE ORGANIZATIONS

» CBC ADVERTISING STANDARDS BUREAU/RC BUREAU DU CODE PUBLICITAIRE

Commercials intended for airing on CBC/RC services must meet the Corporation's advertising presentation standards in word, tone and scene to ensure all is in good taste, truthful and non-exploitive of children. CBC/RC requires stamped script pre-approval from either ASC or MIJO's Clearance Service in these categories: alcohol, food, cosmetics, natural health and consumer drugs. For prescription drugs, an opinion letter from ASC or PAAB regarding compliance is also required. Script consultations are recommended prior to production. CBC does not charge for approval services. CBC requires as-recorded scripts and final completed spots for clearance.
For more information, go to http://cbc.radio-canada.ca/docs/policies/ads.

CONTACT, ENGLISH COMMERCIALS
Courier Address:
Canadian Broadcasting Centre
CBC Advertising Standards
Room 6H202
205 Wellington Street W.
Toronto, ON, M5V 3G7

Mailing Address:
Canadian Broadcasting Centre
P.O. Box 500, Station "A"
Room 6H2002
Toronto, ON, M5W 1E6
Tel: (416) 205-7344

CONTACT, FRENCH COMMERCIALS
Courier Address:
Societe Radio-Canada
Service du Code publicitaire
1400, boul. René-Lévesque est. 20eme etage
Montreal, QC, H2L 2M2

Mailing Address:
Case postale 6000
Montreal, QC, H3C 3A8
Tel: (514) 597-4249

» PHARMACEUTICAL ADVERTISING ADVISORY BOARD (PAAB)

The PAAB is an independent review agency whose primary role is to ensure that healthcare product communication is accurate, balanced and evidence-based, and reflects current and best practice. The scope of the PAAB includes promotional healthcare product communication for prescription, non-prescription, biological, vaccines and natural health products directed to healthcare professionals in all media.

PAAB also provides advisory comments on direct-to-consumer materials for prescription drugs and vaccines in all media. PAAB advisories for television ads are recognized by the CBC and Telecaster.
For more information, go to paab.ca.

Contact:
Pharmaceutical Advertising Advisory Board
375 Kingston Rd., Suite 200
Pickering, ON, L1V 1A3
Telephone: (905) 509-2275
Fax: (905) 509-2486

» TELECASTER SERVICES OF TVB

Most television stations require that commercials, infomercials and public service announcements receive a Telecaster clearance number before airing. This is the final clearance prior to airing, so any other required clearances must be done first. The Telecaster service is a voluntary, self-governing clearance committee. Its primary function is to review advertising messages to ensure they comply with Telecaster Guidelines. As well, staff provides assistance to advertisers regarding general interpretation of guidelines prior to production or telecast. Telecaster Services recommends that scripts or storyboards be submitted via the Telecaster Online System at tvb.ca, Telecaster Login, for preliminary review before production to minimize the risk of rejection of a produced commercial. The final production is required before a Telecaster number can be issued. Please check with Telecaster for fee schedules. Rarely is a commercial cleared by Telecaster and then rejected by a participating station, but guidelines are voluntary and collective and may be superseded by individual network or station policy.
For more information, go to tvb.ca

Contact:
Television Bureau of Canada
Telecaster Services
160 Bloor Street East
Suite 1005
Toronto, ON
M4W 1B9
Phone: (416) 923-8813
Fax: (416) 413-3879
tvb@tvb.ca
tvb.ca

Contact List:
http://www.tvb.ca/pages/TCEContact.htm/

Newspapers: Dailies and Communities

Newspapers in Canada are performing extremely well! We hear a lot of doom and gloom for newspapers from the United States, but this experience does not apply to Canada, where newspapers are thriving. This is demonstrated by industry data that shows growth in Canadian readership over the past five years!

In Canada, most of our cities have many dailies (in many cases, seven) as well as community papers. This hot competition has made all our newspapers up their game and as such we have very viable, attractive, innovative papers. Many markets in the U.S. have only one newspaper, which allowed them to become sleepy. Not so in Canada.

In 2010, daily and community newspapers accounted for almost a quarter of all ad revenues. And this grew a healthy +3% over the year before. Furthermore, add in online newspaper site revenues, which grew a booming +16% in 2010, and we are largest media in Canada. Bigger than TV. Bigger than online.[1]

Consumers access news more than ever. The Pew Research Center asked consumers how much time they spent with news each day (irrespective of where they source it). Back in 2000, consumers spent 59 minutes a day with the news. In 2010, this number has jumped to 70 minutes a day with the news! And the increase is seen in all age groups.[2]

Newspapers are a key source for news. When Pew Research Center asked consumers where they regularly go to watch/read/listen to news, newspapers, including communities and dailies, are at the very top of the list.

Canadians want newspaper ads. There are lots of places Canadians don't want ads but they want and expect them in newspapers where they are considered a part of the compelling content. When compared with other media, newspapers score the highest in terms of "it is most acceptable for this medium to have ads." [3]

Canadians trust the ads in newspapers. Newspapers (including their websites) garner twice the trust scores of the closest scoring medium, TV. An advertiser that wants to be trusted or to have their message believed should use newspapers as part of their plan.[3]

Newspaper ads reach opinion leaders. Research finds newspaper (and magazine) ads effectively target audiences rich in influencers. For an advertiser that wants to change perceptions or reinforce its stance, this is very valuable.[4]

Ads in newspapers inspire purchase. Newspaper ads score higher than other media in terms of delivering advertisers the most important result – inspiration to buy. [3]

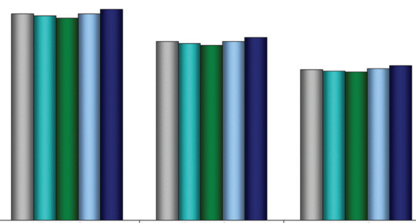
Consumers trust newspaper site advertising. Consumers consider local newspaper websites to be the most trusted source of online advertising, with ads that are perceived to be more current, credible and relevant to them.[5]

Canadian newspapers are embracing the future. Our newspaper brands are reaching audiences through print, online, mobile, tablet, email and more. They are embracing new yet related businesses such as events, selling related content (e.g. calendars) and providing services (e.g. video creation for local businesses). It is a bright future, with a world of opportunity for newspapers and demonstrated success for advertisers who want to come along for the ride!

NEWSPAPERS CANADA
JOURNAUX CANADIENS

1. Newspapers Canada, 2010
2. Pew Research Center, 2010
3. Totum Research for Newspapers Canada, November 2010
4. ARF Audience Measurement Conference (Research results delivered by Keller Fay Group & Universal McCann), New York, June 22, 2010
5. Newspaper Association of America, 2010

Weekly Print Readers 2006-2010



	Top 19 Markets	Top 10 Markets	1MM+ Markets
2006	12,009,700	10,390,300	8,768,300
2007	11,881,900	10,280,900	8,683,800
2008	11,750,100	10,150,800	8,615,400
2009	12,000,000	10,401,600	8,813,000
2010	12,245,000	10,630,300	9,000,700

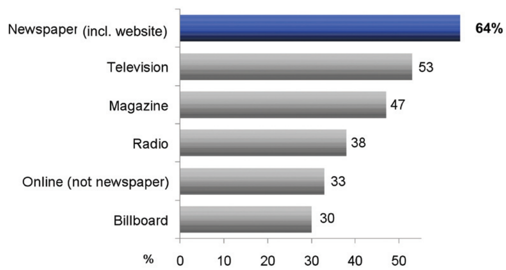
Age and Time Spent with the News

---------Average total minutes yesterday-----------

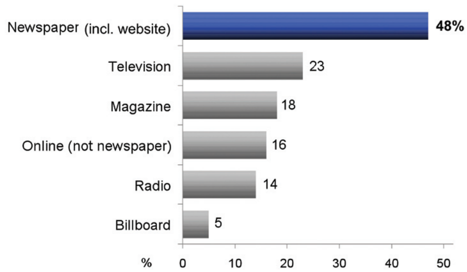
	2000	2002	2004	2006	2008	2010
18-29	42	38	45	49	46	45
30-39	50	57	70	65	63	68
40-49	58	56	73	64	67	74
50-64	64	71	82	76	74	81
65+	80	81	88	79	84	83
Total	59	59	72	69	66	70

Up for all age demos!

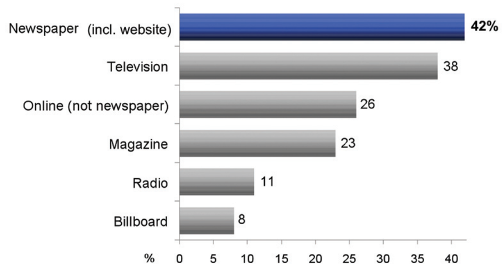
"It is most acceptable for this medium to have ads" applies to:



"I trust the ads appearing in this medium the most" applies to:



"Ads in this medium are most likely to inspire purchase" applies to:



» Daily Newspapers

GENERAL INFORMATION

- There are currently 122 daily newspapers in Canada
- 13 are French-language papers, 109 are English-language papers
- Gross daily circulation represents a household penetration of 42%
- There are 16 free dailies in 9 major markets. Another 11 free dailies are published by Black Press and distributed in regional B.C. markets
- Online readership of daily papers continues to grow
- Offset printing is used for almost all of the dailies

FORMATS

- Agate is the standard measurement unit for most newspapers. There are 14 agate lines per inch of depth. Width is generally measured in columns, which vary by newspaper. Columns x lines = total agate linage.
- Modular advertising involves selling ads by standardized sizes, e.g., ½ page vertical, vs. columns and lines.
- There are two basic newspaper formats:

BROADSHEET

- A broadsheet page ranges from 10″ to 11 7/8″ wide by 20″ to 22″ deep. Papers continue to reduce page size in response to high newsprint costs.
- There are 70 broadsheets varying from six to 12 columns, with a 10-column format common to many.
- Full-page linage ranges from 1800 to 3480 agate lines.

TABLOID

- A tabloid page is generally 10″ to 10 3/8″ wide and 11 3/8″ to 14 ½″ deep. As with broadsheets, some tabloids have also recently trimmed paper size as a cost-cutting measure.
- There are 52 tabloids with the number of columns ranging from five to 10.
- Full-page linage ranges from 1050 to 2000 lines.

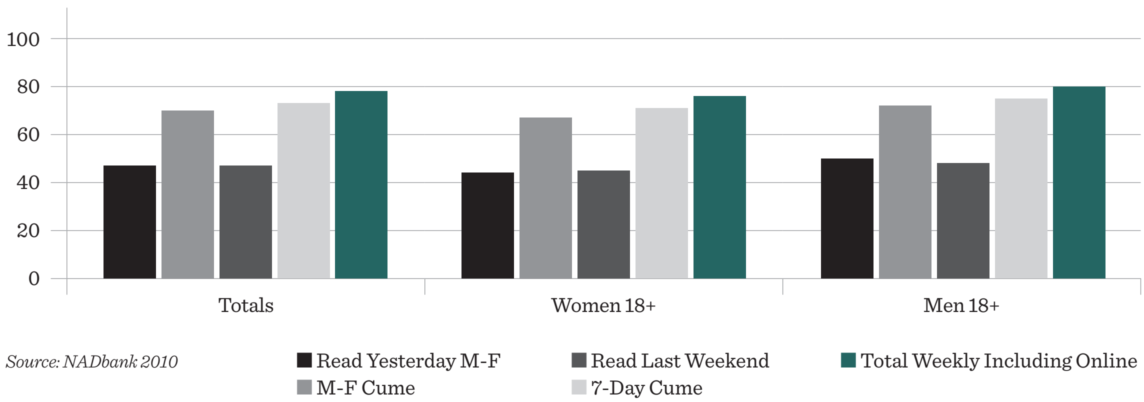
AD FORMATS

- **ROP COLOUR** Run of Press colour is available in virtually all daily papers. Cost premiums vary by publication and minimum linage requirements range from zero to 1,000 lines.
- **INSERTS** can be carried by most papers. The cost varies according to the number of pages, the size of the insert, paper type and whether it is machine or hand inserted.
- **FLEXFORM** Any odd-shaped ad that does not conform to standard sizing, e.g., the ad may be placed around editorial in a variety of ways. Flexform is available in many dailies and usually carries a cost premium.
- **WRAPS AND GATEFOLDS** A multi-page ad that wraps around the paper (tabloid) or a section (broadsheet). Often includes a partial page. Gatefolds can also be placed within a section.
- **GUARANTEED POSITIONING** Many positioning guarantees carry a premium charge.

BOOKING AND CANCELLATION

As a general rule, on-page ads must be booked or cancelled before noon two days prior to publishing. In the case of special sections, which are pre-printed, the bookings and cancellations may need to be made one or two weeks in advance. Longer lead times of two to three weeks are needed for optimal positioning, especially for colour ads. Flexform, gatefolds, wraps and inserts may require much longer lead times.

National Readership: 53 Markets, Adults 18+ (%)



Source: NADbank 2010

Daily Newspaper Circulation and Cost by Region

	Atlantic	Quebec	Ontario	Prairies	BC/Yukon	Total
Number of Markets	13	6	34	14	22	89
Number of Dailies	14	13	45	22	28	122
Circulation	357,713	1,240,330	2,569,863	897,991	773,004	5,838,901
Full-page B/W ($ Net)	63,678	110,689	439,757	148,368	106,249	868,741
Full-page Colour ($ Net)	76,643	137,948	510,824	181,126	127,295	1,033,836

Source: CARDonline, May 2011. National papers included in Ontario.

Daily Newspaper Circulation and Cost by Population Group

	1 M+	500K-1M	100K-500K	50K-100K	Under 50K	Total
Number of Markets	6	3	25	23	32	89
Number of Dailies	30	6	31	23	32	122
Circulation	3,924,137	496,672	919,994	326,469	171,629	5,838,901
Full-page B/W ($ Net)	467,033	59,332	192,569	74,167	75,640	868,741
Full-page Colour ($ Net)	552,968	79,776	223,132	87,446	90,514	1,033,836

Source: CARDonline, May 2010

Daily Newspaper Readership - Adults 18+ Profiles by Region (%)

	Atlantic	Quebec	Ontario	Prairies	BC/Yukon	Total
Men	48	54	53	53	50	52
Women	52	46	47	48	50	48
18 to 24	8	10	10	11	9	10
25 to 34	12	15	13	14	13	14
35 to 49	24	27	26	27	28	27
50 to 54	11	11	10	11	10	10
55 to 64	21	17	18	18	18	18
65+	24	21	23	19	21	22

Readership by Region - Adults 18+ (%)

	Atlantic	Quebec	Ontario	Prairies	BC/Yukon	Total
Read Yesterday	51	47	46	46	51	47
M-F Cume	75	68	68	70	74	70
Read Last Weekend	52	49	45	45	41	47
7-Day Cume	77	73	72	73	75	73
Total Weekly Readership	82	77	77	77	79	78

Market Size Publication Detail

1 M+

Newspaper	Total Circ (M-F)
Toronto: Star	381,285
National: The Globe and Mail	316,855
Montréal: Le Journal (French)	272,040
Toronto: Metro	258,558
Toronto: 24 Hours	247,146
Montréal: La Presse (French)	211,490
Toronto: Sun	186,916
Vancouver: Sun	173,128
National: National Post	157,628
Vancouver: Province	158,009
Montréal: 24 heures (French)	142,921
Montréal: Métro	151,887
Vancouver: Metro	140,000
Montreal: Gazette	147,110
Calgary: Herald	143,537
Vancouver: 24 Hours	122,298
Ottawa: Citizen	116,606
Edmonton: Journal	106,272
Toronto: t.o.night	102,000
Ottawa: Metro	60,000
Edmonton: Sun	51,548
Calgary: Metro	55,000
Edmonton: Metro	55,000
Calgary: Sun	49,259
Ottawa: Sun	49,983
Calgary: 24 Hours	39,570
Ottawa/Gatineau: Le Droit (French)	36,163
Ottawa: 24 Hours	35,527
Edmonton: 24 Hours	31,875
Montreal: Le Devoir (French)	28,881
Total 1M+ Markets	4,028,492

500K to 1M

Newspaper	Total Circ (M-F)
Quebec City: Le Journal (French)	121,465
Winnipeg: Free Press	115,861
Hamilton: Spectator	99,423
Quebec City: Le Soleil (French)	76,743
Winnipeg: Sun	43,434
Winnipeg: Metro	40,000
Total 500K to 1M Markets	496,672

100 to 500K

Newspaper	Total Circ (M-F)
Halifax: Chronicle Herald	116,771
London: Free Press	76,151
Victoria: Times Colonist	59,659
Kitchener: Waterloo Region Record	60,427
Windsor: Star	58,572
Saskatoon: StarPhoenix	55,001
Regina: Leader Post	45,749
Trois Rivieres: Le Nouvelliste (French)	44,276
Halifax: Metro	35,000
London: Metro	35,000
Moncton: Times & Transcript	34,231
Saint John: Telegraph Journal	31,520
Sherbrooke: La Tribune (French)	33,355
St. John's: Telegram	24,328
Thunder Bay: Chronicle Journal	24,700
St. Catharines: Standard	31,788
Kingston: Whig-Standard	23,273
Peterborough: Examiner	26,125
Lethbridge: Herald	17,036
Barrie: Examiner	16,454
Sudbury: Star	15,939
Red Deer: Advocate	14,097
Kelowna: Daily Courier	13,161
Guelph: Mercury	12,863
Nanaimo/Parksville/QB: News Bulletin/Daily	6,800
Victoria: News Daily	6,500
Nanaimo: Daily News	6,176
Surrey: Leader Daily	6,000
Sherbrooke: Record	4,344
Abbotsford: News Daily	n/a
Kelowna: Capital News Daily	n/a
Total 100 to 500K Markets	935,296

Market Size Publication Detail

50 to 100K

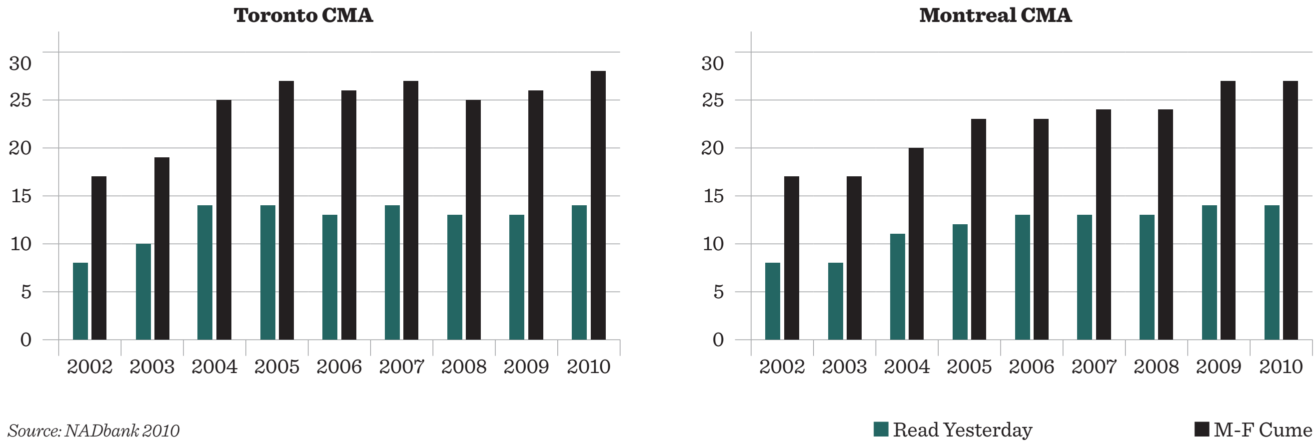
Newspaper	Total Circ (M-F)
Chilliwack: Progress Daily	29,260
Chicoutimi: Le Quotidien (French)	26,230
Cape Breton (Sydney): Post	22,245
Fredericton: Daily Gleaner	19,858
Charlottetown: Guardian	19,118
Niagara Falls: Review	19,115
Sault Ste. Marie: Star	17,595
Brantford: Expositor	17,145
Prince George: Citizen	14,654
Kamloops: Daily News	11,519
Granby: La Voix de l'Est (French)	14,779
Sarnia: Observer	12,999
Brandon: Sun	13,087
North Bay: Nugget	12,506
Cornwall: Standard-Freeholder	15,387
Belleville: Intelligencer	10,789
Medicine Hat: News	11,401
Welland: Tribune	11,520
Chatham: Daily News	8,641
Grande Prairie: Daily Herald-Tribune	5,743
Comox Valley/Campbell River: Daily	4,000
Fort McMurray: Today	1,929
Vernon: Morning Star Daily	n/a
Total 50 to 100K Markets	319,102

Source: CARDonline, May 2011

Under 50K

Newspaper	Total Circ (M-F)
Caraquet: L'Acadie Nouvelle (French)	20,314
Cobourg/Port Hope: Northumberland Today	17,430
Owen Sound: Sun Times	13,170
Brockville: Recorder and Times	9,615
Stratford: Beacon-Herald	8,320
Summerside: Journal Pioneer	8,021
Timmins: Daily Press	7,557
New Glasgow: News	6,961
Corner Brook: Western Star	6,340
Orillia: Packet and Times	5,333
Penticton: Herald	6,781
Simcoe: Reformer	n/a
Prince Albert: Daily Herald	5,684
Truro: Daily News	5,799
Pembroke: Daily Observer	5,621
Trail: Daily Times	5,002
St. Thomas: Times-Journal	8,859
Port Alberni: Alberni Valley Times	3,866
Fort St. John: Alaska Highway News	3,700
Cranbrook: Daily Townsman	3,380
White Rock: Peace Arch News Daily	3,200
Amherst: Daily News	2,255
Whitehorse: Star	2,382
Fort Frances: Daily Bulletin	2,200
Portage La Prairie: Daily Graphic	2,088
Kimberley: Daily Bulletin	2,326
Bulkley Valley: Northern Daily	n/a
Cowichan Valley: News Leader Pictorial Daily	n/a
Dawson Creek: Daily News	n/a
Kenora: Daily Miner & News	n/a
Woodstock: Sentinel-Review	n/a
Moose Jaw: Times-Herald	n/a
Total Under 50K Markets	166,751

Weekday Readership of Free Dailies is Stable (%)



Source: NADbank 2010

NEWSPAPERS DATA SOURCES

» NEWSPAPERS CANADA
890 Yonge St., Suite 200
Toronto, ON, M4W 3P4
Phone: (416) 923-3567
Fax: (416) 923-7206
info@newspaperscanada.ca
newspaperscanada.ca/journauxcanadiens.ca

Newspapers Canada is a joint initiative of the Canadian Newspaper Association and the Canadian Community Newspapers Association.

The Canadian Newspaper Association (CNA) and the Canadian Community Newspapers Association (CCNA) are two separate organizations that partnered to create one strong industry voice for newspapers in Canada. Combined, the two associations represent over 830 daily, weekly and community newspapers in every province and territory in Canada. The CNA and the CCNA are now co-managed by one CEO but remain governed by two separate boards of directors in order to preserve the uniqueness of the programs and services offered to each member. By combining resources and collaborating on a variety of different projects, Newspapers Canada provides more relevant services to all newspaper members, while also increasing the profile and effectiveness of the newspaper industry in Canada.

Today, the primary role of Newspapers Canada is to represent the needs of CNA and CCNA members in three major areas: public affairs, marketing and member services.

» NADBANK – NEWSPAPER AUDIENCE DATABANK
890 Yonge Street, Suite 200
Toronto, ON, M4W 3P4
Phone: (416) 923-7724
Fax: (416) 923-4002
mjohnston@nadbank.com
nadbank.com

NADbank (Newspaper Audience Databank) is the principal research arm of the Canadian daily newspaper industry. It designs and conducts research in Canadian markets to provide cost-effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

NADbank is a tri-partite organization comprised of newspapers, advertising agencies/media buying companies and advertiser members.

The organization is governed by a board of directors, a technical committee and a membership services committee.

» AUDIT BUREAU OF CIRCULATIONS (ABC)
151 Bloor St. W., Suite 850
Toronto, ON, M5S 1S4
Phone: (416) 962-5840 x226
Fax: (416) 962-5844
marian.robertson@accessabc.com
www.accessabc.ca

ABC is a not-for-profit, tripartite association of advertisers, advertising agencies and publishers. The purpose of ABC is to set standards by which circulation and other data of member newspaper and magazine publishers are audited.

Readership by Income

	Print (M-F)		Online (Weekly)	
Annual HH Income	%	Index to Pop	%	Index to Pop
$75M+	48	107	54	121
$50 to $75M	24	101	24	97
$30 to $50M	15	96	13	82
$20 to $30M	7	88	5	63
Under $20M	6	76	4	60

Readership by Education

	Print (M-F)		Online (Weekly)	
Highest Level Achieved	%	Index to Pop	%	Index to Pop
University Grad+	37	110	48	143
Some Post-secondary	33	98	34	100
High School Graduate	19	96	13	66
Some High School or Less	10	87	4	39

Source: NADbank 2010

PUBLISHER'S STATEMENTS: Two statements of circulation issued yearly by publishers for release by the ABC.

AUDIT REPORTS: Annual and bi-annual verification for daily and weekly newspapers.

ABCI is a division of ABC that provides audits of traffic claims from sites on the web, e-mail newsletter audits, mobile media audits and a Digital Technology Accreditation Program (including ad delivery audits).

» ANCILLARY ABC PRODUCTS AND SERVICES

CONSOLIDATED MEDIA REPORT (CMR): Provides advertisers with a comprehensive view of a publisher's "total media footprint" across multiple products and channels by reporting total gross distribution data. accessabc.ca/services/n_cmr.htm

MOBILE MEDIA AUDITS (M.AUDIT REPORT): An audit service to independently verify mobile statistics, including mobile audience by device type and by day and day part; audience access points (app, mobile browser, e-reader); unique visitors; and page views. accessabc.ca/services/abci_mobile.htm

FLYER DISTRIBUTION STANDARDS ASSOCIATION (FDSA) AUDIT ACCREDITATION: The audit evaluates the flyer insert process for compliance with FDSA's standards.

EFAS-FAX: Topline circulation data updated with every Publisher's Statement and available online.

EDATA ANALYSIS TOOL FOR NEWSPAPERS: Providing 10 years of audited circulation data and available online for easy downloading.

» CCAB – A DIVISION OF BPA WORLDWIDE
bpaww.com

TORONTO OFFICE
1 Concorde Gate, Suite 800
Toronto, ON, M3C 3N6
Phone: (416) 487-2418
Fax: (416) 487-6405

MONTREAL OFFICE
1010 Rue Sherbrooke Ouest, Bureau 1800
Montreal, QC H3A 2R7
Phone: (514) 845-0003
Fax: (514) 845-0905

The CCAB division audits all paid, controlled or any combination of paid and controlled circulation for over 450 business and farm publications, consumer magazines and community and daily newspapers throughout Canada. CCAB issues standardized statements of data reported by members and verifies the figures shown in the statements by audit examination of any records considered necessary. Basic published reports include two Circulation Statements a year, submitted by the publishers' staff, and Daily and Community Newspaper TRAC trend reports published annually. In addition to these reports, CCAB provides flyer distribution accreditation on behalf of the FDSA, whose goal is to establish standards, from technical specifications to processes and terminology, for the retail flyer process.

» Community Newspapers

GENERAL INFORMATION

Community newspapers and their sites effectively represent the neighbourhoods they serve. Every week in Canada, more than 1,100 community newspapers circulate more than 15 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community. On average, one-third read only their community newspaper, and most readers read every issue. Readership of community newspapers is solid, with 74% of adults reading a community newspaper.

Community newspapers reach all demographics—professionals, well-educated, affluent consumers—as well as families with children and homeowners. Paid- and free-circulation community newspapers enjoy equally high readership.

Across Canada, community newspapers provide printed newspapers to local households one or more times each week. Furthermore, 41% state that newspapers are the medium used to check out ads. The community newspaper's website has become the town square online, delivering local information to the community at the touch of a button.

COMMUNITY NEWSPAPER FACTS

- There are more than 1,100 community newspapers in Canada.
- 74% of adults read a community newspaper (weekday or weekend).
- Approximately one-third of Canadians only read a community newspaper (not other newspapers) and are light TV (< 3 hours per week) and light radio users (less likely to have listened yesterday).
- Nearly 40% keep their community newspaper more than one week.
- 73% read most or all of the community newspaper and these readers spend an average of 40 minutes with the paper.
- Readers on average share the paper with 2.4 additional readers.
- Almost half of readers indicate there are days when they read the community newspaper as much for the ads as for the news.
- Community newspapers are a popular vehicle for inserts and advertising supplements. Many papers have their own printing facilities (producing these supplements to customer specifications) and finely tuned distribution networks.

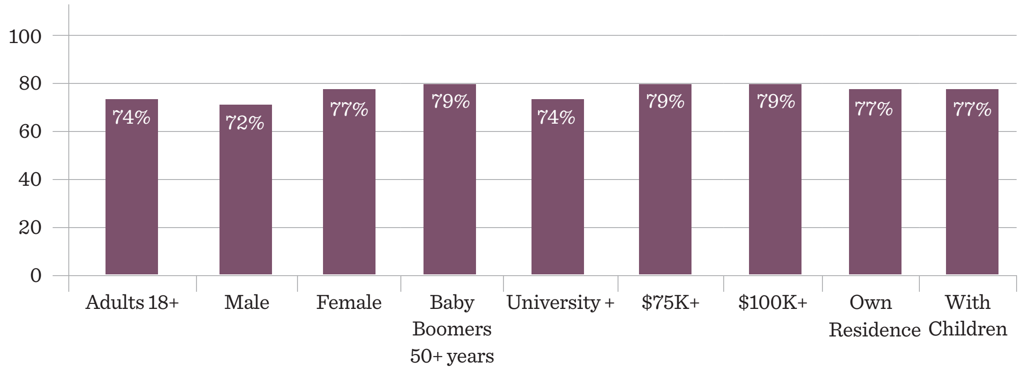
» CIRCULATION

More than 650 community newspaper titles are measured by Canadian Media Circulation Audit (CMCA), a unit of Newspapers Canada. Circulation data are reported twice a year and verified annually by CMCA. An audit is conducted annually by an independent certified auditor or a public chartered accountant. CMCA data can be accessed online at circulationaudit.ca.

An additional 180 community newspapers are currently measured by Audit Bureau of Circulations (ABC) or Canadian Circulation Audit Board (CCAB). Circulation data are reported in a Publisher's Statement and then audited either annually or bi-annually. ABC data are available to members and can be accessed online at accessabc.com, while CCAB data are available at no cost at bpaww.com.

In Quebec, more than 140 community newspapers are measured by the Office de la distribution certifiée (ODC). Complete distribution data are available at no cost atodcinc.ca.

% Readership by Demographic



Demographics

Adults 18+	76%
GENDER	
Male	77%
Female	75%
AGE	
Young Reader 18 to 24 years	75%
Age 25 to 49 years	74%
Baby Boomers 50+ years	79%
EDUCATION	
High School or less	73%
College (including Technical)	77%
University +	80%
HOUSEHOLD INCOME	
<$30K	68%
$30 to $49K	75%
$50K+	78%
$75K+	79%
$100K+	80%
RESIDENCE	
Own Residence	74%
Rent Residence	77%
FAMILY STATUS	
With Children	74%
Without Children	77%
LIFE EVENTS (occurred in last year/next year)	
Marriage	76%
Child/Grandchild born	74%
Retire	78%
Change job	69%
Move (same city)	71%

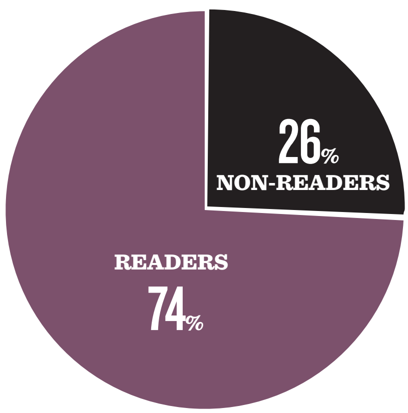
Source: ComBase 2008-2009. Base: Adults 18+, Canada. Read any of the last four issues

Reasons for Reading

Reasons for Reading	*% of Community Newspaper Readers
Local News	82%
Local Events	63%
Flyers	36%
Editorial	35%
Classified	33%
Advertising	31%
Real Estate	22%
Jobs/Employment	19%

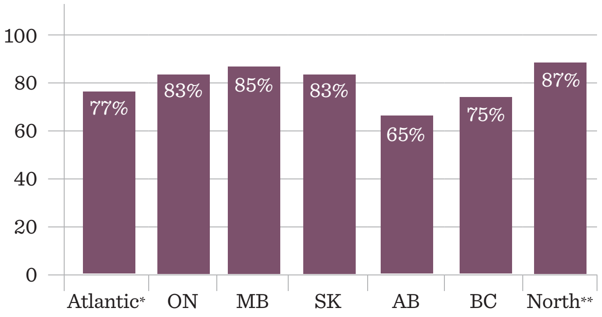
*Source: ComBase 2008-2009. Base: Adults 18+, Canada. Read any of the last four issues. *Multiple mentions accepted*

Community Newspapers-Readership



Source: ComBase 2008-2009. Base: Adults 18+, Canada. Read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

% Readership by Province



**Atlantic is NS/NB/PEI/NL*
***Northern Canada is NWT/NU*

Source: ComBase 2008-2009. Base: Adults 18+, Canada. Read any of the last four issues. Sample: 39,761

Readership of Flyers Delivered in Community Newspapers

Flyer Type	*% Readership of Flyers
Grocery Store	76%
Department Stores including Clothing	70%
Home Improvement Store	68%
Furniture or Appliances or Electronics	66%
Drug Store or Pharmacy	62%
Computer Hardware or Software	47%
Fast Food Restaurant	42%
Automotive Supply or Service	40%
Telecommunication and Wireless Products	31%
Investment or Banking Services	27%
Other Products or Services	57%

*Source: ComBase 2008-2009. Base: Adults 18+, Canada. Read any of the last four issues. *Always or sometimes read flyers*

» PLANNING TOOLS AND RESOURCES

The majority of community newspapers serve English- or French-speaking readers in geographic markets that are represented by Newspapers Canada and its French-language counterparts, Hebdos Québec and the Association de la presse francophone.

The Newspapers Canada network includes Community Media Canada, a partnership of sales and marketing specialists at affiliated associations. The Community Media Canada team facilitates the buying process, working with clients and agencies on print, online and multimedia campaigns, which are now easier with a growing use of modular ad sizes. Online tools, including Newspapers Canada's ad impact tool and the Community Media Canada campaign calculator, further simplify the process.

» NEWSPAPERS CANADA

Launched in January 2011, Newspapers Canada is a joint initiative of the Canadian Community Newspapers Association and the Canadian Newspaper Association.

Representing the newspaper industry in Canada for over 90 years, Newspapers Canada boasts a membership of 850 titles, including over 780 community newspapers in every province and territory.
newspaperscanada.ca

» HEBDOS QUÉBEC

Hebdos Québec promotes the growth and excellence of the weekly press in Quebec, representing 150 French-language weeklies with a total Quebec readership of more than 3.6 million. Hebdos Québec provides a wide array of services, including readership surveys, media research and advertising tools.
hebdos.com

ASSOCIATION DE LA PRESSE FRANCOPHONE

» APF.CA

The Association de la presse francophone brings together 24 community newspapers from outside Quebec, and is the only pan-Canadian association of French newspapers. An engaged and unifying force, APF newspapers are, throughout the country, instruments of social cohesion and sources of partnership. The APF website includes information about its member newspapers, as well as advertising resources. Ad campaigns can be placed through two advertising representation firms.

The community newspaper industry provides several tools designed to inform and assist the ad-buying process.

Ownership of Newspapers Canada-member Community Newspapers

Owner	AB	BC	MB	NB	NL	NS	NT	NU	ON	PE	QC	SK	YT	TOTAL
Black Press Group	6	72	-	-	-	-	-	-	-	-	-	-	-	78
Brunswick News	-	-	-	18	-	-	-	-	-	-	-	-	-	18
Department of National Defence	1	1	1	-	-	2	-	-	-	-	-	-	-	5
Transcontinental Media	-	-	-	1	14	13	-	-	3	-	2	6	-	39
Glacier Media Group	7	15	4	-	-	-	-	-	-	-	1	24	-	51
Great West Newspapers	20	-	-	-	-	-	-	-	-	-	-	-	-	20
Metroland Media Group	-	-	-	-	-	-	-	-	95	-	-	-	-	95
Multimedia Nova Corporation	-	-	-	-	-	-	-	-	12	-	-	-	-	12
Performance Printing	-	-	-	-	-	-	-	-	14	-	-	-	-	14
Postmedia Network	-	20	-	-	-	-	-	-	5	-	-	-	-	25
Quebecor Media/Sun Media Corporation	32	-	10	-	-	-	-	-	61	-	-	4	-	107
Independent Groups: Number of Groups with 2 to 9 Titles	9	1	3	1	-	5	1	1	15	1	2	6	-	45
Independent Groups: Number of Titles	20	3	12	2	-	13	4	2	40	3	5	14	-	118
Independent Titles	29	13	21	1	-	4	2	1	84	-	10	34	1	200
TOTAL	**115**	**124**	**48**	**22**	**14**	**32**	**6**	**3**	**314**	**3**	**18**	**82**	**1**	**782**

Source: Newspapers Canada, March 2011.

» NEWSPAPERS CANADA AD RESOURCES
Practical information on newspapers for use by media planners, with a variety of advertiser resources including ad impact tool, case studies, an industry presentation, newsletters and more.
newspaperscanada.ca/ad-resources

» COMMUNITY MEDIA CANADA
Industry advertising and marketing initiative, with sales specialists, online resources and campaign calculator.
communitymedia.ca

» MARKET ANALYZER
Geo-targeting tool, merging socio-economic and demographic data with the physical coverage area of participating newspapers.
marketanalyzer.ca

» COMBASE
Market-by-market readership research for individual community newspapers is available from ComBase, the Canadian Community Newspaper Database Corporation. ComBase is governed by a tri-partite board of directors representing advertisers, agencies and publishers.

The ComBase 2008/2009 study includes title-specific data in 215+ Canadian markets for more than 500 publications, including community newspapers, ethnic and alternative press, auto trader and employment papers, shoppers, farm publications, dailies, entertainment publications and free publications, as well as over 500 local radio stations in all measured markets. New questions in the third national study have been included to capture local market data for online media behaviour, readership of online newspapers, reasons for using community newspapers, flyer usage and a number of life events. Complete data are currently available for both Nielsen IMS and Telmar Harris planning software.
combase.ca

» STATHEBDO
Readership and Consumption Patterns Study for French-language community media in Quebec.
hebdos.com

» PLANHEBDO
Web-based media planning tool for French-language community media in Quebec.
hebdos.com

COMMUNITY NEWSPAPERS DATA SOURCES

NEWSPAPERS CANADA
890 Yonge Street, Suite 200
Toronto, ON, M4W 3P4
Phone: (416) 923-3567
1-877-3052262
Fax: (416) 923-7206
E-mail: info@newspaperscanada.ca
newspaperscanada.ca

Newspapers Canada is a joint initiative of the Canadian Community Newspapers Association (CCNA) and the Canadian Newspaper Association.

The CCNA represents over 780 English-language community newspapers in Canada. The CCNA is a federation of seven regional/provincial associations.

COMBASE
890 Yonge Street, Suite 200
Toronto, ON, M4W 3P4
Phone: 1-800-481-6580
Fax: (905) 237-0172
combase.ca

ComBase (Community Newspaper Database) measures newspapers of all types in more than 200 Canadian markets and sub-markets. ComBase provides title and market-specific audience information to assist in the buying and selling of community newspaper advertising space.

COMMUNITY MEDIA CANADA
For advertising, call: 1-866-669-2262
communitymedia.ca

Community Media Canada is the advertising and marketing arm for community newspapers. Advertising may be placed in member newspapers through Community Media Canada's cross-country service operated by its regional association partners:

NEWSPAPERS ATLANTIC
7075 Bayers Road, Suite 216
Halifax, NS, B3L 2C2
Phone: 1-877-842-4480
Fax: (902) 832-4484
For advertising,
call: 1-866-669-2262, Ext. 6
E-mail: mail@newspapersatlantic.ca
newspapersatlantic.ca

QUEBEC COMMUNITY NEWSPAPERS ASSOCIATION
400 Grand Blvd., Suite 5
Ile Perrot, QC, J7V 4X2
Phone: (514) 453-6300
Fax: (514) 453-6330
For advertising,
call: 1-866-669-2262, Ext. 5
E-mail: info@qcna.qc.ca
qcna.org

ONTARIO COMMUNITY NEWSPAPERS ASSOCIATION
3050 Harvester Rd., Suite 103
Burlington, ON, L7N 3J1
Phone: (905) 639-8720
Fax: (905) 639-6962
For advertising,
call: 1-866-669-2262, Ext. 4
E-mail: info@ocna.org
ocna.org

MANITOBA COMMUNITY NEWSPAPERS ASSOCIATION
943 McPhillips Street
Winnipeg, MB, R2X 2J9
Phone: (204) 947-1691
Fax: (204) 947-1919
For advertising,
call: 1-866-669-2262, Ext. 3
E-mail: tanis@mcna.com
mcna.com

SASKATCHEWAN WEEKLY NEWSPAPERS ASSOCIATION
401 45th Street West, Suite 14
Saskatoon, SK, S7L 5Z9
Phone: (306) 382-9683
Fax: (306) 382-9241
For advertising,
call: 1-866-669-2262, Ext. 2
swna.com

ALBERTA WEEKLY NEWSPAPERS ASSOCIATION
3228 Parsons Road
Edmonton, AB, T6N 1M2
Phone: (780) 434-8746
Fax: (780) 438-8356
For advertising,
call: 1-866-669-2262, Ext. 1
E-mail: info@awna.com
awna.com

BRITISH COLUMBIA & YUKON COMMUNITY NEWSPAPERS ASSOCIATION
122-1020 Mainland St.
Vancouver, BC, V6B 2T4
Phone: (604) 669-9222 / 1-866-669-9222
Fax: (604) 684-4713
E-mail: info@bccommunitynews.com
bccommunitynews.com

HEBDOS QUÉBEC
538 Place St-Henri
Montreal, QC, H4C 2R9
Phone: (514) 861-2088 / 1-866-861-2088
Fax: (514) 861-1966
For advertising,
call: 1-866-669-2262, Ext. 7 or 8
E-mail: communications@hebdos.com
hebdos.com

Hebdos Québec is a non-profit corporation whose members publish 150-plus weekly French newspapers with more than 3 million readers. The association's mandate is to foster and stimulate the development of weeklies. It has a readership study of weeklies in Quebec available on its website (hebdos.com).

ASSOCIATION DE LA PRESSE FRANCOPHONE
267 Dalhousie Street
Ottawa, ON, K1N 7E3
Phone: (613) 241-1017
Fax: (613) 241-6313
Email: apf@apf.ca
apf.ca

The Association de la Presse francophone is the only network of Canadian French-language newspapers published outside Quebec. Its mission is to unite, support, serve and represent its member publications so as to contribute to the development and reach of Canada's Francophone press and the vitality of Canada's Francophone and Acadian communities.

Magazines Engage Across Multiple Platforms and Devices

The pace of media change continues to accelerate, making it harder to stay up to speed with the latest and greatest information. The CMDC 2011–12 Media Digest is a great source for useful magazine data. And for even more information, Magazines Canada is just a click (magazinescanada.ca/advertising) or an email away to help you stay in touch with the most up-to-date research and trends available.

Despite this rapid change in the marketplace, magazine fundamentals remain strong:

- New titles continue to launch
- Readership remains stable
- And magazines continue to engage consumers from all age groups in big numbers, especially younger demographics, servicing individual reader needs and passions

WHY DO MAGAZINES REMAIN RELEVANT?
Because of fresh, curated, branded magazine content that is increasingly available across all platforms and devices that matter.

Publishers are embracing all forms of online opportunities for their magazines, offering robust websites, online digital editions, social networks (e.g. Facebook; Twitter) and various mobile touch points, such as iPhone/iPad applications, to their readers.

By providing engaging, targeted content, magazines in any format continue to motivate consumers to act. Magazines remain:

- #1 in throwing consumers to websites
- #1 in motivating web search
- #1 in increasing brand favourability, positively influencing brand attitudes
- #1 in driving purchase intent, the holy grail for most advertisers

The print/digital relationship enables 360° marketing opportunities, reaching readers and motivating them to act wherever they live, work and play, regardless of the time of day.

In a world where it's getting harder to meaningfully engage busy, multi-tasking consumers, magazine readers continue to take a time-out ("me time") to read their favourite magazines. Here, ads are not an interruption that is ignored or zapped at the press of a button, but viewed as an important service. Make the connection with magazines.

FOR MORE MAGAZINE MEDIA INFORMATION, contact adinfo@magazinescanada.ca or 416.596.5382.

Magazines Canada

» Consumer Magazines

GENERAL INFORMATION

The wide variety and sheer number of Canadian magazines mirror our diverse nation. With more than 800 consumer magazines listed in Canadian Advertising Rates and Data (CARD) divided into 200 categories, there is a Canadian consumer magazine to match each person's individual interests.

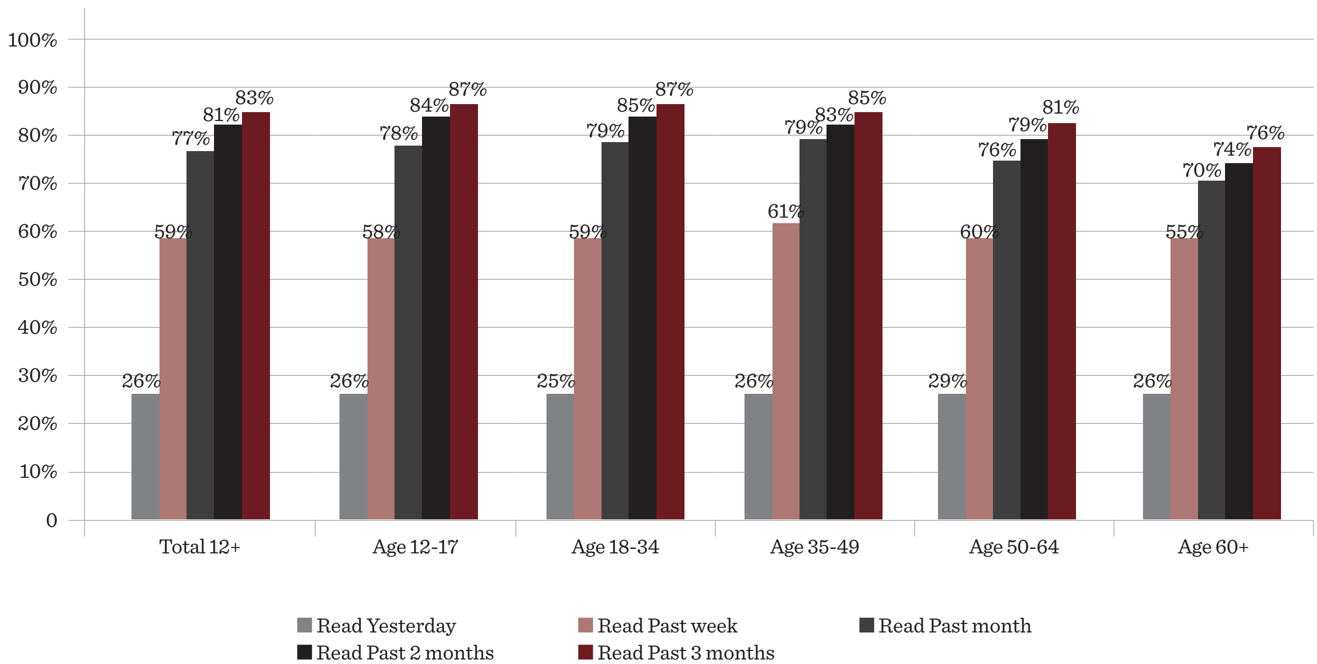
PMB 2011 UPDATES

Founded in 1973, the Print Measurement Bureau (PMB) is Canada's leading syndicated study for single-source media data on a variety of subjects, including readership of consumer magazines. The Spring 2011 study provides readership data for 100 major consumer magazines, of which 61 are English and 39 are French.

Titles being measured for the first time include *Chill*, *Teen Tribute* and *Révue éspaces*.

Magazines are equally well read across all age groups and, unlike other media, a magazine's audience (readership) can accumulate over a long period, depending on the frequency of publication.

Magazine Readership by Age



Source: PMB 2011 Spring 2-year survey

CREATIVE CONSIDERATIONS

A wide variety of standard creative formats exist within magazines and many more 'unique formats' are up to the discretion of the individual publishers. Research has been conducted by Magazines Canada concerning the most impactful ad placements. Some findings conclude that being positioned on the left side or the right side of the magazine page makes little difference to the impact or recall of an ad. In addition, positioning within the book, be it up front or in the back end, also makes little or no difference. Larger-format ads like a full page plus fractional or double-page spread seem to be more impactful than smaller formats. For more general information about Canadian magazines, visit magazinescanada.ca

» COMMON FORMATS

Full page
Fractional pages (1/2, 1/3, 2/3, 1/4, 1/6)
DPS, Half-page spread
Mini page
Guide page spread
Consecutive pages (direct or alternating)
IFC, IBC, OBC
Inserts
Polybags
BRC
Advertorial

» SPECIAL FORMATS

Gatefolds (doubles, triples, side, bottom, top)
French Doors (on cover)
Bellybands
Ink Jetting
Special Inks (5 or 6 colour)
Glue-ons
Pop-ups
1/3 page centre spread
1/4 page checkerboard
1/3 page bookends (outer edges of spread)
Fragrance strips
Scratch & Sniff
Page tabs
Cabbage Heads (glued/die cut extensions)
Peel & Reveal – Perforated tabs
Peel & Reveal – Stickers (like Advent calendar)
Static Cling pages

CLOSING DATES AND CANCELLATION POLICIES

Most national monthly magazines require insertion orders for colour advertisements four to six weeks prior to publication date. Many major national magazines are able to offer 35-day (or less) lead time from published space closing to first consumer impact. Material is generally due a week later. National weekly publications are often able to accommodate advertisers on significantly shorter notice.

Monthly magazines are on-stand and mailed to subscribers three to four weeks prior to the cover date; weeklies, one week prior. Orders previously booked are non-cancellable after the closing date. Refer to cardonline.ca, publication rate cards or a magazine sales representative for more specific information.

English Consumer Magazine – Circulation and Readership (Source: PMB 2011 Spring)

				PMB 2011 Spring (all 12+)		
ENGLISH PUBLICATIONS	Magazine Class	Circulation (000's)	RPC	Readership	Male	Female
Alive	Women's	177	2.6	463	151	313
British Columbia Magazine	City & Regional	85	10.5	892	499	393
CAA Magazine	General Interest	1557	1.5	2264	1053	1212
Canada's History/The Beaver	General Interest	43	7.6	325	201	124
Canadian Business	Business & Finance	91	11.8	1077	691	386
Canadian Family	Women's	88	9.7	857	273	585
Canadian Gardening	Gardening	142	16.0	2276	803	1473
Canadian Geographic	General Interest	207	16.0	3309	1819	1490
Canadian Health	Health & Fitness	47	32.6	1532	616	916
Canadian Health & Lifestyle	Health & Fitness	397	5.2	2081	752	1329
Canadian Home Workshop	Home	103	8.4	860	555	305
Canadian House & Home	Home	239	9.7	2327	706	1621
Canadian Living	Women's	511	7.8	3999	1018	2981
Chatelaine	Women's	551	6.1	3361	613	2748
Chill[1]	Men's	202	1.7	342	275	66
Cottage Life	General Interest	71	11.5	817	418	399
Elle Canada	Women's	135	11.4	1542	236	1305
enRoute	General Interest/Travel	138	7.1	986	578	408
The Grid	City & Regional	102	1.9	197	135	62
Fashion Magazine	Women's	150	11.9	1787	340	1447
Financial Post Business	Business & Finance	175	5.1	897	626	272
Flare	Women's	151	9.0	1364	193	1171
Food & Drink	Food & Beverage	499	4.4	2183	803	1380
Glow	Women's	*	*	680	83	597
Golf Canada	Sports	129	9.1	1180	919	261
Good Times	Mature Market	151	3.1	468	171	297
Harrowsmith Country Life	General Interest	120	6.5	784	278	507
Hello! Canada	Entertainment	113	7.1	803	198	604
Homemakers	Women's	339	4.0	1343	261	1082
Hour	City & Regional	33	2.8	93	49	44
Loulou (Eng)	Women's	148	4.9	721	81	640
Maclean's	News	373	6.4	2405	1323	1082
Mirror	City & Regional	60	2.4	144	86	58

				PMB 2011 Spring (all 12+)		
ENGLISH PUBLICATIONS	Magazine Class	Circulation (000's)	RPC	Readership	Male	Female
MoneySense	Business & Finance	109	7.1	778	445	333
Movie Entertainment	Entertainment	416	4.0	1645	864	782
Now	City & Regional	104	3.3	344	201	143
Ontario Out of Doors	Fishing & Hunting	90	6.2	561	414	147
Our Canada	General Interest	283	3.3	943	373	570
Outdoor Canada	Fishing & Hunting	94	17.0	1599	1048	551
ParentsCanada	Women's	120	9.8	1172	309	863
People	Women's	166	21.4	3553	1074	2479
Professionally Speaking	Education	217	1.3	288	103	185
Profit	Business & Finance	102	2.1	212	141	72
Reader's Digest	General Interest	836	7.1	5932	2713	3219
Report on Business Magazine	Business & Finance	265	4.0	1057	752	305
Starweek	TV & Radio	*	*	763	368	396
Style at Home	Home	229	5.8	1318	244	1074
Teen Tribute[1]	Youth	500	1.2	609	202	407
The Health Journal	Health & Fitness	*	*	1147	452	695
The Hockey News Magazine	Sports	96	19.2	1848	1483	365
Today's Parent	Women's	175	9.4	1647	388	1259
Toronto Life	City & Regional	92	8.1	742	387	355
Tribute	Entertainment	500	3.5	1729	905	824
TV Week Magazine	TV & Radio	59	4.2	249	100	149
Vancouver Magazine	City & Regional	48	5.3	257	137	120
Vervegirl	Youth	169	1.5	259	35	224
Western Living	Lifestyles	171	3.0	521	240	281
Westworld/Going Places	General Interest	1300	1.1	1388	717	671
what's cooking	Food & Beverage	1297	2.7	3454	804	2650
What's Up Family Magazine	Women's	83	3.5	294	117	177
Zoomer Magazine	Mature Market	190	2.7	513	204	309

1 = Imputed 2 year data - See PMB 2011 Spring Technical Appendix
**Circulation data in accordance with PMB requirements were not received. No readers-per-copy data are shown*
Numbers in 000 except for RPC

French Consumer Magazines - Circulation and Readership (Source: PMB 2011 Spring)

				PMB 2011 Spring (all 12+)		
FRENCH PUBLICATIONS	Magazine Class	Circulation (000's)	RPC	Readership	Male	Female
7 Jours	Women's	87	10.1	878	326	552
Affaires Plus/ a+	Business & Finance	82	3.4	281	194	88
Bel Âge magazine	Mature Market	137	4.1	559	159	400
Châtelaine (Fr)	Women's	196	5.1	998	234	764
Chez-Soi	Home	78	7.0	547	146	401
Clin d'oeil	Women's	72	9.3	672	125	547
Cool!	Youth	*	*	274	81	193
Côté Jardins	Gardening	*	*	238	69	169
Coup de pouce	Women's	220	5.0	1109	276	833
Décormag	Home	85	5.2	446	124	323
Dernière Heure	General Interest	19	17.4	330	139	191
Échos Vedettes	Women's	32	7.0	224	88	136
Elle Québec	Women's	88	9.3	819	174	644
Enfants Québec	Women's	61	5.9	359	82	278
Femme d'aujourd'hui	Women's	*	*	163	40	123
Fleurs Plantes Jardins	Gardening	67	6.1	407	167	240
La Semaine	Women's	57	8.9	505	204	301
L'actualité	News	174	4.7	813	396	417
Le Lundi	Women's	26	13.3	345	108	237
Le Magazine Jobboom	General Interest	84	4.2	351	198	154
Les Affaires	Business & Finance	83	2.8	228	156	73
Les Idées de ma maison	Home	68	9.5	649	218	431
Loulou (Fr)	Women's	73	4.2	308	33	274
Moi & cie	Women's	47	5.6	265	37	228
Primeurs	TV & Radio	365	0.9	343	166	177
qu'est-ce qui mijote	Food & Beverage	511	2.5	1254	342	913
Rénovation Bricolage	Home	32	13.5	432	262	170
Revue Espaces[1]	Camping & Outdoor	*	*	85	39	45
Ricardo	Food & Beverage	64	8.4	539	159	381
Sélection du Reader's Digest	General Interest	231	4.1	944	446	498
Sentier Chasse-Pêche	Fishing & Hunting	60	7.8	468	372	96
Star Inc.	Women's	33	9.8	323	123	200
Star Système	Entertainment	32	10.6	338	122	216
Summum	Men's	*	*	269	189	81
Touring (Fre & Eng)	General Interest	750	1.4	1080	545	535
Tout Simplement Clodine	Women's	37	8.9	331	55	276
TV 7 Jours	TV & Radio	87	3.1	269	118	151
TV Hebdo	TV & Radio	97	3.1	304	107	197
Voir	City & Regional	*	*	430	231	198

1 = Imputed 2 year data - See PMB 2011 Spring Technical Appendix
**Circulation data in accordance with PMB requirements were not received. No readers-per-copy data are shown*
Numbers in 000 except for RPC

U.S. Magazines with Paid Canadian Circulation of 25,000+

Rank	Magazine Title	Total Pd & Ver Circ
1	NATIONAL GEOGRAPHIC	341,585
2	COSMOPOLITAN	244,727
3	PEOPLE	181,335
4	O OPRAH	143,888
5	WOMAN'S WORLD	136,774
6	MEN'S HEALTH	130,062
7	PREVENTION	127,695
8	FIRST	122,978
9	WOMEN'S HEALTH	122,227
10	IN STYLE	113,304
11	MARTHA STEWART LIVING	100,742
12	IN TOUCH WEEKLY	98,551
13	SPORTS ILLUSTRATED	97,790
14	US WEEKLY	96,957
15	SEVENTEEN	93,815
16	VANITY FAIR	84,197
17	ECONOMIST (NORTH AMERICAN EDITION)	81,709
18	TASTE OF HOME	78,830
19	MAXIM	70,953
20	VOGUE	68,906
21	GOOD HOUSEKEEPING	68,663
22	PEOPLE STYLEWATCH	68,222
23	STAR	67,748
24	WEIGHT WATCHERS	64,598
25	GLAMOUR	64,596
26	GOLF DIGEST	61,214
27	EVERYDAY FOOD	59,645
28	NATIONAL ENQUIRER	55,475
29	FAMILY CIRCLE	53,382
30	LIFE & STYLE WEEKLY	51,360
31	WOMAN'S DAY	49,815
32	POPULAR SCIENCE	46,548
33	M	46,453
34	POPULAR MECHANICS	46,417
35	MARIE CLAIRE	44,965
36	SHAPE	44,565
37	J 14	44,412
38	REAL SIMPLE	43,812
39	BETTER HOMES AND GARDENS	43,571
40	BIRDS AND BLOOMS	43,375
41	BON APPETIT	42,477
42	TIME	41,913
43	FITNESS	41,476
44	FINE COOKING	39,019
45	SCIENTIFIC AMERICAN	37,255
46	OK! WEEKLY	37,152
47	CAR AND DRIVER	37,102
48	OXYGEN WOMEN'S FITNESS	36,735
49	GOLF MAGAZINE	36,458
50	DISCOVER	36,237
51	CLEAN EATING	34,517
52	GQ GENTLEMEN'S QUARTERLY	33,916
53	RUNNERS WORLD	33,584
54	EVERY DAY WITH RACHAEL RAY	33,222
55	COUNTRY LIVING	32,998
56	GLOBE	32,766
57	TWIST	32,259
58	CONDE NAST TRAVELER	30,894
59	ELLE	30,730
60	BLOOMBERG BUSINESSWEEK	29,634
61	TEEN VOGUE	29,241
62	FOOD NETWORK MAGAZINE	28,217
63	HARPERS BAZAAR	27,801
64	ROTARIAN	27,407
65	WHOLE LIVING	26,392
66	NEW YORKER	26,174
67	PLAYBOY	26,171
68	ESQUIRE	26,004
69	SELF	25,816

Source: ABC, publications with audited 2010 circulation

General Business Publications

Based on CARDonline, business publications are the second-largest publication classification. More than 90 categories are represented by 765 titles.

Top Business Publication categories and the number of titles they include are as follows:

- Business: National, Regional, Local – 109 titles
- Medical – 79 titles
- Automotive – 28 titles
- Building – 28 titles

The larger, general business titles can be measured on their relevant target audience readership using PMB, specifically MOPEs, (Managers/Owners/Professionals/Executives), SPBMs (Selected Professionals & Business Managers) or BPI (Business Purchase Influence) data as seen in the chart below, where the index of reach against the target has been provided by publication.

It is advantageous to also consider the targeting ability of general interest publications when planning for a professional or business demographic target group. Other broader, general titles can capture this business professional and deliver reach to your print campaign.

» MEDICAL JOURNALS

There are 79 medical publications listed in CARDonline. Medical publications include those focused on general medicine/family practice, as well as specialty topics such as cardiology and neurology.

Measurement of medical publication readership and/or circulation is undertaken by three different research organizations: the Canadian Circulations Audit Boards (CCAB), Canadian Association of Medical Publishers MMS, and the PMB-administered Medical Media Study, which studies readership of 23 medical titles.

» BUILDING PUBLICATIONS

There are 28 building publications listed in CARDonline, serving the contracting, building maintenance and design industries. Only a select few of those publications are audited for circulation, with the majority providing publishers' claimed circulation figures. The buyer/advertiser should always seek third-party circulation verification if possible, and when not available, should ask for additional information from the publisher to verify up-to-date circulation/distribution.

» FARM PUBLICATIONS

CARD also devotes a separate section to farm publications. Of the 95 titles published in Canada, there are 70 English and 18 French titles, with an additional published in both French and English. Farm seven publications are further categorized by topic as follows:

- General – 34 titles
- Livestock – 25 titles
- Crops – 19
- Community – 9
- Dairy – 8

The majority of farm magazines have a regional focus in addition to being targeted to crop or livestock farmers, whereas the farm newsprint publications have more general agriculture news and information.

Business and Finance	Circulation (000's)	MOPES	Professionals/ Business Managers	Business Purchase Involvement
Canadian Business	87.6	192	182	175
Financial Post Magazine	166.4	205	225	166
National Post (M-F)	157.6	192	203	164
National Post (Sat)	143.6	151	129	128
Report on Business Magazine	285.4	208	185	172
The Globe and Mail (M-F)	316.9	212	184	155
The Globe and Mail (Sat)	381.1	186	158	148
Money Sense	112.9	211	250	173
Profit	87.7	255	267	220
Le Devoir (M-F)	28.9	199	167	166
Le Devoir (Sat)	47.4	124	103	122
a+ / Affaires Plus	76.5	164	125	216
les affaires	75.2	195	175	188
Business Edge	157.8	N/A	N/A	N/A
CA Magazine	90.4	N/A	N/A	N/A
Investment Executive	48.1	N/A	N/A	N/A
Advisors Edge Report	36.5	N/A	N/A	N/A
Benefits Canada	17.1	N/A	N/A	N/A
Canadian Investment Review	5.1	N/A	N/A	N/A
Non-business titles' reach of business people (examples)				
Canadian Home Workshop	88	99	81	128
Cottage Life	70.2	123	112	147
EnRoute	127.0	192	207	177
Food & Drink	518.1	146	178	132
Golf Canada	129.0	139	194	156
Maclean's	336.0	132	136	123
Toronto Life	85.5	136	114	129
Western Living	161.7	189	211	159
L'actualité	156.1	148	146	152
Voir	94.2	110	76	128

Medical Publications

Magazine	Circulation (000's)
Canadian Medical Association Journal	70.9
The Medical Post	47.0
Canadian Journal of CME	37.8
Canadian Family Physician	29.4
Le Médecin du Québec	18.4
L'actualité médicale	16.7
Le Clinicien	10.5

Source: CARDonline, May 2011

Building Publications

Building	Circulation
Canadian Contractor	28,648
Contractor Advantage	n/a
Builders Choice Magazine	20,000
Building Magazine	9,134
Building Strategies and Sustainability	14,000
Canadian Apartment Magazine	7,000
Canadian Builder Designer & Architect	10,500
Canadian Property Management	12,500
Home Builder Magazine	28,776
SABMAG (Sustainable Architecture & Building)	15,000
Avantage Entrepreneur	8,500

Source: CARDonline, May 2011

MAGAZINE DATA SOURCES

» PMB

77 Bloor St. W., Suite 1101
Toronto, ON M5S 1M2
Phone: (416) 961-3205/
1-800-PMB-0899
Fax: (416) 961-5052
pmb.ca

PRINT MEASUREMENT BUREAU (PMB)
PMB is an industry organization with more than 500 company members, including publications, agencies, advertising companies and other companies in various sectors of the Canadian media industry.

The PMB study database is released twice-yearly and provides readership data for more than 100 Canadian consumer magazines and newspapers. This data can be linked with information about readers' product and brand usage, retail shopping patterns and lifestyles. The study also provides generic media in areas such as television, daily newspapers, radio, outdoor and various online media.

PMB/COMSCORE FUSED DATABASE
The full PMB two-year database is fused twice-yearly with comScore website visiting data to provide combination reach data for PMB-measured titles and their websites, together with extensive consumer profiling data on visitors to those websites.

PMB MEDICAL MEDIA STUDY
The PMB Medical Media Study is the principal source of annual readership data for publications directed to the medical profession. The study measures the readership habits of GPs and specialists in the areas of cardiology, internal medicine and psychiatry. The data addresses readership of both the printed versions of medical titles and their websites. The study also provides a measure of the importance of medical publications compared with other marketing channels available to Canadian physicians.

» MAGAZINES CANADA

425 Adelaide St. W., Suite 700
Toronto, ON M5V 3C1
Phone: (416) 596-5382
Email: adinfo@magazinescanada.ca
magazinescanada.ca

Magazines Canada is the national trade association representing the leading Canadian-owned, Canadian content consumer, cultural, specialty, professional and business media magazines in the country. The association is an education resource for media agencies and their advertising clients. Services include:

RESEARCH LIBRARY
Free access to magazine research from around the world.

PAGE NEWSLETTER
A monthly newsletter about magazine research and news.

CONSUMER MAGAZINE AND BUSINESS MEDIA FACT BOOKS
A compendium of the most useful facts, figures, trends and research studies available on Canadian consumer and B2B magazines.

MAGBLAST PODCAST
A video series of topical magazine information.

MAGWORKS CREATIVE TESTING
A new, cost-effective way to test magazine ad creative performance.

WEBSITE
Summarizes industry trends and research information most requested by media planners and advertisers to assist them in gaining instant access to relevant magazine info.

» AUDIT BUREAU OF CIRCULATIONS (ABC)

151 Bloor St. W., Suite 850
Toronto, ON M5S 1S4
Phone: (416) 962-5840 Ext.226
Fax: (416) 962-5844
Email: marian.robertson@accessabc.com
accessabc.ca

ABC is a not-for-profit, tripartite association of advertisers, advertising agencies and publishers. The purpose of ABC is to set standards by which circulation and other data of member newspaper and magazine publishers are audited.

PUBLISHER'S STATEMENTS:
Two statements of circulation issued yearly by publishers for release by the ABC.

AUDIT REPORTS:
Annual verification for periodicals.

MULTIMEDIA PUBLISHER'S STATEMENTS:
Incorporating website traffic activity data in circulation statements.

ABCi
ABCi is a division of ABC that provides audits of traffic claims from sites on the web, e-mail newsletter audits, mobile media audits and a Digital Technology Accreditation Program (including ad delivery audits).

» ANCILLARY ABC PRODUCTS AND SERVICES

CONSOLIDATED MEDIA REPORT (CMR):
Provides advertisers with a comprehensive view of a publisher's "total media footprint" across multiple products and channels by reporting total gross distribution data (accessabc.ca/services/c_cmr.htm).

MOBILE MEDIA AUDITS (M.AUDIT REPORT):
An audit service to independently verify mobile statistics, including: mobile audience by device type and by day and day part, audience access points (app, mobile browser, e-reader), unique visitors and page views (accessabc.ca/services/abci_mobile.htm).

EFAS-FAX:
Topline circulation data updated with every Publisher's Statement and available online.

EDATA ANALYSIS TOOL FOR PERIODICALS:
Provides 10 years of data, including Canadian circulation of U.S. magazines and available online.

MAGAZINE TREND REPORT:
Annual report providing circulation and ad rates trends for five years for all Canadian and U.S. magazine members. Also available as an online tool.

Out of Home

■ Out-of-home's strategic placement on the path to purchase provides marketers with the power to connect with consumers in many new ways. The penetration of smart phones and mobile internet provide brands with an immediate interaction with active, on-the-go consumers turning restaurants, bars, fitness clubs, bus shelters and subway/LRT stations into points of sale.

■ Digital out-of-home formats and networks offer advertisers creative flexibility and the ability to maximize cross–channel applications that integrate mobile marketing and social media.

OUT-OF-HOME MEDIA DELIVERS:

■ A high return on investment: for every dollar invested, OOH generates a 280% average return
■ In a media mix, OOH extends the life of a campaign by an average of 30% when combined with TV and online
■ Consumer interactivity that helps to build brand loyalty
■ The ability to build mass reach quickly and to reach targeted market segments like fitness enthusiasts, restaurant diners, airport travelers, college and university students
■ Wow-factor creative executions are effective in creating consumer interest and generating PR

If you're looking for additional proof that out-of-home media can improve return on investment and build brand loyalty, visit omaccanada.ca. OOH resources include case study and creative libraries, interactive mapping, OOH training programs and research on the power of OOH.

OMAC
Out-of-Home Marketing Association of Canada

» Out-Of-Home & Transit

GENERAL INFORMATION

As it is in many aspects of our lives, digital is transforming out-of-home advertising. It is the most recent development to the oldest form of advertising and it is part of the reason out-of-home is one of the fastest-growing and diversifying forms. Traditional outdoor has been available long before advertising was seen as an industry—pictures painted on rocks illustrated which hunting grounds were plentiful. In Canada, out-of-home is generally categorized into two groups: traditional and non-traditional. The first group includes types that have been available for a longer time: posters, backlit posters, transit shelters, street level, mall posters, superboards, permanents, bulletins and murals. Non-traditional is everything else. Digital straddles this simple classification with traditional unit sizes being converted to digital screens and smaller screens popping up in locations that just a few years ago would have been static paper.

Non-traditional out-of-home has been growing exponentially over the past few years as more and more operators identify new places to place advertising—elevators, bathrooms, change rooms, waiting rooms, hubcaps, golf carts, parking lots, truck sides, rickshaws and even the sky—and technology to deliver the message.

Of course the line between traditional and non-traditional is blurring. How do you categorize a digital poster? There was a time when measurement was the way to define a product—the Canadian Out-of-Home Measurement Bureau (COMB) measured traditional out-of-home and everything else was non-traditional. Of course COMB measures advertising, both static and moving, for some indoor or place-based advertising in washrooms, change rooms, common areas of private and public establishments, and on our streets, but does not measure some of the most traditional advertising like murals (from some suppliers). It may be time to change our look at out-of-home from traditional/non-traditional to industry measured/not industry measured.

On the industry-measured side, COMB audits traditional out-of-home media, as well as some digital and indoor out-of-home advertising. COMB is a tripartite organization that supplies audited circulation for the out-of-home industry. COMB publishes their COMB Data Report twice per year. Gross (total) and in-market circulation data are reported by type, operator and market. These reports also include detailed information on the techniques used for establishing audience circulation.

GRPs are calculated using this circulation (measured in vehicular traffic for outdoor, with some locations including pedestrian) generated only by those people living in the market.

The remainder of out-of-home advertising does not have an industry body that acts as a circulation auditor. They tend to have proprietary studies that are undertaken on their behalf. These studies do not use a specific standard approach to audience measurement and are not necessarily comparable to the circulation data available from COMB.

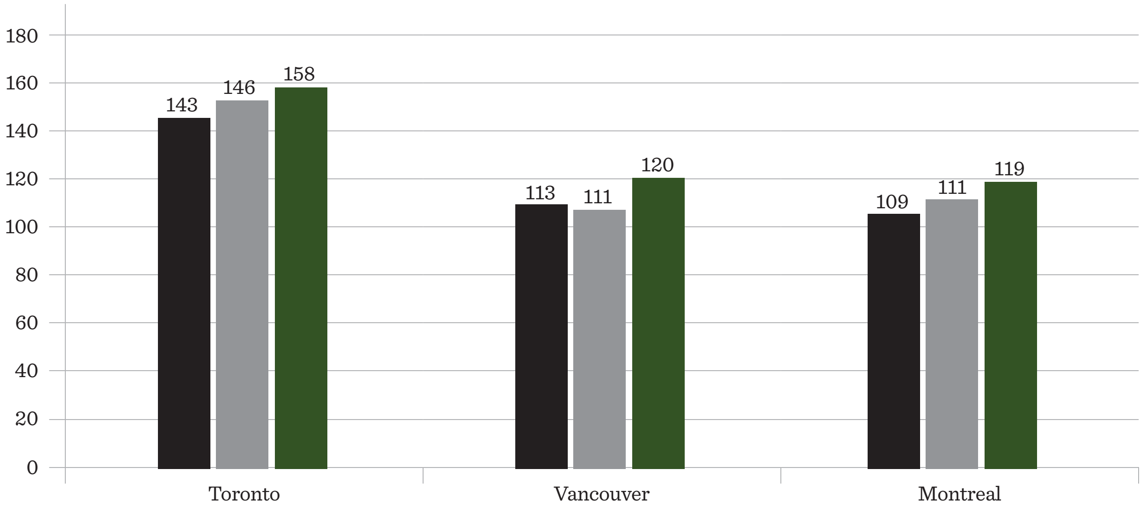
Outdoor suppliers will generally provide an affidavit at the end of a campaign that shows the delivery of the campaign compared to what was purchased. In the case of measured out-of-home, COMB has standardized the reporting for the media that it audits and will (for a fee) provide advertisers with a third-party, proof-of-performance report.

Outdoor space is sold by market, either on the basis of a package that delivers weekly or daily GRPs or by specific location(s).

Out-of-home reach and frequency are determined using circulation counts, potential exposure data from a syndicated database, and a statistical probability model. In the case of measured media, COMB has industry-approved approach and software: COMBNavigator. It uses audited circulation, demographic and product usage data from BBM RTS and, effective October 2012, an updated reach-frequency model that incorporates consumer travel data obtained through GPS studies to estimate reach and frequency for a number of demographic groups.

The out-of-home advertising industry is promoted and represented by OMAC (Out-of-Home Marketing Association of Canada). OMAC serves as a central resource for information on out-of-home advertising,

Weekly Average In-Town Kilometres Travelled Per Capita



Source: BBM RTS Spring 2011 Average In-Town- # km travelled past 7 days

including products, networks, creative and research.

The digital out-of-home industry is represented by CODA (Canadian Out-of-Home Digital Association). CODA is a trade association for its members and represents about 18,000 screens in Canada.

DEFINITIONS

HORIZONTAL POSTERS
Horizontal posters are large (10 x 20 feet), illuminated from the front, paper-covered boards that are available in most markets. Posters are printed on multiple sheets of paper that are glued to the unit face.

VERTICAL POSTERS
Similar to horizontal posters, vertical posters are 12 feet wide x 16 feet high. They are primarily available in major urban centres.

TRIVISIONS/TRIOS
Horizontal or vertical posters that have rotating blades that allow three advertising faces to be shown on the same structure. These blades rotate at a set speed, allowing each side to be shown for a set period of time.

BACKLIT OUTDOOR
Backlit units are, as their name suggests, lit from behind. The standard size is 10 x 20 feet. Backlits are printed on a single sheet of vinyl attached at the edges to the unit.

STREET-LEVEL OUTDOOR
These rear-illuminated units consist of two- or four-sided advertising faces. Street level advertising includes transit shelters and blocks or columns with advertising faces. The standard size is 4 feet wide x 6 feet high. They are primarily available in urban centres.

ELECTRONIC MESSAGE
This signage comes in varying video and digital formats ranging from still to full motion: the units usually display ads on a rotational basis (typically 10 to 15 seconds in length). The size of the units can vary from small to large. Most units are available only in major urban centres.

INDOOR POSTERS
Indoor posters have historically been paper units, but increasingly are also backlit or digital. This format can be targeted to specific environments (e.g. resto/bar, movie theatre, fitness facility, stadium, etc.).

MALL POSTERS
Mall posters are rear-illuminated and available in major shopping centres across Canada. Audience calculations are based on pedestrian traffic passing the advertising face.

Out-of-Home Distribution

Top 20 Markets By Population	Airport	Back-light	Outdoor Digital	Indoor	Mall	Murals	Parking Lot	Posters	Street Level	Super-board
Calgary	P	CBS, P	P, CA, CX, NE, OBN, ZO	NE, ZO	CC, NT,P	P	AB	CBS, P	AM, CBS, P	P
Edmonton	CC, P	CBS, P	P, CA, CA, CX, NE, OBN, ZO	NE, ZO	CC, NT, P	T	AB	CBS, P	AM, CBS, P	P
Greater Sudbury	–	–	CX	–	CC	–	–	OP, P	BK	–
Halifax	CC, P	–	OBN	NE	CC, NT, P	–	AB	CBS, P	AM, CBS	CBS, P
Hamilton	CC	P	CX, OBN	NE, ZO	CC, NT, P	–	AB	AO, CBS, P	AM, CBS, P	CBS, P
Kitchener	–	–	CX, OBN	NE, ZO	CC, NT, P	–	–	CBS, P	P	–
London	–	–	CX,	NE, ZO	CC, NT, P	P	AB	CBS, P	CBS,P	P,RCC
Montreal	AO, CC	AO, CBS	AO, CA, CX, P, MA, NE, ONE, ZO	NE, ZO	CC, NT, P	AO, NT	AB	AO, CBS, P	AM, AO, CBS, P	AO, CBS, CC, P
Oshawa	–	–	CX,	NE, ZO	CC, NT, P	–	AB	CBS, P	AM, P	–
Ottawa-Gatineau	CC,P	P	CX, P, ZO	NE, ZO	CC, NT, P	–	AB	AO, CBS, P	AM, P	AO
Quebec	AO	CBS	CX, P, ZO	ZO	NT, P	–	AB	AO, CBS, P	CBS, P	AO, CBS, P
Regina	CC	–	CX		CC	–	AB	CBS, P	AM, P	CBS, P
Saguenay (Que.)	–	–	–	ZO	–	–		CBS	AO, CBS	–
Saskatoon	CC, P	P	CX, OBN	–	CC, P	–	AB	CBS, P	AM, P	CBS, P
Sherbrooke (Que.)	–	–	–	ZO	NT	–	–	AO, CBS, P	AO, CBS	CBS
St. Catharines (Ont.)	–	–	CX, OBN	NE, ZO	P	–	–	CBS, P	AM, P	P
Toronto	CC, B, AB	AO,CBS, P,RCC	AO, AM, P, CA, CL, CX, NE, OBN, ONE, ZO	AN, NE, ZO	CC, NT, OBN, P	AB, AO, CBS, P, RCC, T	AB,IMA, PV	AO, CBS, P, RCC	AM, AO, CBS, P	AB, AO, CBS, CC, OBN, P, RCC
Vancouver	CC	CBS,P	AO, CA, CX, CL, P, NE, OBN, ZO	NE, ZO	CC,NT,P	–	AB	CBS, P	AM, CBS, P	P
Windsor	–	–	CX, OBN	ZO	CC, NT, P	–	AB	CBS, P	CBS	CBS, P
Winnipeg	CC, P	P	CX, OBN	–	CC, P	–	AB	CBS, P	AM, CBS, P	CBS, P

Source: COMB Data Report Apr 2011, CARDonline

Legend	
AB	Abcon Media
AM	Adapt Media
AN	Ad Network
AO	Astral Out-of-Home
B	Berry Media
BK	BK Corporate Marketing
CA	Captivate

CBS	CBS Outdoor
CX	Cineplex
CL	Clarity Outdoor
CC	Clear Channel
NE	Newad
MA	Métromédia Plus
MP	Mega Poster

NT	neoTraffic
OBN	Outdoor Broadcast Network
ONE	ONESTOP Network
OP	Outdoor Exposure
P	Pattison Outdoor
RCC	RCC Media
S	Strategic Outdoor

T	Titan
ZO	Zoom Media

PERMANENTS/BULLETINS
These are large-format advertising displays. Each location is oversized and unique in dimension. Materials vary from paint to vinyl, and the locations can be customized to suit the advertiser's specifications. Because of their size, unique shape and/or degree of impact, these units are typically located in high-traffic areas.

SUPERBOARDS AND SPECTACULARS
These large display units may be expanded from a rectangular format to include space extensions, flashing neon lights, laser beams, electronic messaging, etc. They can be tailored to an advertiser's specifications. They are typically located in high-traffic areas. There are two standard sizes, Series 10 (10 feet x 40 feet) and Series 14 (14 feet x 48 feet).

MURALS
These are typically large-format displays on sides of buildings in downtown cores. Each location is unique and may utilize all or part of a wall. Customization is common. They typically are printed on vinyl, but may be hand-painted.

AIRPORT
Airport advertising encompasses all advertising found in airport terminals (indoor) and on the airport grounds (outdoor). Most indoor units are backlit, but can also be kiosks, pillar wraps and displays. Outdoor units are typically large-format backlights and superboards.

ELEVATOR
This category entails both the small digital screens in the upper portion of elevators, as well as the paper posters that are mounted on the walls of the elevator. There are no standard sizes for these units. Typically digital screens sell advertising based on a portion of the screen carrying ads, while the remainder shows news content.

PARKING LOT
An all-encompassing category that includes all advertising found in parking lots—boom-arm, flat posters, pillar wraps. There are no standard sizes, however individual suppliers do have their own specifications.

MOBILE
This includes all advertising that is not in a specific location. It entails everything from people walking with sandwich boards to 16-wheelers on the highway.

DIGITAL
Can be any of the above formats that have the static face replaced with a digital screen.

OUT-OF-HOME DATA SOURCES

OUT-OF-HOME MARKETING ASSOCIATION OF CANADA
111 Peter St. Ste. 500
Toronto, ON M5V 2H1
Phone: (416) 968-3435
Fax: (416) 968-6538
E-mail: rcaron@omaccanada.ca
rcaron@amcacanada.ca
omaccanada.ca/amcacanada.ca
The main goal of OMAC is to provide advertisers, agencies and media management companies with relevant industry information and research to plan and buy out-of-home advertising.

CANADIAN OUT-OF-HOME DIGITAL ASSOCIATION
300-266 King St. W.
Toronto, ON M5V 1H8
Fax: (416) 646-2722
www.oohdigital.ca
CODA's mission is to provide the out-of-home industry with leadership and establish best practices for association members to improve the effectiveness of the industry as a whole.

CANADIAN OUT-OF-HOME MEASUREMENT BUREAU
111 Peter St. Ste. 500
Toronto, ON M5V 2H1
Phone: (416) 968-3823
Fax: (416) 968-9396
E-mail: hthompson@comb.org
comb.org
The Canadian Out-of-Home Measurement Bureau (COMB) is a media measurement organization that fulfills two services on behalf of the out-of-home industry: measurement and auditing. COMB is charged with the verification of circulation for the benefit of the industry and its users. COMB is a national, non-profit organization independently operated by representatives from agencies, advertisers and the Canadian out-of-home advertising industry.

» Transit

Transit advertising covers all advertising found in and on transit vehicles in Canada. The category runs the gamut from bus advertising to subway stations/platforms, interior cards to wrapped commuter trains to taxi headrests. While transit does not have an industry body governing measurement and auditing, a number of the key operators co-operate to fund a reach frequency model, which applies a consistent methodology to GRP, reach and frequency data with software that facilitates planning. Data are updated annually with figures from the transit authorities and updated BBM/RTS for demographic profiles, transit and vehicular use inputs. This was launched in fall 2008.

In a broad sense there are two areas of transit advertising: interior and exterior. As their names would suggest, interior is advertising that is inside a transit location – bus, subway car, subway platform, commuter train – and exterior is anything on the outside of vehicles. Exposure models for the two types are very different.

Interior transit circulations are generally determined by passenger counts provided by the transit authority. These counts tend to be system-wide, rather than specific to a particular route, line or station. Using these counts and a factor of likelihood of exposure, a model has been developed to determine GRPs. Space is generally sold on a GRP basis or by showing (percentage of transit vehicles in which the advertising unit appears). However, specific sites, stations or cars can also be purchased.

Exterior transit is also sold on a GRP basis using estimated impressions. These are calculated using a model that incorporates, among other variables, traffic counts and distance travelled by the vehicle.

Transit has a number of different formats available that have for the most part been standardized across the country.

Digital advertising has not made huge in-roads in transit like it has in other outdoor. The exception to this is station platform units. Toronto has digital units on platforms that are used to disseminate information to commuters as well as carry advertising and news content. Also, some station posters are modified to accommodate digital display advertising for multiple executions using the same unit face.

EXTERIOR

➻ **SEVENTY POSTERS** are 21″ x 70″ styrene or vinyl attached to the sides and the rears of buses. These are the most widely available units.

➻ **KING POSTERS** are 30″ x 139″ styrene or vinyl attached to the sides of buses. There are some variations of this format available in select markets.

➻ **FULL WRAPS/BUS MURALS/BUS BACKS** are vinyl coverings of all or part of transit buses and streetcars. The vinyl covering can be applied to all sides of the vehicle with the exception of the front. The minimum campaign length varies by market, with smaller markets requiring a larger commitment. Full Wraps, as the name suggests, cover both sides and back of the vehicle; Bus Backs are on the back of the vehicle and Bus Murals cover only one side of the vehicle. In some cases, interior cards are included in the purchase.

INTERIOR

➻ **TRANSIT POSTERS** are a horizontal format found inside transit vehicles above the windows. These are widely available (with the exception of Montreal subway cars). Cards come in two sizes: Standard, which are 35″ x 11″, and Super 70″ x 11″.

DOOR CARDS/VERTICAL POSTERS are a vertical format usually found beside the doors of cars. They are available on subway/LRT and commuter trains. Either 20″ x 28″- or 20″ x 27″-sized unit are available on station walls, depending on the market.

Advertisers have flexibility in creative approach utilizing interior formats. Any combination of units, including all units within a vehicle, can be purchased by one advertiser. In addition, take-away items like coupons or take-one pads can be added to the units.

STATION POSTERS are located on platform waiting areas and in high-traffic areas of transit and commuter stations. They come in various sizes with the most common being 47-1/4″ x 68-1/4″. Larger format backlits and murals are also available at selected stations.

DIGITAL CONTENT on LCD is available on both the Toronto and Montreal subway systems. Both television and flash animation creative can be used. Messaging can be delivered in real time, or sponsorship of relevant content can be purchased to increase relevance to viewers.

STATION DOMINATION is available in the subway/LRT systems of Toronto, Montreal, Calgary, Edmonton and Vancouver. One advertiser purchases 100% of all available station inventory and can include murals, turnstiles, stairs and floors.

TAXI MEDIA are also available with varying formats. Both interior and exterior formats are available on taxis in some markets. These run the gamut from cards on the back of headrests to full vinyl wraps.

Other available locations for transit advertising include school bus seatbacks and airplane trays.

Transit Media Suppliers in Top 20 Markets

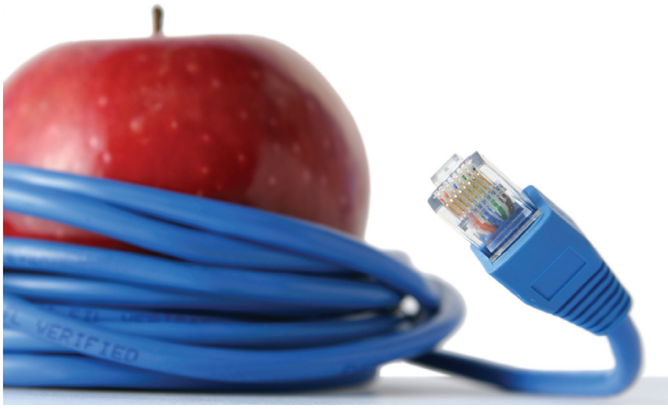
Top 20 Markets by Population	Exterior	Interior	Platform	Commuter
Calgary	P	P		
Edmonton	P	P		
Greater Sudbury	P, CBS	P, CBS		
Halifax	P	P		
Hamilton	LA, SS	LA, SS		
Kitchener	SS	SS		
London	LA	LA		
Montreal	MA	MA	MA	MA
Oshawa	P	P		
Ottawa-Gatineau	P	P		
Quebec	MA	MA		
Regina	P	P		
Saguenay (Que.)	MA	MA		
Saskatoon	P	P		
Sherbrooke (Que.)	MA	MA		
St. Catharines (Ont.)	SS	SS		
Toronto	CBS	CBS	CBS, ONE	IMS, EX
Vancouver	LA	LA	LA	LA
Windsor	SS	SS		
Winnipeg	P	P		

LEGEND	
CBS	CBS Outdoor
EX	Exclusive Advertising
LA	Lamar
MA	Metromedia
ONE	ONESTOP Network
P	Pattison
SS	Streetsense

Average Minutes Spent Daily Commuting by Transit (One Way)

	Age 18+ years	Age 18 to 24 years	Age 25 to 49 years
Toronto	41	42	42
Vancouver	35	35	37
Montreal	37	36	38

Source: BBM-RTS Major Market-Spring 2011 Study



» A message from IAB Canada

INTERACTIVE ADVERTISING: 3 TRENDS TO WATCH IN 2011/12

1 DISPLAY ADVERTISING SURGES FORWARD, WITH VIDEO, "RISING STARS" AND TABLETS PROMISING EVEN MORE GROWTH

Even as revenue within both Internet Search and Display continues to build (see IAB Canada's Internet Revenue Survey Report at www.iabcanada.com), the actual growth rates of the two formats couldn't be more different. While Search's revenue growth rate slows, the percent increase in Display advertising has been dramatic, and in some countries across the globe, even supersedes that of Search (see IAB Europe's 25-Country, June 2011 Ad Ex Report). In Canada the trend is similar, with comScore noting that Display ad impressions in Canada grew 20% over 2009 levels.

SO WHAT'S BEHIND THE RESURGENCE OF DISPLAY?

The answer is an acknowledgement of the various and important roles that Display plays within the purchase funnel. At the top of the funnel, CPM- or Social Media-based Display advertising provides vastly superior reach and awareness compared to Search, and actually drives consumers further down the funnel. There, they can be influenced by Display's Rich Media and Video ad formats, which drive high levels of engagement, message association and brand favourability. In fact, in addition to driving Website visits and pageviews, studies by comScore and others have shown that simply exposing consumers to Online advertising drives both Online and Offline sales; with Offline dollar amounts regularly weighing in at six times that of Online tallies; and with Rich Media and Video able to drive even higher levels of conversion. At the bottom of the funnel, Social Media, audience and behavioural targeting, demand-side technologies, as well as CPC-, CPA- and other direct response-based tactics further drive conversion.

Promising additional Display ad growth are new and vibrant full-page, wallpaper and IAB "Rising Star" ad units (Billboard, Filmstrip, Portrait, Pushdown, Sidekick and Slider, see: www.iab.net/risingstars)–all designed to re-invigorate branding on the Web.

Add to this the fact that professionally-produced, long-form Video is rapidly moving off TV sets and onto the Internet–and that research firm IDC predicts that there will be over 1.5 million Tablet devices purchased/or installed in Canada by the end of 2011–and you have the perfect storm for Display's re-emergence as the dominant digital ad format!

2 MOBILE IS HOT! CANADA IS NOW A WORLD LEADER IN SMART PHONE PENETRATION!!

With thirty-three percent of Canadians now owners of a smartphone (see Quorus Consulting: CWTA 2011 Canadian Smartphone Attitudes study and comScore June 1, 2011 news release), Canada now ranks fourth among the world's leaders in smartphone adoption, edging out the U.S., where eMarketer estimates 31% penetration. But even before this research was published, the huge year-over-year leaps in Canadian ad spend in Mobile Display, Content, Apps, Search and Location-Based Services (see IAB Canada's Mobile Revenue Survey Report at www.iabcanada.com), was proof that Mobile can hold its own in the purchase funnel. As with the Internet and now with Mobile, Canadians have proved that they are early adopters of useful technologies, and have already spent hundreds of millions of M-Commerce dollars over their cell phones. Savvy marketers should not delay in order to capitalize on what Mediabrands calls Canadian consumers' "Mobile moments."

3 A FIVE-SCREEN APPROACH TO MARKETING + MEASUREMENT

Whether it originally hails from Magazine, Newspaper, Radio, TV or Online, the convergence of content across TV, Desk/Laptop, Tablet and Mobile devices calls for a new way of thinking about marketing to consumers. And, as Pranav Mistry of MIT Media Labs showed at IAB Canada's Sept. 2010 MIXX Canada Conference (www.mixxcanada.com), our body, all sorts of objects–and even the very air in front of us – will all soon have the ability to become our fifth screen.

As a result, instead of focusing on traditional concepts and tactics, marketers now need to focus on how the type of screen being used by the consumer changes how content is accessed, how the consumer behaves and should be targeted, and how the marketer's owned, paid and earned advertising assets might be best utilized in these scenarios.

Measurement is a challenge under these circumstances, and the industry has yet to create a common currency for two, let alone three, four or five screens... And what happens when cloud computers become the delivery method of more and more of the content to these screens?

CONFUSED? WORRIED? OVERWHELMED?

IAB Canada Courses, Events, Councils and Committees can help you and your company keep up-to-date with the break-neck changes that are occurring in the media and marketing landscape in Canada and across the world.

iab.canada

JOIN IAB CANADA TODAY!!

For more information on Interactive advertising contact:

Paula Gignac
President, IAB Canada
www.iabcanada.com
416-598-3400 (ext. 26)

» Internet & Mobile Media

THE INTERNET IN CANADA

The majority of Canadians have high-speed access at home, not to mention more devices with which to access the internet—desktops, laptops, tablets, smartphones and game consoles. Fifty-four percent of connected households used more than one type of device to go online. The "always on," high-speed, multimedia experience Canadians have come to enjoy via their personal computers is now extending into their mobile phones for searches and social media, their tablets as a multi-media centre and their game console to access YouTube, Facebook or Netflix via their television.

Canadians spend more time online, consume more online video, participate in social media and conduct more searches on a per capita basis than the online populations of almost every other developed country. And the time we devote to the internet continues to grow.

- 25.1 million used the internet from home or work. (April 2011 comScore)
- 83% access from any location (Ipsos Reid 2010)
- 96% have an at-home high-speed connection
- 24.5 million phone subscribers (CWTA Dec. 2010)
- 42% of wireless phone subscribers have smartphones (IDC Canada, Jan. 2011)

ONLINE ADVERTISING IN CANADA

Canadian Universal Ad Package or CUAP ad units are the most widely accepted formats and specifications across the vast majority of publishers and networks in Canada. They allow advertisers to optimize their creative and production resources while accessing the largest possible audience. The CUAP ad units are as follows:

- Leaderboard (728 x 90 pixels)
- Skyscraper (160 x 600 pixels)
- Big Box (300 x 250 pixels)
- All in standard, expandable, floating and video formats
- CUAP is the Mobile Banner ad format source
- CUAP summary and specifications document at iabcanada.com/wp-content/uploads/2010/09/CUAP_Jan2011_-Eng1.pdf

ONLINE AD INVENTORY

Canadian advertisers had access to over 46.9 billion display ad impressions in April 2011 (comScore; does not include video pre-roll or search impressions). Online ad inventory is created when a user interacts with the content from a particular online publisher or website. The volume and type of inventory is determined by the audience size, the number of advertising impressions on a page (or within a video) and the number of pages or videos consumed by the audience within a given period. Publishers, portals, blogs, forums, video and social media sites create and aggregate massive amounts of inventory and allow advertisers a multitude of options for connecting their messages with audiences and content.

ADVERTISING NETWORKS

Advertising Networks aggregate online inventory from multiple publishers to create significant reach and ad delivery against a specific audience. The number of publishers within a network varies and networks gather the inventory either through direct relationships with the publisher or via an online ad exchange. Some publishers grant a network the exclusive right to represent some, or all, of their inventory. Others offer their inventory to multiple networks or make inventory available via an ad exchange. Almost all networks offer inventory that conforms to IAB Canada's standardized ad formats, although some may offer alternative sizes, video, mobile inventory and possibly more premium, integrated inventory like page takeovers, site skins or sponsorships.

Most networks offer advertisers a number of different purchasing options:

- Cost-Per-Thousand
- Cost-Per-Click
- Cost-Per-Performance
- Cost-Per-Engagement
- Flat rates for sponsorships/packages/takeovers
- Target options (i.e. geography, demography, interest, content and re-targeting)

DEMAND SIDE PLATFORMS

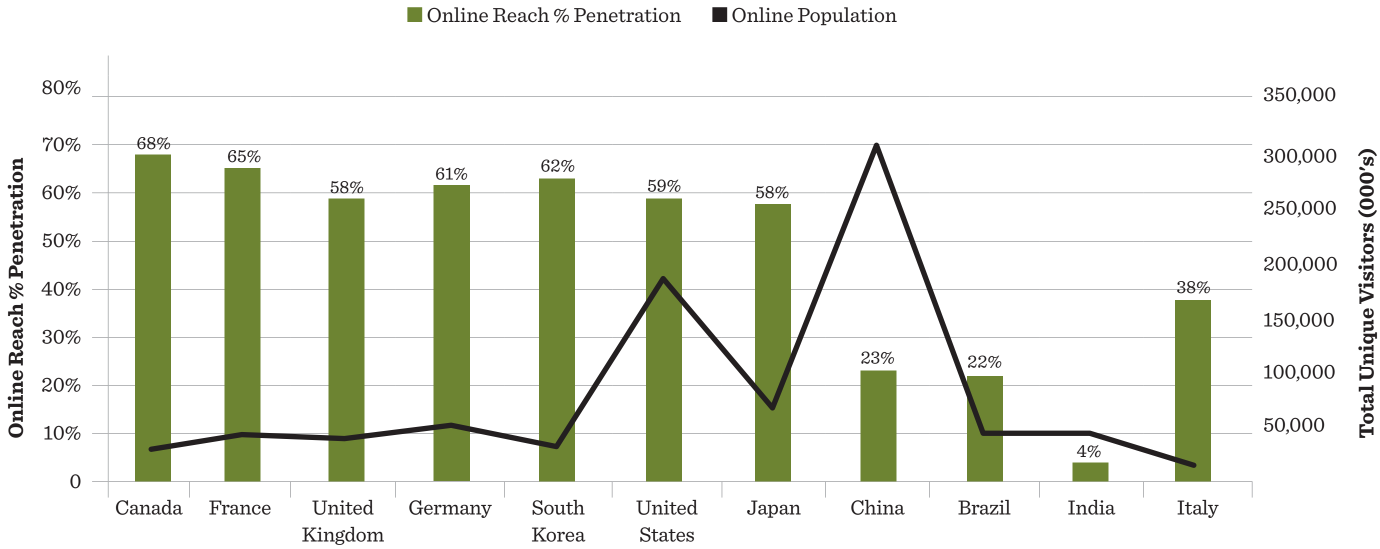
Some media companies and publishers have started to aggregate multiple online ad exchanges within a single real-time bidding platform. These 'Demand Side Platforms' allow agencies to access these exchanges and make real-time media purchases.

ONLINE VIDEO

Canadians spent an average of more than 17 hours watching videos online. In aggregate, 5.4 billion videos were viewed (comScore, April 2011).

Most commonly used video placements include pre-roll, post-roll, mid-roll and in-unit videos.

There is a cost premium for high-demand, long-form video inventory due to the limited availability. However,



	Online Reach % Penetration	Online Population	Total Population (000)
Canada	68%	23,386	34,351
France	65%	42,300	65,447
United Kingdom	58%	36,451	62,042
Germany	61%	49,860	81,758
South Korea	62%	30,429	48,875
United States	59%	182,764	310,925
Japan	58%	73,270	127,360
China	23%	308,590	1,338,613
Brazil	22%	42,027	190,733
India	4%	43,269	1,189,956
Italy	38%	23,087	60,419

Source: comScore, Inc., All Locations, Persons 15+, April 2011
Source: Wikipedia Population Estimates, May 2011

a host of high-quality, short-form inventory is available and in-unit videos can be run through virtually any standard banner positions at competitive CPMs.

EMAIL MARKETING

Email marketing is about targeting opt-in subscribers of a publisher's mailing list. Some suppliers segment audiences via profile and registration data, geography and content. Placements can take the form of display or text ads on newsletters, a sponsored email blast as sole advertiser of the insertion, or integrated into the content. Third-party tracking options vary by supplier.

SEARCH ENGINE MARKETING (SEM)

Canadians conduct over 3 billion searches every month.

- 91% of internet users use search engines
- 80% use search engines to do research
- 3.5 billion websites compete for the top slots; fractions of a percent reach the first page

PAID SEARCH – PAY PER CLICK (PPC)

PPC advertising allows a business to select a list of keywords it wants its brand(s) to receive exposure on. It must then create relevant ad copy to be displayed to users once the keyword(s) results appear. Each time a user clicks the ad, the advertiser is charged and the user is sent directly to the advertisers' website or landing page. This cost-per-click (CPC) model ensures that advertisers are only paying for relevant site traffic.

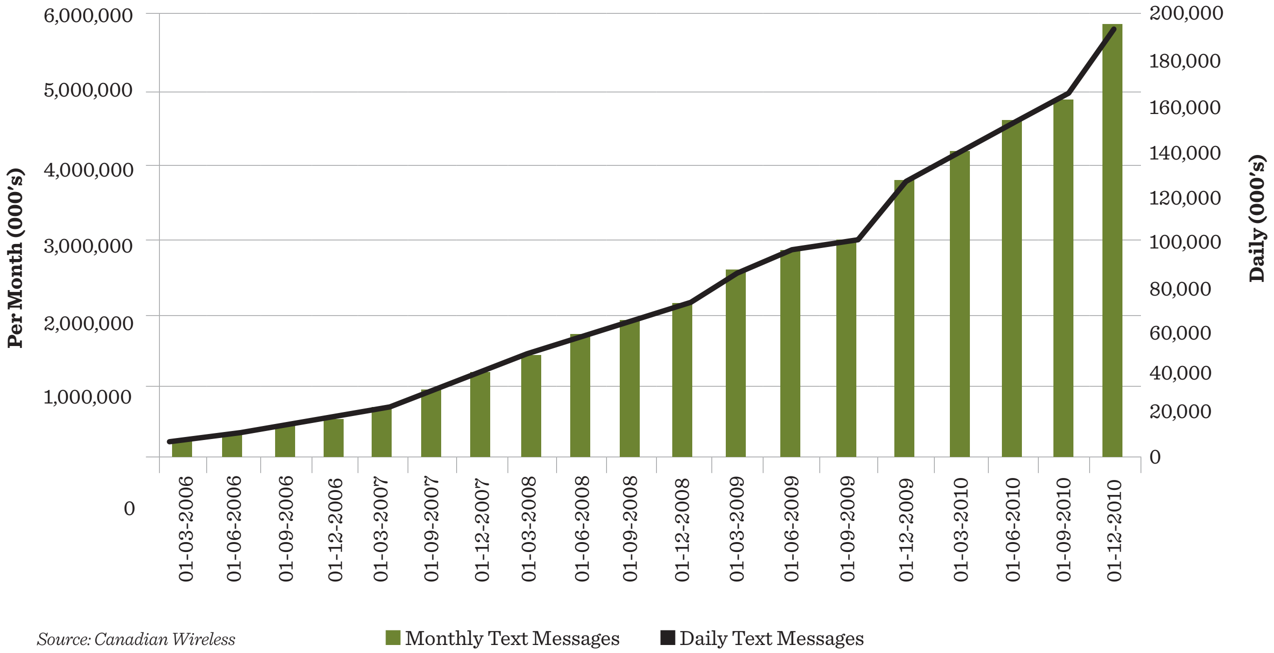
BIDDING AND CLICK-THROUGH RATE (CTR)

The 3 major search engines are Google, MSN's Bing and Yahoo! These search engines have implemented auction-based systems. The advertiser chooses its maximum CPC bid, which will play a role in determining the position in which the ad appears in the search listings. The maximum CPC bid is simply the predetermined maximum amount an advertiser is willing to pay for each click generated in the search engines. Each keyword can have a unique CPC bid allowing a different set of strategies depending on the keyword type. The search engines will never surpass this maximum but will vary depending on the levels of competition and relevance. The second factor that comes into play when determining CPC and ad position is CTR (Click Through Rate). An advertiser may be willing to have a high maximum CPC, but if few users are actually clicking on their ad, the ad is viewed by the search engines as irrelevant and the campaign is hindered by having to pay a higher CPC as a result. On the flip side, an advertiser can have a lower CPC bid, but because of a great CTR, relevance and other performance metrics, the ads can still obtain premium positions in the search listings.

ORGANIC OPTIMIZATION – SEARCH ENGINE OPTIMIZATION (SEO)

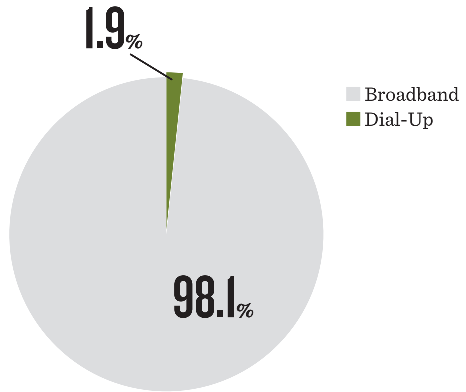
SEO is about optimizing the content (words, images), structure (navigation, programming) and links (votes of confidence) to help improve a site's ranking on the search engines for a given set of relevant keywords. The end goal of a SEO mandate is

Mobile-originated Text Messages in Canada (2006-2010)



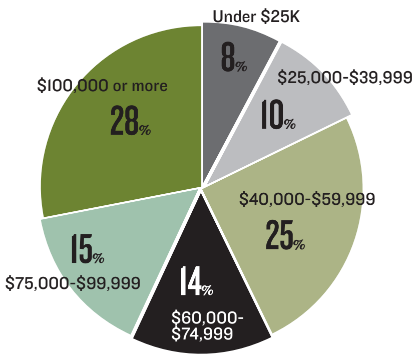
Source: Canadian Wireless Telecommunications Association (CWTA)

Total Visits by Household Income (000's)



Source: comScore, Inc., Canada, Home Location, Persons 2+, April 2011

% Composition Unique Visitor (Home)

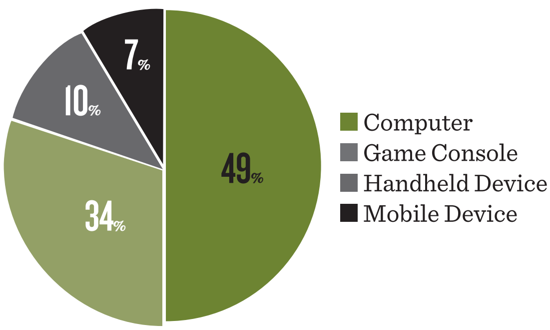


	Total Visits (000)
Under $25K	187,828
$25,000 - $39,999	217,865
$40,000 - $59,999	561,117
$60,000 - $74,999	328,586
$75,000 - $99,999	346,629
$100,000 or more	630,947

Under $25K
$25,000-$39,999
$40,000-$59,999
$60,000-$74,999
$75,000-$99,999
$100,000 or more

Source: comScore, Inc., Canada, All Locations, Persons 2+, April 2011

Platforms Canadian Gamers Play on Most Frequently



to increase organic search traffic (and sales) to one's website.

The three components of SEO can be summarized as:

1. Creating a website the search engines can index so the site can be found when people carry out a search.
2. Creating content that describes products and services using words and phrases used by potential customers.
3. Securing links from other sites to show the search engines how important the site is.

2011 MOBILE MEDIA LANDSCAPE IN CANADA

THE NUMBERS

- 24.5 million phone subscribers (CWTA Dec. 2010)
- 42% of wireless phone subscribers have smartphones (IDC Canada, Jan. 2011)
- 56.4 billion text messages in 2010, a 60% increase over 2009
- 6% of Canadians own a tablet (NPD Group)
- 6% own e-readers (NPD Group)
- 2 to 6 hours average daily tablet usage

MOBILE METRICS

There are two mobile measurement databases:

1. comScore: This year, comScore introduced a mobile measurement database with its comScore M:Metrics Mobile Suite of Products.
2. Nielsen: Nielsen Online was the first to release mobile media data relevant to Canada in 2009 and continues its efforts with panels, surveys, drive tests and metered devices to keep its pulse on the market.

Ad serving platforms are developing mobile tracking modules, but not at the same rate as mobile technology is evolving.

MOBILE AD FORMATS

Display Ads

- Standard ads
- Rich media (including expanding and full-screen takeovers)
- Video/Pre-roll

MOBILE SEARCH

Mobile search allows customers to send, receive and view short text messages to opt-ins only.

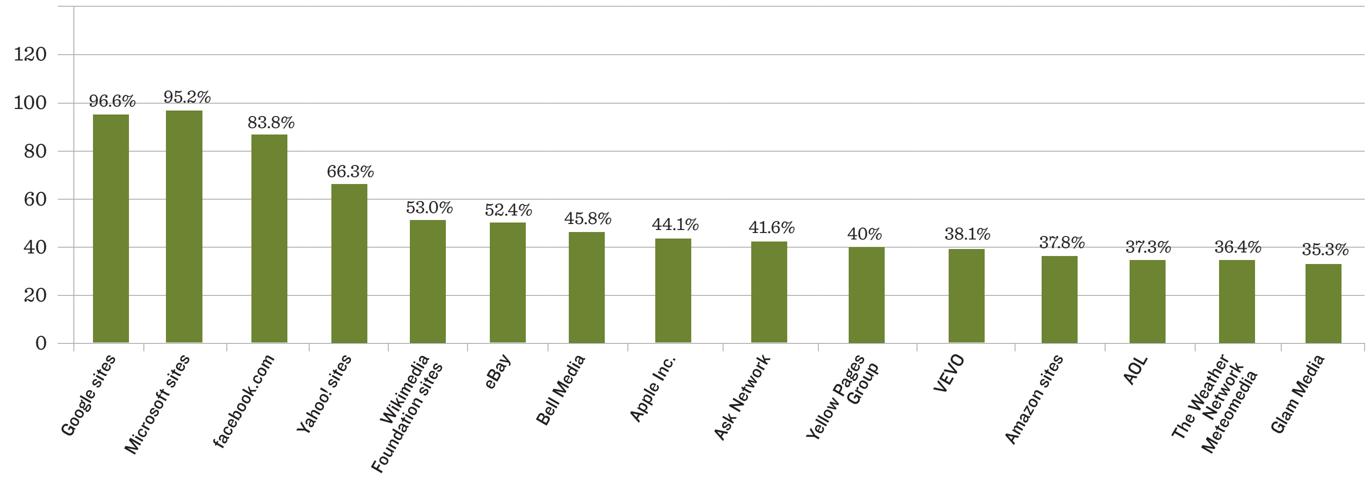
- Five or six digits long—can spell a word or brand name.
- Short Codes are administered by the CWTA

MULTIMEDIA MESSAGING SERVICES (MMS)

MMS are messages that include multimedia content that can be sent to and from mobile phones and can include images, video and sound.

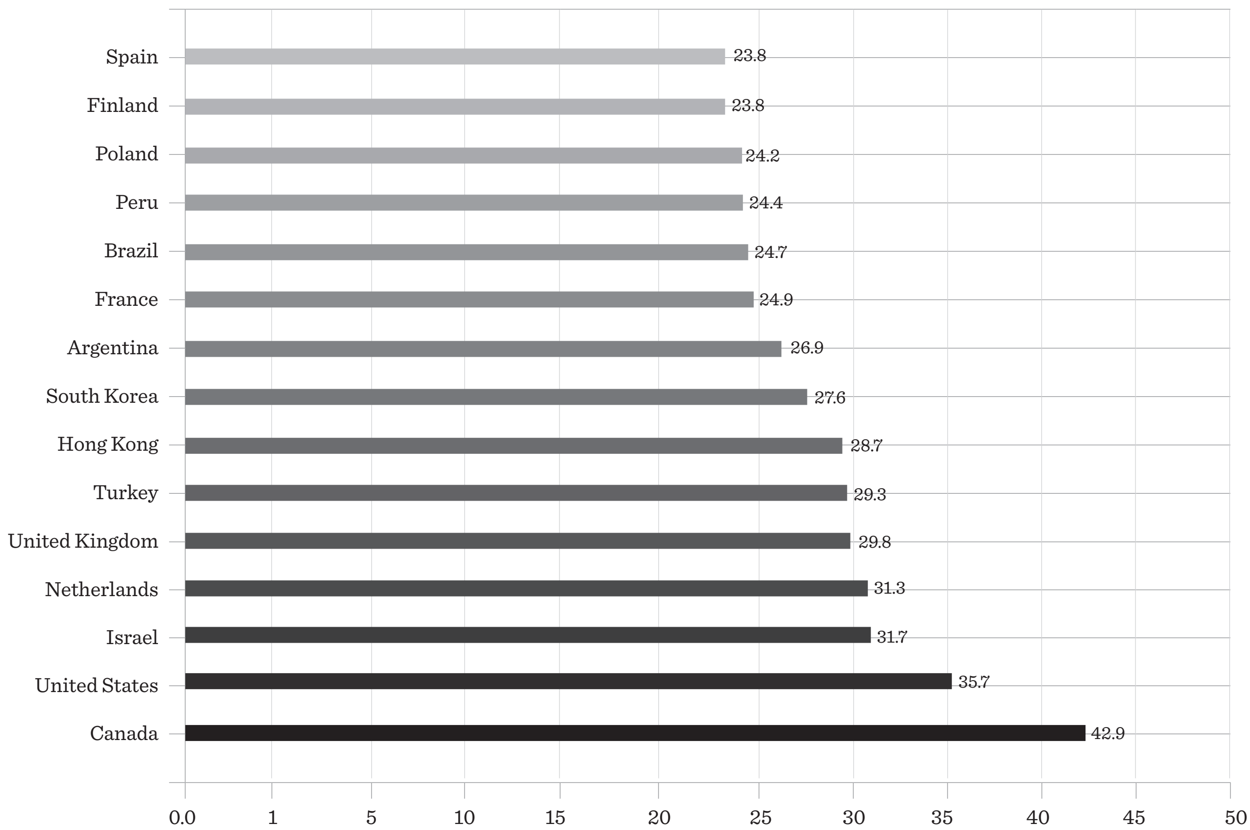
- Challenges with content adaptation and handset configuration can make it difficult to use MMS for marketing and bulk messaging purposes.

% Reach by Top Properties



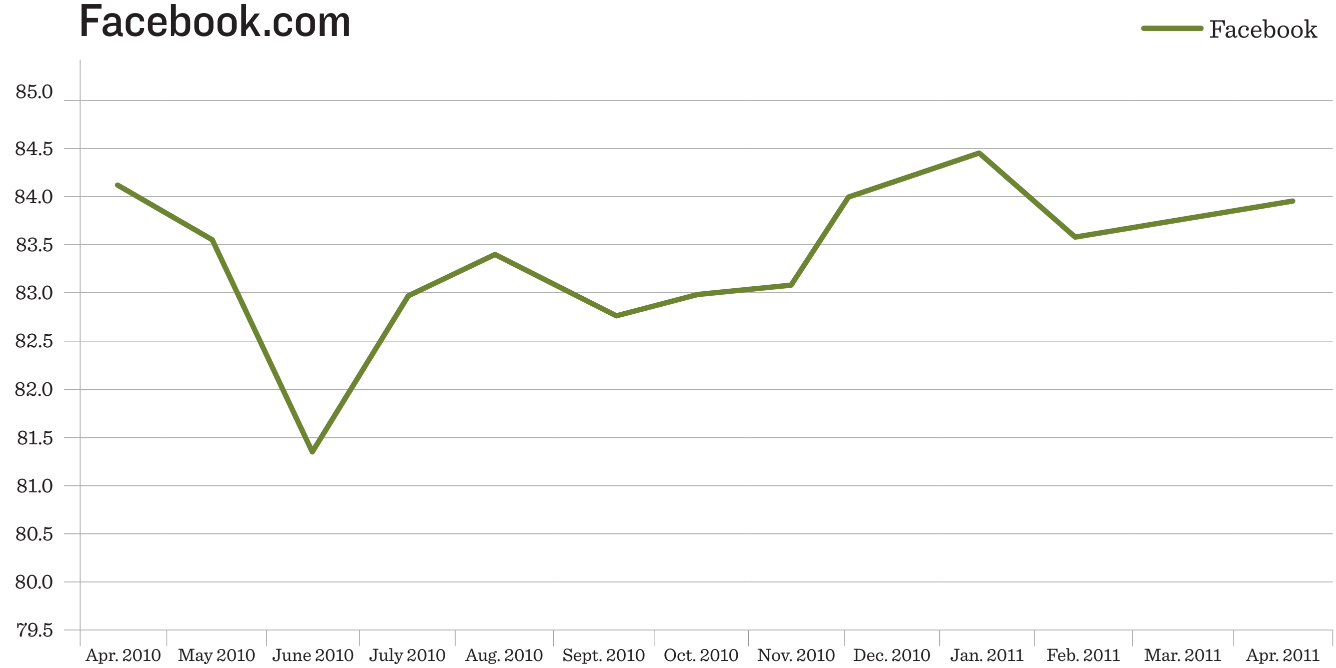
Source: comScore, Inc., Canada, All Locations, Persons 2+, 3-month average ending April 2011

Average Hours per Visitor

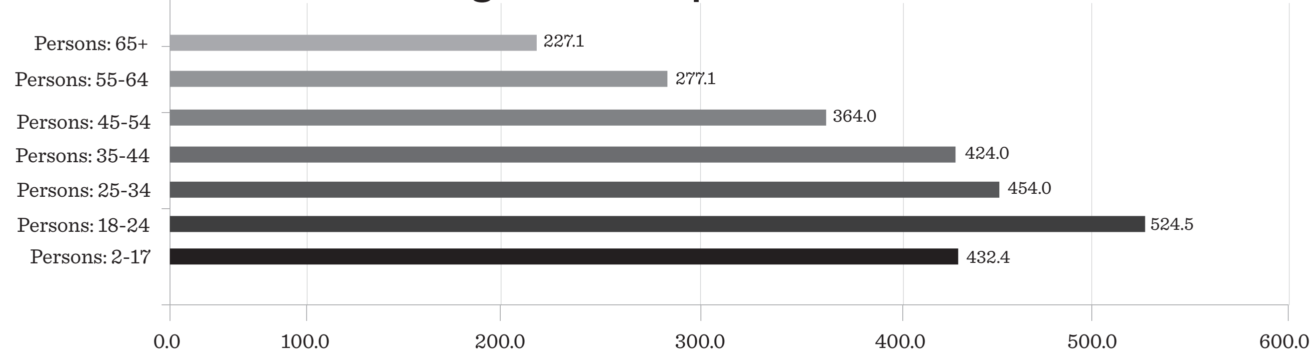


Source: comScore, Inc., All Locations, Persons 15+, April 2011

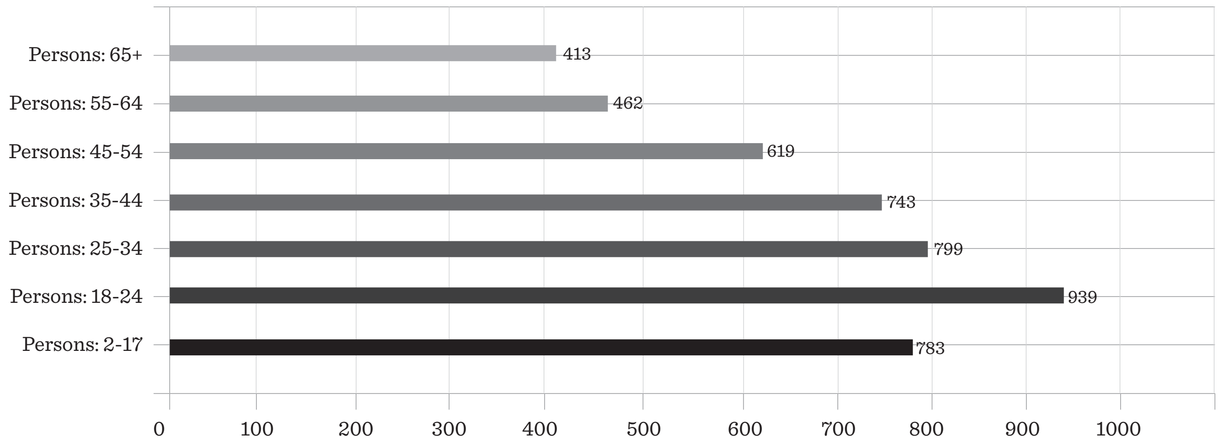
Facebook.com



Facebook Average Minutes per Visitor



Facebook Average Pages per Visitor



Source: comScore, Inc., Canada, All Locations, Persons 2+, April 2011

MOBILE TARGETING OPTIONS
- Demographic
- Geographic
- Carrier
- Device
- Behavioural
- Nano-targeting–GPS and Bluetooth technology allow advertisers to locate audience at a hyper-local level and serve individualized messages.

GAMING

Gaming encompasses
- mobile devices (ie. iPhones, Androids)
- portable game units, i.e. (Sony PSP, Nintendo DS)
- computer games and gaming consoles (i.e. Xbox, Wii, PS3)

THE NUMBERS
- 90% play some form of electronic game once a week (Entertainment Association of Canada). This isn't surprising when one considers how accessible games are–47% of households have a game console and 96% of households have a computer.
- Computers are the preferred gaming experience for women 18+, with 59% playing video games online.
- Women gamers are more likely than men to play games through a social network and skew towards puzzle, arcade and word games.
- The average gamer is 33 years old and spends one to six hours per week playing games.
- 76% of gamers report playing games online and many families game together.
- 78% of parent gamers have played a video game with their child.

GAME ADVERTISING
There are three main ways for marketers to access consumers as they game.

1. In-Game Advertising
In game incorporates advertisements into a game. There are opportunities to place static, animated, video and dynamically generated ads within the games. For an additional level of integration, branded items can be inserted in the game and used by gamers.

2. Advergame
A game is developed (or adapted) to integrate the advertisers' brand messaging into the game itself. For example, a car manufacturer may create its own racing game featuring its line-up of vehicles. Advergaming can also include sponsored game events such as tournaments sponsored by an advertiser.

3. Gaming Environment
Advertisers can deliver branded messaging in gaming environments, including game-specific websites and networks. In addition, many console and computer games have virtual environments, such as the Xbox Live dashboard or computer gaming lobbies, that are capable of delivering animated and video messaging.

Internet Data Sources

COMSCORE MEDIA METRIX COMSCORE CANADA

90 Sheppard Ave. E., Suite 1000
Toronto, ON, M2N 3A1
Phone: (416) 642-1002
Fax: (416) 642-1007
comscore.com

PRODUCT OVERVIEW
comScore Media Metrix
- Metrics detailing online media usage for home, work and French-speaking audiences.
- Complete online visitor demographics.
- Qualitative audience detail linked to electronically captured online usage.
- Global audience measurement in over 30 countries.
- An advanced content classification system and reporting structure.
- Detailed measurement of online search behaviour.

COMSCORE/PMB FUSED DATABASE
- Media consumption overlap outside of digital media.
- Website user purchase habits.
- Audience attitudes and social views in 10 different product areas.
- Complete online visitor psychographics and preferred brands.
- Consumer patronage habits of over 350 major retail stores in Canada.

COMSCORE SURVEYSITE
comScore SurveySite is an online market research firm that provides quantitative and qualitative research. SurveySite's focus is on translating research objectives into successfully managed projects.

COMSCORE AD METRIX
Provides competitive intelligence for tracking display advertising, reporting on key person-based metrics and uncovering unique contextual insights.

BBM ANALYTICS

1500 Don Mills Road, 3rd floor
Toronto, ON, M3B 3L7
Phone: (416) 445-8881
Fax: (416) 445-8406
info@bbmanalytics.ca

IDC CANADA

33 Yonge Street
Suite 420
Toronto, ON M5E 1G4
(416) 369-0033
idc.ca

AD NETWORKS

www.adconion.com

COMPANY NAME:
Adconion Media Group
PARENT COMPANY:
Adconion Media Inc

ADDRESS:
317 Adelaide Street West,
Suite 806
Toronto, ON M5V 1P9

TEL: 416-637-4658
FAX: 416-981-8765
CONTACT: Tina Mooney, tmooney@adconion.com

TRAFFIC

Unique Visitors
325,000,000/Month globally

TECH SPECS

Please E-Mail for Technical Specs & Availability

WEBSITE PROFILE: Adconion Media Group (www.adconion.com) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global; Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network. Adconion has 16 offices in eight countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

Adconion Canada has achieved VAST 2.0 accreditation and has partnered with leading verification and optimization analytics solutions like comScore AdEffx, AdXpose and DoubleVerify to ensure a more accurate audience measurement and brand safe capacity.

USER PROFILE: Adconion Canada provides brand and performance solutions across a network of over 1,500 sites encompassing Entertainment, Lifestyle, Fashion, Sports, Business and News content channels. It is dedicated to providing premium advertising solutions for advertisers and brand marketers seeking to reach their target audience with engaging and high impact in-stream and in-banner video advertising, customized creative execution, exclusive site representation as well as display and social media solutions at scale.

AD RATES: Adconion Media Group offers a range of IAB compliant units, in-banner and expandable video units, video overlays, and pre-roll (including interactive pre-roll units); To inquire about rates, volumes and how to advertise with us, please call 416-977-0464 or contact tmooney@adconion.com

INVENTORY: •Animation •Audio •Banner Ads •Co-branding •Content Integration •Contests •Interstitials •Research •Rich Media •Sponsorships •Tower Ads •Video •Branded Entertainment

comScore-July 2011
IAB Member

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www.casalemedia.com

COMPANY NAME:
Casale Media
PARENT COMPANY:
Casale Media Inc.

ADDRESS:
374 Wellington St. W
Toronto, ON M5V 1E3

TEL: 416-785-5908
FAX: 416-785-5689
TOLL-FREE: 1-888-227-2539
CONTACT: Milyda Scott, milyda.scott@casalemedia.com

TRAFFIC

Unique Visitors
20,509,000/Month
Page Views/Impressions:
4,393 (MM)

TECH SPECS

Casale Media accepts the following ad units: 728x90, 120x600, 300x250,336x280. Please visit www.casalemedia.com/ad-specs/ for more detail.

WEBSITE PROFILE: Casale Media's MediaNet is Canada's largest independently owned advertising network, reaching more than 80% of the Canadian digital audience. Founded and headquartered in Toronto, we proudly provide advertisers with more coverage of Canadian content than any other network. In addition to directly sourced inventory across more than 3,000 widely recognized premium properties, we are also the exclusive Canadian sales agent for some of the Web's most popular destinations including eBay.ca, Metroland, Flyerland, Autocatch and Infoplease.

USER PROFILE: MediaNet® provides brands with scalable reach to every major demographic segment online through its 19 core consumer verticals and 80 content channels; MediaNet skews highest to adults 18+ with online buying power.

AD RATES: Casale Media accepts banners, towers, rectangles, floating ads; in-banner video/expandable rich media; videobox (our proprietary video-augmented display format); over 1 billion ads delivered daily. To inquire about rates, volumes and how to advertise with us, please call 416-785-5908.

INVENTORY: •Banner Ads •Research •Rich Media •Sponsorship •Video

comScore Media Metrix, Ad Network Reach Rankings, July 2011
Audited-comScore Media Metrix
IAB Member

www.cuedigitalmedia.com

COMPANY NAME:
Cue Digital Media
PARENT COMPANY:
Cue Digital Media Inc.

ADDRESS:
250 The Esplanade,
Berkeley Castle, Courtyard, Suite 127
Toronto, ON M5A 1J2

TEL: +1 416-454-6699
FAX: +1 416-214-1571
CONTACT: info@cuedigitalmedia.com

TRAFFIC

Unique Visitors
8,041,000/Month
Page Views/Impressions:
107,000,000/Month

TECH SPECS

For Cue Digital Media Standard and Custom High Impact Ad Formats please visit: www.cuedigitalmedia.com/advertisers/ad-formats
For an Overview of Cue Digital Media Premium Publishers please visit: www.cuedigitalmedia.com/advertisers/our-sites
Branded Entertainment/ Content Opportunities please visit: www.cuedigitalmedia.com/advertisers/branded-entertainment
Video Examples of Our Work: www.cuedigitalmedia.com/video/our-work

WEBSITE PROFILE: Cue Digital Media is a uniquely positioned Digital Entertainment Company helping brands engage consumers online. Brands leverage Cue's ability to deliver digital engagement to consumers in two ways: utilizing Cue's Premium Entertainment Publishers, and Award-Winning Branded Entertainment production and distribution capabilities. Cue exclusively represents a handful of Select, Established and High Profile Online Entertainment Properties (Heavy.com, Ultimate Fighting Championship, CollegeHumor.com, TMZ.com, BNQT Media, FunnyorDie.com, PremierLeague, WarnerBros.) each with audiences between 500,000 and 3 million unique viewers in Canada reaching 32% of the Canadian Online Population. Cue develops, licenses, produces, and distributes Digital Branded Entertainment content for advertisers to massive audiences.

USER PROFILE: Cue Digital Media reaches 32% of Canadian Internet Users with an unduplicated Audience of 5.7 Million Unique Visitors. Cue's premium properties attract 8 million visitors each month. Cue gives advertiser's un-paralleled access to Top International Properties with Customized Integrated Campaigns. From traditional display campaigns to large integrated executions and promotions, advertisers benefit with extended reach to targeted and elusive audiences.
The Leader in Branded Entertainment, Cue develops and distributes Award-Winning Digital Branded Content for advertisers. Short-format video dominates user's time-spent, Cue equips advertisers to drive video brand engagement, telling their stories with proven brand lift, retention, purchase intent and ROI.

AD RATES: Custom Rich Media Takeovers - An exclusive dynamic rich media unit that lives on the homepage and can feature auto initiated audio and video. Big and bold, takeovers have 100% Share of Voice on the homepage and run of site served on a per user impression basis. NO CHARGE Creative Services.
Custom Skins & Home Page Roadblocks - Clickable custom created skins wrap the site content and are consistently a top performing ad unit. Combined with remaining ad units on page in a Roadblock, the skin and entire campaign is enhanced with Increased Impact – 100% share of voice to all Roadblock viewers, Brand Retention, Brand Recall and Increased Performance – effectiveness and CTR's of all other units in the campaign increase. NO CHARGE Creative Services on custom skins.
Video Pre-Roll - All partners support 15 second video pre-roll advertising, 30 second with most partners, and optional YouTube Channel pre-roll placement available with College Humor and Funny or Die.
Standard IAB Ad Units are available on all sites. Site and 3rd party tracking are available.

INVENTORY: •Banner Ads •Co-Branding •Content Integration •Contests •Gaming •Microsites •Rich Media •Sponsorships •Video •Branded Entertainment/ Content Production and Distribution

Based on comScore Media Metrix July 2011
comScore Media Metrix

ROGERS DIGITAL MEDIA

www.rogersdigitalmedia.com

COMPANY NAME:
Rogers Digital Media
PARENT COMPANY:
Rogers Media Inc.

ADDRESS:
One Mount Pleasant Road,
12th Floor
Toronto, ON M6B 1P5

TEL: 416-764-2000
FAX: 416-764-2098
TOLL-FREE: 1-800-268-9119
CONTACT: rogersdigitalmedia@rci.rogers.com

TRAFFIC

Unique Visitors
16,569,000/Month
Page Views/Impressions:
7,164,000,000/Month

TECH SPECS

Please visit http://www.rogersdigitalmedia.com/ad-guidelines for more information.

WEBSITE PROFILE: Get access to over 16.5 million Canadians on the Rogers Digital Media Network. With premium sites such as Flare.com, Macleans.ca, Chatelaine.com, CanadianBusiness.com, CityLine.com, TodaysParent.com, sweetspot.ca, iVillage.ca and more - your advertising campaign will be served on some of the top brands in Canada. We are also the top Canadian -owned ad network in Quebec. Work with us to tailor an integrated program specifically for you. Target the exact demographic you want using a myriad of platforms from online and video to mobile and more.

USER PROFILE: The Rogers Digital Media network includes engaging sites and trusted content relevant to every audience. With a reach that boasts 66% across the online Canadian population as well as an 88% reach of online Quebecers, we deliver the consumers you want! We have exclusive representation of over 450 websites as well as 40 channels. Our sites cover a variety of content and topics such as Women, Sports, News & Business, Entertainment, Auto, Lifestyle, and Health.

AD RATES: Please contact Rogers Digital Media for specific rates, and other opportunities including sponsorships and integrated custom solutions.

INVENTORY: •Banner Ads •Button Ads •Co-Branding •Content Integration •Contest •Email Marketing •E-newsletter Sponsorship •Gaming •Interstitials •Microsites •Research •Rich Media •Sponsorships •Video

comScore MediaMetrix, Advertising Network category, Total Canada, All Locations, July 2011
Numbers verified by comScore Inc.
IAB Member

www.suite66.com

COMPANY NAME:
Suite 66
PARENT COMPANY:
Rydium Canada Inc.

ADDRESS:
366 Adelaide Street West,
Suite 600
Toronto, ON M5V 1R9

TEL: 416-628-5565
FAX: 416-628-5561
TOLL-FREE: 1-866-779-3486
CONTACT: Steve Macfarlane, smacfarlane@suite66.com

TRAFFIC

Unique Visitors
15,000,000/Month

TECH SPECS

Standard IAB specifications apply. Please contact Suite 66 for your specific needs.

WEBSITE PROFILE: Suite 66 is Canada's largest independent online sales agency, providing marketers with advertising opportunities on independently owned and operated Canadian sites and US based sites. The combination of Suite 66 Premium Sites and our Performance Network gives advertisers a wide range of options. Publishers benefit from our proactive sales efforts to communicate the advantages and benefits of their sites.

USER PROFILE: National reach through key content categories including: automotive, business, education, entertainment, fashion, food, home, kids, lifestyle, news, sports and technology. Visitors to these sites include all demographic targets such as young adults, women 18-34, men 18-34 and adults 25-54. We reach business people, car shoppers, home owners, fashion followers, movie fans, sports fans, kids, students and parents.

AD RATES: Please contact Suite 66 for site specific rates, Performance Network rates and other opportunities including email, sponsorships, and customized solutions.

INVENTORY: •Banner Ads •Button Ads •Content Integration •Contests •Email Marketing •E-Newsletter Sponsorship •Micro Sites •Rich Media •Sponsorships •Tower Ads •Video

IAB Member

www.globeandmail.com

COMPANY NAME:
The Globe and Mail

ADDRESS:
444 Front Street West
Toronto, ON M5V 2S9

TEL: 416-585-5000
CONTACT: Jo-Anne Johnson,
jajohnson@globeandmail.com

TRAFFIC

Unique Visitors
3,800,000/Month
Page Views/Impressions:
119,000,000/Month
Average Visit Length:
3.7 minutes

TECH SPECS

For advertising specifications, please visit http://www.globelink.ca/newspaper/adformats/

WEBSITE PROFILE: The Globe's digital network is Canada's # 1 online newspaper destination, delivering breaking and business news, sports, auto and lifestyle content. It encompasses our flagship newspaper website, Globeandmail.com, along with a variety of individual content areas, such as Business, Investing, Sports, Life, and Auto. While these sites correspond to their newspaper counterparts, they're enhanced with interactive features and utility -- enabling reader commenting, blog pages, podcasts, and live streaming video, to name a few of the features to engage readers. Our Globeinvestor.com site offers a wealth of financial reporting and investing tools, along with some unique enhancements created from time to time in partnership with sponsor advertisers. In addition, our ultra-engaged readers have the option of registering for globeinvestorgold.com, which provides access to additional Globe and Mail content and databases, and features such as past newspaper page pdfs and articles.

USER PROFILE: We understand that advertising is as much an art as a science, so we spend a great deal of time quantifying our reach, our audience and advertising effectiveness – both in our print and online products. Ask any media expert about The Globe and Mail and they will tell you a brand benefits far more from advertising within our products than the numbers initially suggest. Here's why:
- Your brand's message is reinforced by real life opinion-makers who buy into your brand as a result of the relationship you develop with them through us;
- Your brand's ads help to fuel our readers' aspirations, while you reach an audience who has the income to act on your offerings, and;
- Your brand borrows from the credibility we have established as Canada's most decorated newspaper, with over 125 National Newspaper Awards, since the awards were established in 1949.

AD RATES: We offer a full range of IAB compliant advertising formats, from simple banners and buttons to dynamic Flash animated, video-based, expanding and floating ad placements. Our online production team is committed to working with you to successfully implement any creative campaign. Our goal is to present your brand's message in the most compelling and memorable way. Visit www.globelink.ca/digital/adformats for further details, or contact your sales rep.

INVENTORY: • Animation • Audio • Banner Ads • Button Ads • Co-branding • Content Integration • Contests • Email Marketing • E-Newsletter Sponsorship • Interstitials • Micro Sites • Research • Rich Media • Sponsorships • Text Links • Tower Ads • Video

comScore MediaMetrix – Q2 2011 Average (Apr-June)

www.torstardigital.com

COMPANY NAME: Torstar Digital
PARENT COMPANY: Torstar Corporation

ADDRESS: 590 King St. West, Toronto, ON M5V 1M3

TEL: 416-687-5700
FAX: 1-866-473-3921
CONTACT: info@torstardigital.com

TRAFFIC

Unique Visitors
16,756,000/Month
Page Views/Impressions:
3,775,000/Month

WEBSITE PROFILE: Torstar Digital, a leader in the Canadian digital media landscape, operates a portfolio of leading digital businesses including web development (TOPS), online media properties (including thestar.com and toronto.com), online marketing services (eyeReturn Marketing) and one-stop online advertising sales through Olive Media.

USER PROFILE: A national reach of highly targeted Canadians. Our audience is comprised of engaged web enthusiasts across multiple interest areas, including sports, autos, technology, entertainment, news, business, and finance.

AD RATES: To inquire about how you can advertise with us, email info@olivemedia.ca

INVENTORY: •Banner Ads •Button Ads •Co-branding •Content Integration •Contests •E-mail Marketing •E-Newsletter Sponsorship •Rich Media •Special Events •Sponsorships •Tower Ads •Video

comScore Media Key Measures Report, Advertising Networks Category, July 2010
Member of IAB

INFORMATION/ENTERTAINMENT/SEARCH

www.canoe.ca

COMPANY NAME: Canoe.ca
PARENT COMPANY: Quebecor Media Inc.

ADDRESS: 333 King Street East, Toronto, ON M5A 3X5

TEL: 416-947-2349
FAX: 416-947-2152
CONTACT: Perry DiIorio, Perry.DiIorio@qmisales.ca

TRAFFIC

Unique Visitors
9,257,000/Month
Page Views/Impressions:
369,000,000/Month
Average Visit Length:
34 minutes/visitor

TECH SPECS

Specifications vary by ad unit, however we can accept most formats.

WEBSITE PROFILE: Canoe is Canada's leading provider of online news and information and is offered in both official languages. With a wide range of original content, including news, entertainment and services, the Canoe Network keeps Canadians informed and connected.

USER PROFILE: Canoe.ca is one of Canada's most viewed networks, attracting 9.2 million unique visitors each month, nationally. Canoe.ca reaches 75% of French Canadian internet users monthly.
The Canoe Portal offers engaging vertical environments for advertisers including: News, Sports, Entertainment, Money, Autonet. The Canoe Network provides strategic reach through its 250+ newspaper and community websites across Canada as well digital sites for its magazine and television properties.

AD RATES: For more information regarding advertising on the Canoe.ca network, please contact your National Sales Executive or Perry Di Iorio at Perry.DiIorio@qmisales.ca or 416-947-2349.

INVENTORY: •Animation • Audio • Banner Ads • Button Ads • Co-branding• Content Integration • Contests • Email Marketing • E-Newsletter Sponsorship • Interstitials • Pop-ups • Research • Rich Media • Special Effects • Sponsorships • Text Links • Video

comScore Media Metrix July 2011 (data based on Canoe Network)
Audited-comScore Media Metrix
IAB Member

» Direct Marketing

Direct-response marketing is designed to solicit a consumer response and encourage the customer to contact a company directly. It can be used to acquire new customers or generate repeat business with established ones. Results can be tracked and measured daily, providing a daily and weekly ROI. As well, the live schedule can be continuously optimized.
There are six key elements that need to be taken into consideration when planning a direct-response campaign.

1. THE OFFER A direct-response advertisement is comprised of three main components–product information, sales proposition and a response mechanism. The most important component is the response mechanism. One must tell people what to do and how they will benefit. Time-sensitive special offers tend to generate an immediate response. Once the consumer is intrigued with the initial offer, one can up- sell them when they respond to additional products or services.

2. THE CREATIVE There are special techniques that go into producing a direct-response commercial that will ensure it will generate a response. It is not as simple as adding a toll-free number to a commercial or ad. The cost of developing or editing a DRTV short-form or long-form commercial is wide-ranging and can be anywhere from $25,000 to $750,000, depending on the quality, length, actors and the experience of the company that is producing it.

3. THE MEDIA Almost any media platform used for traditional marketing can be used for direct response. However, depending on the advertising objectives, the cost per response can vary widely.

Print includes major daily and community newspapers, consumer and trade magazines and free standing inserts (FSIs). Utilizing an existing subscriber base of a magazine or newspaper to reach a potential audience can be an efficient method of finding a DM target. A stand-out print ad diverts someone's attention from the editorial to the ad. Make the opening statement or headline powerful and valuable. Use interesting graphics and visuals that arrest the senses with a call to action.

Direct Mail (DM) includes addressed and unaddressed mail, flyers, door hangers, polybags and coupon envelopes. A successful mailing must reach the right person, be read by that person, and it must persuade that person to buy something or at least respond for more information from the company. The mailing list must be as targeted, accurate and current as possible. Lists can be rented or purchased from companies that specialize in address data management. Access lists can sometimes be provided by magazine publishers, membership directories, local organizations, public records and telephone directories. Unaddressed mail can be used to target postal codes available through Canada Post. There are distribution companies that can narrow down the target audience by city, neighbourhood, postal code, FSA and even postal walk.

Television DRTV is different than a brand buy, focusing less on GRPs and much more on the cost per minute. The purpose is to get an effective ROI from the TV (low cost per call, cost per lead) versus creating an 'impression.' DRTV can be bought in a number of ways:
Remnant Time: most popular, it is unsold inventory and can be purchased at a lower cost.
Blended Buy: a mixture of remnant time and prime time.
Per-Inquiry Basis: stations are compensated based on the number of responses (calls) driven by the DRTV spot. This is not that common.
Custom: DRTV commercials can play on almost any station, any time of day–it depends on the objectives and the budget.

Short-form DRTV can be 15, 30, 60, 90 and 120 seconds in length. Long-form DRTV, also known as infomercials or paid programming, are usually 30 to 60 minutes in length. Most TV stations have allocated certain times of the day for paid programming, primarily late night and early morning. DRTV is typically bought on a 52-week basis and is available on most stations.
Radio commercial lengths are usually 15, 30 and 60 seconds in length, but longer commercial time is available.

4. RESPONSE & MEDIA TRACKING The major benefit with direct response advertising is the ability to continuously measure and optimize the ROI of a campaign. Toll-free numbers, promotional codes and unique URLs are used as markers for measurement. Success metrics include the number of calls, leads, applications and sales that are completed versus what it cost to generate the actions.

The Broadcast Verification System (BVS) is a third-party tracking tool for television that detects and delivers commercial activity data overnight.

The commercial must have a "veil-encoded strip" embedded by a production house prior to shipping spots to stations. The resulting reporting on clearance levels outlines when, where and if the broadcast commercials aired. It is a resource to agencies and advertisers, networks and syndicators. Production houses in Canada equipped to handle the encoding are CFA Communications and MIJO Corporation. Eloda is another third-party tracking tool for television, using direct-from-satellite and other source monitoring coupled with patented AdDNA, technology for ad recognition, indexing and valuation for occurrence validation.

5. CUSTOMER CALL SERVICE There are many third-party call centres (telemarketers) in Canada that will handle the response by taking calls, orders, upselling other products or services, reporting and providing customer service. Some advertisers prefer to set up a call centre in-house but consideration must be given to the ability to handle a high volume of calls coming in 24 hours a day. Many potential customers will spend no more than 1 to 3 minutes on hold and will tend not to call back if the lines are busy. It is just as important to provide an immediate response for the customer when they call in as it is to develop creative to elicit an immediate response from them.

6. PRIVACY The knowledge and consent of the individual is required for the collection, use, or disclosure of personal information, except where inappropriate. Consent is defined as a customer's agreement for the future use of his or her personal information for marketing purposes, subject to the following industry definitions of types or degrees of consent:

Implied Consent is used to communicate with one's own customers, such as sending out a magazine subscription renewal notice or a solicitation for a further donation.

Opt-out Consent is used to grant permission for use of the customer's information to send future marketing offers or solicitations not directly related to the original transaction, as well as to grant permission for the transfer of the customer's personal (non-sensitive) information to a third party. (Example: a list rental of newspaper subscribers' names and addresses for marketing purposes).

Positive or Opt-in Consent is required for the transfer of information a reasonable person would consider sensitive, to a third party (Example: financial or health information, or certain video rentals or magazine subscriptions).

The Personal Information Protection and Electronic Documents Act, also known as PIPEDA, has been coming into effect in stages.
Phase One: the act applied to personal information about customers or employees in the federally regulated sector-such as banks and telecommunications companies.
Phase Two: PIPEDA was extended to cover personal health information collected, used or disclosed by these organizations.
Phase Three: Covers all personal information of customers that is collected, used, or disclosed in the course of commercial activities by private sector organizations, except in provinces that have enacted legislation deemed to be substantially similar to the federal law.

One of the biggest examples of the increased challenge facing direct marketers is the National Do Not Call registry set up in 2009.

DIRECT MARKETING SUPPLIERS

There are several agencies and consultants that offer complete project management, while others specialize in one or more specific areas:
MEDIA MANAGEMENT AGENCIES assist with the strategy, including targeting, planning, execution, data analysis and reconciliation.
CREATIVE AGENCIES assist with concept strategy, copy and design of print and broadcast production.
LIST BROKERS/MANAGERS provide mailing list services including identification and segmentation.
DIRECT MAIL PRODUCTION COMPANIES handle printing, distribution, database/ list rental management, printing and Canada Post regulations.
FULFILLMENT CENTRES store, process and ship inventory, as well as track movement and expenditures.
CALL CENTRES/TELEMARKETING SERVICES offer inbound and/or out-bound telephone and/or Internet CSRs for customer service, sales, surveys, call-data reporting and support.

Flyers

FLYERS/INSERTS/ PREPRINTS

There are more then 10 billion flyers distributed annually in Canada at a cost in excess of $1.5 billion. The "media" is approximately 30% of the cost, with the balance made up by pre-press, print production and transportation to the media. The largest sample variable is print production, where the stock and number of pages can make a huge difference in the CPM.

Flyers are a medium that largely rely on the customer's interest in the product category to gain readership. Consequently, the best efficiency (ROI) can be achieved by targeting households with the highest propensity to purchase the category at a given location(s).

The media distributors have created a very flexible selection process that lets advertisers choose relatively small geographic areas and the type of dwelling desired.

FLYER MEDIA

The media principally falls into two categories: Subscriber with (or without) Extended Market Coverage and Total Market Coverage.

SUBSCRIBER NEWSPAPERS: Paid publications that are published 5 to 7 days per week. Papers are distributed to subscribers (Subs) or through single copy sales (SCS). Houses and apartments are generally not separable.

EMC (EXTENDED MARKET COVERAGE): Flyers distributed to non-subscribers of daily newspapers. Delivery is houses and/or apartments and one day a week, usually Friday or Saturday.

TMC (TOTAL MARKET COVERAGE— WITHIN SPECIFIED GEOGRAPHY) DISTRIBUTION: Flyers distributed to all deliverable households. Delivery is houses and/or apartments. Canada Post and some distributors also provide coverage to businesses.

TMC DISTRIBUTORS

COMMUNITY PAPERS: A newspaper that is published 1 to 3 times per week and distributed at no cost.

SHOPPERS: Like a community newspaper, except there is little or no editorial content; 1 day per week.

TRUCK & CREW DELIVERY: Non-publishing distributors of flyers and community papers, with or without a bag. One to 3 days per week; sometimes with a 2-day delivery window.

UNADDRESSED ADMAIL: Canada Post delivery to houses and/or apartments and/ or businesses. Five days a week but with a 3-day delivery window.

FLYER GEOGRAPHY

Each distributor can provide targeting to one or more of the following geographic units. Generally, subscriber papers provide FSA or Zones (sometimes CTs or DAs for EMC coverage). Most TMC distributors provide CTs, DAs and/or Routes.

***ZONES:** Multiple FSAs

***FSA** (Forward Sortation Area): The first 3 digits of the Postal Code (e.g. L6H) comprising of 4,000 to 20,000+ households. Urban codes A1 to A9, Rural codes A0.

LDU (Local Delivery Unit): The last 3 digits of the Postal Code (2H5) used to locate communities within a rural FSA or city block or apartments within an urban postal walk. Urban LDUs are 10 to 200 households, rural are 50 to 4,000.

POSTAL WALK: The local geographic area within an urban FSA with multiple LDUs or approximately 300 to 600 households.

***CT** (Census Tract): Stats Canada Geographic Area approximately 1,000 to 3,000 households.

***DA** (Dissemination Area): Stats Canada's smallest unit of geography, approximately 400 to 700 households. (Prior to 2001–EA Enumeration Area).

DISTRIBUTOR ROUTE: Non-standard geography of approximately 100 to 500 households.
**indicates* standard geographic boundaries.

TARGETING METHODS

Targeting refers to "Ranking Geography" so that a selection process can choose the areas that meet the budget or pre-determined cut off.

Attributes can be assigned based on one or a combination of any two or more of the following:

1. AVERAGE SALES/POSTAL CODE (collected by retailer)

2. DEMOGRAPHICS (average household income, family size, etc.)

3. PSYCHOGRAPHICS (Consumer Lifestyle Clusters)

4. CSP (Consumer Spending Potential— by category) aka FAMEX (Family Expenditure)

5. DISTANCE OR DRIVE TIME (from store)

FLYER DISTRIBUTION STANDARDS ASSOCIATION (FDSA)

The Flyer Distribution Standards Association addresses issues shared by retailers, distributors, printers, binderies, transport companies and media agencies. Its mandate is to establish standards for the retail flyer process, from technical specifications to processes and terminology, and to increase efficiency for the entire industry.

For information about the FDSA please contact:

FDSA
c/o Retail Council of Canada
1255 Bay Street, Suite 800
Toronto, ON
M5R 2A9
Phone: (416) 922-0553
Fax: (416) 922-8011
fdsa-canada.org

Associations

Name	Phone	Toll Free	E-mail	Web Address
Advertising Agency Association of BC	(604) 694-0844		david@hyphenweb.com	www.aabc.ca
Advertising Association of Winnipeg	(204) 831-1077		info@aaw.org	www.aaw.org
Advertising Standards Canada	(416) 961-6311			www.adstandards.com
Association de la Presse Francophone	(613) 241-1017		apf@apf.ca	www.apf.ca
Association des Médias Écrits Communautaires du Québec	(514) 383-8533	1-800-867-8533		www.amecq.ca
Association of Canadian Advertisers	(416) 964-3805 1-800-565-0109		jforget@acaweb.ca	www.acaweb.ca
Association des Agences de Publicité du Québec	(514) 848-1732			www.aapq.ca
BBM Bureau of Measurement	(416) 445-9800			www.bbm.ca
Broadcast Research Council of Canada	(416) 413-3864		brc@tvb.ca	www.brc.ca
Broadcast Executives Society	(416) 899-0370		admin@bes.ca	www.bes.ca
Bureau de Commercialisation de la Radio du Québec	(514) 528-0888			www.bcrq.com
Canadian Advertising Research Foundation (CARF)	(416) 413-3864		tjames@tvb.ca	www.carf.ca
Canadian Association of Broadcast Representatives	(416) 764-6871		info@cabr.ca	www.cabr.ca
Canadian Association of Broadcasters (CAB)	(613) 233-4035		cab@cab-acr.ca	www.cab-acr.ca
Canadian Association of Ethnic Radio Broadcasters	(416) 531-9991		info@chinradio.com	www.chinradio.com
Canadian Business Press	(905) 844-6822		torrance@cbp.ca	www.cbp.ca
Canadian Magazine Publishers Association	(416) 504-0274			www.magazinescanada.ca
Canadian Marketing Association	(416) 391-2362		info@the-cma.org	www.the-cma.org
Canadian Media Directors' Council (CMDC)	(416) 921-4049			www.cmdc.ca
Canadian Newspaper Association (CNA)	(416) 923-3567		info@cna-acj.ca	www.cna-acj.ca
Canadian Out-of-Home Measurement Bureau	(416) 968-3823		nwillim@comb.org	www.comb.org
ComBase		1-800-481-6580 Opt. 3		www.combase.ca
Le Conseil des Directeurs Médias du Québec	(514) 990-1899		info@cdmq.org	www.cdmq.ca
Independent Publishers Association of Ontario	(416) 534-9572		wseto@careerinsider.ca	www.ipao.ca
Institute of Communication Agencies (ICA)	(416) 482-1396	1-800-567-7422	ica@icacanada.ca	www.icacanada.ca
Interactive Advertising Bureau of Canada (IAB)	(416) 598-3400	NA		www.iabcanada.com
Magazines Canada	(416) 504-0274		info@magazinescanada.ca	www.magazinescanada.ca
NADbank	(416) 923-3569		lmilton@nadbank.com	www.nadbank.com
National Advertising Benevolent Society of Canada (NABS)	(416) 962-0446	1-800-661-6227	nabs@nabs.org	www.nabs.org
Office de la Distribution Cerifiée	(514) 393-5139		info@odcinc.ca	www.odcinc.ca
Ontario Association of Broadcasters	(905) 554-2730		memberservices@oab.ca	www.oab.ca
Television Bureau of Canada	(416) 923-8813	1-800-231-0051	tvb@tvb.ca	www.tvb.ca
Trans-Canada Advertising Agency Network (T-CAAN)	(416) 221-6984		wwsr@rogers.com	www.tcaan.ca
Western Association of Broadcasters		1-877-814-2719	info@wab.ca	www.wab.ca

» Media Software & Data Services

ACNIELSEN COMPANY OF CANADA
160 McNabb St.
Markham, ON L3R 4B8
Phone: (905) 475-3344
Fax: (905) 475-8357
nielsen.ca

ACNielsen provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior.

NIELSEN MEDIA RESEARCH CANADA
160 McNabb St.
Markham, ON L3R 4B8
Phone: (905) 475-9595
Fax: (905) 475-7296
nielsenmedia.ca

Nielson Media Research is a provider of electronic television audience and media intelligence services in Canada.

HARRIS CORPORATION
25 Dyas Rd.
Toronto, ON M3B 1V7
Phone: (416) 445-9640
Fax: (416) 443-3088
harris.com

Montreal office:
390 Rue Lemoyne
Montreal, QC H2Y 1Y3
Phone: (514) 824-0101
Fax: (514) 824-0111

Harris provides a tracking system for media purchase administration.

BBM ANALYTICS
1500 Don Mills Road, 3rd Floor
Toronto, ON M3B 3L7
Phone: (416) 445-8881
Fax: (416) 445-8406
bbmanalytics.ca

BBM Analytics offers a portfolio of software solutions providing critical insights into the impacts of broadcast content and consumer behaviors.

MIJO
635 Queen St. E
Toronto, ON M4M 1G4
Phone: (416) 964-7539
1-800-463-6456
Fax: (416) 964-5920
mijo.ca

Mijo provides a full range of broadcast, audio/visual, print and post production services. In May, 2011, it was announced that Mijo had been acquired by DG, a fellow digital media services provider.

COMB NAVIGATOR (COMB)
111 Peter Street, Suite 500
Toronto, ON M5V 2H1
Phone: (416) 968-3823
Fax: (416) 968-9396
comb.org

DONOVAN DATA SYSTEMS-DDS
2 St Clair Ave W., Suite 1500
Toronto ON M4V 1L5
Phone: (416) 929-3372
Toll-free: 1-877-433-7226 (Support)
Toll-free: 1-866-376-4819
Fax: (416) 929-0779
ddscanada.com

Donovan provides an online information system that tracks media buying processes and administration.

ELODA
19 Le Royer Street West, Suite 100
Montreal, Quebec H2Y 1W4
Phone: (514) 842-1513
Toll Free: 1-866-303-1513
Fax: (514) 842-4588
eloda.com

Eloda provides measurement and proof-of-performance data.

FUIMUS CORPORATION
Advertising Agency Management Systems
80 Kingsmount Park Rd.
Toronto, ON M4L 3L4
Phone & Fax: (416) 601-1744
Email: fuimus@fuimus.com
fuimus.com

NIELSON IMS (INTERACTIVE MARKET SYSTEMS)
20 Toronto Street, Suite 860
Toronto, ON M5C 2B8
Phone: (416) 961-2840
Fax: (416) 644-3530
Montreal
Phone: (514) 240-3012
nielsen.com/nielsenimscanada

Nielsen IMS provides media planning and analysis software for both industry and proprietary research.

NIELSEN LNA
20 Toronto Street, Suite 860
Toronto, ON M5C 2B8
Phone: (416) 961-2840
Fax: (416) 644-3530
inacan.com

Nielsen LNA collects and classifies advertising expenditure information for the magazine and newspaper industry.

SCALA CANADA (PREVIOUSLY MARKET INFORMATION SERVICES OF CANADA)
49 The Donway West, Suite 405
Toronto, ON M3G 3M9
Phone: (416) 391-7555
Fax: (416) 391-7579
Email: info@scala.com
Scala.com

Scala provides media campaign data for the outdoor advertising industry.

MARKETRON BROADCASTING SOLUTIONS
5075 Yonge St., Suite 404
North York ON M3C 3M9
Phone: (416) 221-9944
Email: canadasupport@marketron.com
Marketron.com

Marketron Broadcasting Solutions offers TC software to track broadcast sales and inventory data.

TELMAR HMS
90 Eglinton Ave E., Suite 410
Toronto, ON M4P 2Y3
Phone: (416) 487-2111
Fax: (416) 487-2119
ca.telmar.com

Telmar provides a media planning system.

24/7 REAL MEDIA
161 Eglinton Ave E., Suite 505
Toronto, ON M4P 1J5
Phone: (416) 966-2542
Toll Free: 1-800-258-6852
Fax: (416) 487-2119
247realmedia.ca

24/7 provides Web analytics and search engine marketing software and solutions.

DOUBLECLICK (DART)—A DIVISION OF GOOGLE
76 Ninth Avenue
4th Floor
New York, NY 10011
Phone: (212) 271-2542
doubleclick.com

Doubleclick (DART) provides ad management and tracking for online advertising.

KANTAR MEDIA INTELLIGENCE
11 Madison Avenue, 12th Floor
New York, NY 10010
Phone: (212) 991-6115
Fax: (212) 949-1963
Hotline: 800-497-8450
kantarmediana.com/intelligence

Kantar is a provider of online advertising data, tracking ads on site throughout North America.

COREMEDIA SYSTEMS
695 Route 46 W., Suite 403
Fairfield, NJ 07004
Phone: (973) 276-0882
Fax: (973) 276-0891
coremedia-systems.com

COREMedia provides syndicated software solutions for DRTV.

COMSCORE CANADA
90 Sheppard Avenue East, Suite 100
Toronto, Ontario
M2N 3A1
Phone: (416) 646-9911
Fax: (416) 921-3972
comscore.com

Comscore is a provider of digital market intelligence and measurement service.

» Media Terminology

GENERAL INFORMATION

ACCUMULATION Counting a person once who is exposed to a message only once over a specific time period (one week, four weeks, etc.). They are not counted each time they are exposed to the message.
ACHIEVEMENT Actualized delivery of audience, ratings, etc. of a media campaign, usually compared to planned/estimated objectives.
AIDED AWARENESS Per cent of an audience aware of a brand or advertising message once prompted with visual or aural cues.
AUDIENCE COMPOSITION Analysis of audience in terms of selected sub-groups based on demographics, lifestyle, etc., usually expressed as percentages.
BLOCKING CHART The graphic presentation on a calendar of planned advertising activity.
BRAND DEVELOPMENT INDEX (BDI) A market's propensity to use a specific brand, compared to the population in general; calculated by dividing the per cent of a product's total sales by the per cent of the total population in a specific market/region.
BUDGET CONTROL REPORT (BCR) Monthly, quarterly or annual document detailing actual versus projected expenditures to date.
BURST & BLACK A TV flighting method where an advertiser has several high weight flights, but is otherwise dark.
BUY REQUEST A form outlining specific requirements (target group, flight dates, etc.) of a broadcast campaign to be purchased.
CALL TO ACTION Copy that encourages the reader to respond and provides clear details on how (e.g. by mail, toll-free number, website or fax) and expiry date for response.
CONVERGENCE A multi-platform campaign employing many or all properties owned by one major media owner.
COST PER RATING (CPR) The cost of delivering a message to 1% of a pre-determined target group.
COST PER THOUSAND (CPM) Cost to deliver a message to 1,000 individuals. These individuals may be limited to those who meet specified demographic, psychographic or product consumption criteria.
CROSSTAB (X-TAB) Cross-referencing of data to identify habits/characteristics of a defined subset of the population.
CUMULATIVE AUDIENCE (CUME) Total unduplicated number of homes/individuals reached by a schedule of commercials/programs/ issues within a given time.
CUMULATIVE REACH Percentage of the target reached by a schedule in a given time period.
DECAY The decline in top-of-mind awareness as the result of a hiatus period, commercial wearout or competitive action.
DUPLICATION The extent to which two media vehicles have a common audience.
EFFECTIVE FREQUENCY Exposures to an advertising message required to achieve effective communication. Generally expressed as a range below which the exposure is inadequate and above which the exposure is considered wastage.
EFFECTIVE REACH Percentage of target reached at the stated "effective frequency" level.
EFFICIENCY Cost-effectiveness of a media buy based on CPMs/CPRs.
FLIGHTING Periodic waves of advertising, separated by periods of total inactivity (as opposed to continuous advertising).
FREQUENCY The number of times an advertising message has been exposed to a target audience.
FREQUENCY DISTRIBUTION Average frequency, broken down to indicate the percentage of the audience that has been exposed to the message once, twice, etc.
GROSS RATING POINTS (GRPS) The sum of all ratings delivered by a given schedule, against a pre-determined target group. GRPs = reach x frequency.
HEAVY-UP Increase in media weight for a short span of time.
HIATUS Period of time between advertising flights.
IMPRESSIONS/MESSAGES The total number of commercial occasions or advertisements scheduled, multiplied by the total target audience potentially exposed to each occasion. A media plan's impressions are usually referred to as gross impressions.
MARKET DEVELOPMENT INDEX (MDI) A market's propensity to use a product category; calculated by dividing the per cent of a product category's total sales by the per cent of the total population in a specific market/region.
OPTIMIZATION A process of adding media elements in order to achieve maximum results at each step.
POST-BUY ANALYSIS An analysis of actual media deliveries calculated after a specific spot or schedule of advertising has run.
PRE-BUY ANALYSIS A report of estimated deliveries of a broadcast media spot or schedule purchased.
PULSING A flighting technique that calls for either a continuous base of support, augmented by intermittent bursts of heavy weight, or an on-off, on-off pattern.
QUINTILES Grouping of survey results into equally sized groups, arranged by order of magnitude of

activity. Each quintile represents one-fifth of the total population (quartiles by quarters, etc.).
REACH A measurement of the cumulative unduplicated target audience potentially exposed once or more to a particular program, station or publication in a given time frame. Reach is usually expressed as a percentage of the target population in a geographically defined area.
RECENCY A campaign's ability to reach its target audience as close as possible to the time of purchase, in order to maximize recent exposure to the message.
SHARE-OF-MARKET (SOM) A company's total sales volume expressed as a percentage of total category sales.
SHARE-OF-VOICE (SOV) A company's total advertising spend expressed as a percentage of total spending by the category.
SHORT RATE Charge incurred when an advertiser fails to meet the previously contracted volume of media time or space.
SPONSORSHIP Positioning an advertiser as a co-presenter of a specific program, publication or event.
STANDARD BROADCAST CALENDAR Division of a year into specified weeks commencing Mondays, and months comprised of stated full weeks only commencing the Monday of the week containing the first day of a calendar month. For costing/billing/scheduling purposes.
TALENT CYCLE A 13-week time period upon which residual payments to an advertisement's performers are based. Each time the advertising runs in a new talent cycle, an additional payment is required.
TEASER Advertisements preceding a major campaign that do not state the full commercial message, but are intended to build interest in a product/service prior to its launch.
TEST MARKET (TEST CELL) Process of conducting a small-scale promotion or introduction of goods in order to gather information useful in a broader promotion or product introduction.
TRAFFIC The person or department within an advertising agency responsible for the progress of creative through all stages of production and shipment of material to the media.
UNAIDED AWARENESS Percentage of target group aware of brand/advertising without prompting.
WASTE COVERAGE When media purchased reaches the wrong audience.
WEAR-OUT A level of frequency or point in time when an advertising message loses its ability to effectively communicate.
WEIGHTED AUDIENCE Audience to which adjustment factors have been applied. For example, a secondary target group may be discounted by 50% to reflect a lesser degree of importance.
WEIGHTED MEASURE Measure to which adjustment factors have been applied to one of the variables.

BROADCAST

ADJACENCY A commercial time slot immediately before or after a specific program.
AFFIDAVIT Written legal proof-of-performance from a radio or television station that a commercial ran at the time indicated.
AVAILABILITIES (OR AVAILS) Programs or time periods a station offers for sale.
AVERAGE MINUTE AUDIENCE/RATING The average number of persons, or per cent of a demographic, listening to a station during an average minute.
BACK-TO-BACK SCHEDULING Two or more commercials that are run one immediately following the other.
BILLBOARD Sponsoring announcement/identification at the beginning, end or in a break of a radio or television program.
BLANKET COVERAGE Refers to the complete coverage that a broadcast station has in a particular area.
BLOCK PROGRAMMING Programming of shows with a common demographic appeal, one after another.
BOOKEND Spots airing at the beginning and end of a commercial cluster.
BREAKFAST/DAY/DRIVE/EVENING In radio, basic dayparts sold. Time blocks are usually 6 a.m. to 10 a.m., 10 a.m. to 3 p.m., 3 p.m. to 7 p.m. and 7 p.m. to midnight, respectively.
CABLE SUBSTITUTION As regulated by the CRTC, any Canadian television station airing U.S. programming has to remove the U.S. advertisements and replace them with Canadian advertisements.
CENSUS AGGLOMERATION (CA) Geographical area, defined by Statistics Canada, with a population of 10,000 to 99,999.
CENSUS METROPOLITAN AREA (CMA) Geographical area, defined by Statistics Canada, with a population in excess of 100,000.
CENTRAL MARKET AREA (CMA) Geographical area, defined by BBM, usually centred around one urban centre.
CHURN Turnover in subscribers. Primarily refers to pay TV.
CLUSTER The set of different commercials within a commercial break, usually two to three minutes in total.
COMMUNITY ANTENNA TELEVISION (CATV) Antenna arrangement that receives distant signals and re-transmits via cable to subscribers.
COVERAGE Percentage of homes or individuals in a specific area that receive a broadcast and/or cable signal.
CRAWL An intrusive ad unit that literally crawls across the bottom of the viewing screen.
CUMULATIVE AUDIENCE (CUME)/PER CENT CUME The number of different people who tune, for at least one-quarter hour, to a station within a specified time block. Often expressed as a per cent.

CUT-IN Regional (or station) insertion of an alternative commercial replacing a spot carried nationally (or provincially) on a network.
DESIGNATED MARKET AREA (DMA) Geographical area comprised of a market and adjacent counties or census divisions, as defined by Nielsen Media Research.
DIRECT BROADCAST SATELLITE (DBS) Satellite that broadcasts directly to a subscriber's home dish antenna.
EXTENDED MARKET AREA (EMA) Geographical area comprised of a market and adjacent counties or census divisions, as defined by BBM.
FULL COVERAGE Audience that encompasses a station's total geographic reach.
GRID CARD Rate card that reflects audience delivery and demand at different times, resulting in a variety of rates for that program.
HOMES USING TELEVISION (HUT) Per cent of households with one or more sets tuned in at a given time.
HOURS TUNED Usually expressed as the average amount of time spent per person with a given station in a weekly period. It is an indication of the loyalty that an audience has to a station.
INTERSTITIAL Mini information segment, usually 30 or 60 seconds in length.
LEAD-IN/LEAD-OUT Programming leading into or out of a time block.
LOCAL PROGRAM Non-network program airing on a station.
MAKE-GOOD Commercial announcement offered to an advertiser as compensation for a pre-empted spot or one that ran incorrectly.
NARROWCASTING Programming designed to reach specific vertical targets. Often developed to appeal to special-interest or age groups.
NET (UNDUPLICATED) AUDIENCE Number of households or people reached by a particular broadcast schedule or program.
ONE TIME ONLY (OTO) A spot that is available only once.
PRE/POST RELEASE A pre-released program airs before the U.S. episode and post-release airs after.
PRIME/FRINGE/DAY In television, the basic dayparts sold. Prime runs 6 p.m.-11 p.m., fringe 4:30 p.m.-6 p.m. and 11 p.m. until sign-off, and daytime sign-on until 4:30 p.m.
PROGRAM SUBSTITUTION Substitution, by the cable company, of one program for another on a given channel.
PERSONAL VIDEO RECORDER (PVR) A set-top box that stores video information in digital form.
QUARTER-HOUR AUDIENCE Same as Average Minute Audience but information is measured in 15-minute blocks. Viewers/listeners must tune in for five or more minutes to be counted.
RATING The average percentage of target group population within a defined geographic area tuned to a particular program at a specific time period.
ROADBLOCK Scheduling of commercial time, on all available stations, at a fixed time.
ROTATION Scheduling of a pool of commercials through a set schedule, on a rotating basis.
RUN OF SCHEDULE (ROS) Scheduling of a commercial in variable timeblocks, days or programs.
SETS-IN-USE (SIU) Total number of sets viewed at a specific time.
SHARE The percentage of the total television-viewing or radio-listening audience tuned to a particular program or station at a specific time, expressed as a per cent of average people viewing or listening during that time period.
SHARE OF AUDIENCE The percentage of all households watching a particular program. The household, rather than each person, is counted as a whole.
SIMULTANEOUS PROGRAM SUBSTITUTION Cable replacement of American identification and commercials with Canadian where the U.S. and Canadian stations are telecasting the same episode of a program at the same time.
SPILL-IN Broadcast signal from one market received in another.
SPLIT COMMERCIAL A commercial from the same advertiser devoting part of its time to one product, part to another, each being able to stand alone. Sometimes referred to as a "piggy- back" commercial.
SPOT TV Purchase of broadcast time on a station-by-station ba- sis, i.e., non-network time. Sometimes referred to as Selective.
SQUEEZE-BACKS When an ad shares the television screen with a program's credits. Hence the credit's are "squeezed."
STRIP PROGRAMMING A program scheduled at the same time (usually during fringe or daytime) on successive days (usually Monday-Friday).
SUPERSTATION Station whose signal is available to cable systems across the country via satellite transmission.
TIERING Optional packages of pay-cable or basic cable services available to subscribers.

PRINT

ADNORM A term used by Starch Research to indicate readership averages by publication, by space size and colour, and by type of product. The norm is used to provide a standard of comparison for individual ads.
ADVERTORIAL Refers to a type of advertising that is placed in a print publication. The ad appears like an editorial article.
AGATE LINE A unit of space measurement, equal to one column wide and 1/14 inch deep.
ANNUALS Publications that are distributed once per year.
AUDIT REPORT The annual ABC Circulation Report, usually covering a 12-month period, details circulation

by province, county/census divisions, cities, towns and villages.
BANNER Advertisement that runs horizontally on the bottom of a page of a publication.
BELLY BAND Ads that wrap around the paper. Consumers must remove the wrap before they can read the paper.
BLEED Printing to the edge of a page so there is no margin.
CENTRE SPREAD In the centre of a publication, an advertisement appearing on two facing pages printed as a single sheet.
CIRCULATION Average number of copies per issue sold or distributed.
CLOSING DATE The final deadline by which a publication will accept advertising space reservations/ material.
CLUTTER The extent to which a publication's pages are fragmented into small blocks of advertising and/or editorial.
CONTROLLED CIRCULATION Publications distributed free, or mainly free, to individuals within a specific demographic segment, geographic area or job function.
COST RANK (CRANK) Ranking of publications by their coverage, cost per thousand, audience composition, etc., against a defined target group.
COVERAGE Percentage of individuals in a specific target group/geographic area reached by a publication/ combination of publications.
DISPLAY ADVERTISING Advertisement that appears in any part of a publication other than the classifieds section.
EARLUG Space on either side of the masthead, or the top corners of the front page of a newspaper section, that is sold for advertising.
EARNED RATE Discounted advertising rate based on lineage/space committed.
FLEXFORM Advertisement not conforming to a standard shape.
FP4C A full-page, four-colour advertisement in a publication.
FREE-STANDING INSERT (FSI) A loose advertisement that is inserted into a newspaper.
GATEFOLD ADVERTISEMENT A continuous piece of paper folded to conform to a publication's page size. Often an extension of a magazine's cover.
GEOGRAPHIC SPLIT RUN Advertisements are created that have a specific message for a particular region, while the rest of the country receives one generic message.
GUTTER (TRUCK) Blank space on the inside page margins where a publication is bound or folded.
HALFTONE Reproduction made from an original photograph by transforming the different tones into a series of dots.
HOOKER (TAG) In newspaper advertising, local dealers' names appended to national advertising.
HORIZONTAL PUBLICATION A publication with editorial content of interest to a wide variety of readers.
IBC (INSIDE BACK COVER) Position of an advertisement on the inside back cover of a publication.
IFC (INSIDE FRONT COVER) Position of an advertisement on the inside front cover of a publication.
INCUMBENCY POSITION Premium positions in a specific issue for which right of first refusal is given to an advertiser who has historically held that position.
INFO PATCH Advertisement that is glued on the front of a newspaper. It unfolds to display the message.
ISLAND POSITION An advertisement in the centre of the page, surrounded by editorial.
JUNIOR PAGE Usually a 7-inch wide x 10-inch high ad in a tabloid or broadsheet format.
LETTERPRESS Printing done from cast metal type or plates on which the image or printing areas are raised.
MECHANICAL REQUIREMENTS Information and instructions regarding the physical aspects of preparing advertising material.
OBC (OUTSIDE BACK COVER) Position of an advertisement on the outside back cover of a publication.
OFF-REGISTER Blurred printing caused by out-of-position print- ing plates.
OFFSET PRINTING Process that prints by transferring ink from a cylinder to a rubber blanket, then to the printing surface.
OTC (OPPOSITE TABLE OF CONTENTS) Position of an advertisement on the page opposite the table of contents of a publication.
POSITION CHARGE The surcharge to ensure placement of an advertisement in a specific position in the publication.
RETAIL TRADING ZONE (RTZ) Area beyond and including the City Zone in which the residents regularly trade with the merchants located within the City Zone. Boundaries are defined by ABC.
RIGHT-HAND PAGE (**RHP)** Position of an advertisement on a right- hand page of a publication.
RUN OF PAPER OR RUN OF PRESS (ROP) Advertisements placed anywhere within the regular printed pages of a newspaper.
ROP COLOUR Process colour that is printed in a newspaper during the regular press run for that edition.
SATELLITE PAPER Publication whose typesetting signal is sent to distant printing facilities via satellite for regional or national distribution.
SPECIAL COLOUR A specific colour or tone not possible through regular four-colour process, e.g., fluorescent or metallic.
SPECTACOLOUR Pre-printed advertisement in roll-form that has two fixed dimensions: the width and depth of the newspaper page.
TABLOID PRINT Format of approximately 13 x 10 inches.
TAG-ONS Elastics that wrap around the paper with an advertisement brochure.

TEARSHEET Page of a publication supplied to agency/advertiser for checking purposes.
VERTICAL PUBLICATION Publications whose editorial content deals with interests of a specific industry.
VOLUME DISCOUNT A discount given by a publication based upon the number of times one advertises in it.
WRAP ADVERTISING A single advertiser's message printed on the front cover, IFC, OBC, and back cover of a publication.

OUT-OF-HOME

BACKLIT POSTER A luminous sign containing advertising graphics printed on translucent polyvinyl material.
BANNER Large format vinyl ad unit affixed to the side of a building.
ELECTROLUMINESCENT PAPER (EL) An OOH enhancement, where light pulses (built into the advertisement) can be utilized to highlight specific elements of an advertisement. The pulsing light can be synced to a rhythm or voice or motion activation.
FACE An individual, out-of-home advertising unit.
FLAGGING Peeling, ripping and other damage to out-of-home paper posters.
KING DISPLAYS Poster located on the exterior sides of a transit vehicle.
MINIBOARD Poster of dimensions of 13 x 17 inches presented in a stainless steel frame. Found in resto-bars, colleges and universities and health and fitness centres.
MOBILE SIGNAGE Moving billboards; truck side advertising using specialized and dedicated vehicles.
MURAL Advertisement painted on a wall.
SEVENTIES Poster located on the rear exterior of a transit vehicle.
SPECTACULAR A very large billboard ranging in sizes from 10 x 24 feet to 10 x 60 feet.
STALL ADVERTISING Advertisement on miniboard posted inside a washroom stall.
STATION DOMINATION A single advertiser blankets all the traditional media within a station.
SUPERBOARD A billboard that has extensions added onto it that extend further than the traditional size.
TALL WALL/VERTICAL POSTER A vertical billboard affixed to buildings.
TRI-VISION A mechanical advertising display with three or more separate faces that can be programmed to move in several ways at different time intervals.
VIDEO DISPLAYS LED screens offering TV-quality displays that are positioned at outdoor locations.
WRAP Advertisement painted on the entire exterior surface of a vehicle.

DIRECT MARKETING

ABANDONMENT As in the phrase "call abandonment." This refers to people who, being placed on hold in an incoming call, elect to hang up ("abandon") the call. Call centres monitor closely the "abandonment rate" as a measure of their inefficiency.
ACD AUTOMATIC CALL DISTRIBUTOR A machine used in modern call centres for incoming calls. It routes calls to available agents, holds overflow calls, gives and takes messages, provides reports.
ACQUISITION COST The cost of signing up a new customer.
LIFETIME VALUE is often used to compute the maximum allowable acquisition cost.
AFFINITY ANALYSIS A process of finding relationships between customer purchases, e.g. people who buy skis also buy snow tires.
AFFINITY MATRIX A cross tab showing cross-buying patterns by customers who did or did not buy products A, B, C and D.
ATTRITION MODEL A model that predicts which customers are most likely to leave. Usually expressed as a percentage of likelihood.
BACK END The measurement of a buyer's performance after he has ordered the first item in a series offering. Sometimes used to refer to the activities necessary to complete a mail-order transaction once an order has been received.
COST PER INQUIRY (CPI) A simple arithmetical formula derived by dividing the total cost of a mailing or an advertisement by the number of inquiries received.
COST PER CALL (CPC)
COST PER ORDER (CPO) As with C.P.I., except based on actual orders rather than inquiries.
CHURNING The practice of customers switching to another supplier based on special discount offers. Used particularly in the cellular telephone or credit card industries.
COMPUTATION PERIOD The number of years from now that you can safely project customer lifetime value. The period is short for products that soon become obsolete.
CONVERSION RATE The percentage of responders who become customers.
DATABASE MARKETING The systematic collection and manipulation of data to achieve marketing goals. Databases can include customers, prospects and dealers/distributors.
DE-DUPE Identifying and consolidating duplicate names; usually done in a merge/purge operation.
FORWARD SORTATION AREA (FSA) The alphanumeric, three-digit prefix of Canadian postal codes. Used widely in list selection due to its precision and demographic indicators.
FRONT END Refers to the initial level of response from the target audience, especially where two-step selling is used.
GEOCODING The process of appending latitude and longitude coordinates to a database record so it can be properly placed on a geographical map.
HOUSE LIST Direct marketer's own list of customers,

inquiries and hot prospects, past and current.
IN-BOUND A telephone sales term relating to a program reliant on buyers "phoning in" as a result of other media, e.g. mail, space, TV or radio.
INFOMERCIAL Long form of DRTV, usually 30 minutes, but can be 60 minutes with broadcaster permission. Sometimes referred to as edumercials. Asks viewers to respond, usually by placing an order for product, service or information.
LIST BROKER A specialist who makes all necessary arrangements for one company to use the list(s) of another company. A broker's services may include most, or all, of the following: research, selection, recommendation and subsequent evaluation.
LIST MANAGERS Data-processing firms and related businesses that house list maintenance facilities capable of adding, deleting, outputting and analyzing lists and responses.
MODELING A statistical technique that determines which pieces of data in a customer database explains the customer's behaviour. The output of a model is a series of weights that can be multiplied by customer data (e.g. income, age, length of residence) to create a score that predicts likelihood to respond to an offer.
NATIONAL DISTRIBUTION GUIDE (NDG) The instruction manual released by Canada Post outlining rules and schema for using the postal service for commercial mailings. "N.D.G." is an acronym for a mailing list properly sorted to obtain bulk postage rates.
OUT-BOUND Telephone sales originated by the selling party calling the buyer (popularly known as telemarketing).
PENETRATION RATIO Customers as a percentage of the universe defining a customer's type of household or business.
R.F.M. RECENCY, FREQUENCY, MONETARY VALUE The three factors reviewed in evaluating a past buyer's profile.
SELF-MAILER A common mail package built from one piece of paper stock that does not require an envelope but does provide a response device within its folds.
SHORT FORM DRTV 60- or 120-second television commercials that include a request for the viewer to place an order for product, service or information.
STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODE A three- and four-digit code used to classify businesses by vocation.
WINDOW ENVELOPE (WOE) A mailing envelope with a transparent panel for the address. W.A.T.S.
LINE WIDE AREA TELEPHONE SERVICES LINE Discounted long-distance lines offered by the phone companies to bulk users.

INTERNET

ABOVE THE FOLD Part of an email message or web page that is visible without scrolling.
AD ACTIVITY User interaction with an ad unit not necessarily resulting in a click-through.
AD IMPRESSION Ad that is served to a user's browser. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads.
AD REQUEST Request for an advertisement as a direct result of a user's action, as recorded by the ad server.
AD SERVING Delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached.
AD STREAM Series of ads displayed by the user during a single visit to a site (also impression stream).
ADVERTISING NETWORK Online aggregator or broker of advertising inventory for many sites.
AUGMENTED REALITY 3D enhancement of an advertisement via specific computer software, the trigger of which is built into a traditional advertisement and then activated by proximity to a computer or cell phone
AUTO BIDDING Opposite of Fixed Bidding in paid search campaigns in which an advertiser sets a maximum bid for a specific keyword, but may pay less for each clickthrough of that keyword.
BANDWIDTH The transmission rate of a communications line or system.
BANNER A horizontal, graphic advertising image displayed on a web page.
BEHAVIORAL TARGETING Displaying ads to users based on their past browsing behavior within an ad network.
BID (KEYWORD BID) Maximum amount of money that an advertiser is willing to pay each time a web searcher clicks on an ad.
BIG BOX One of three standard creative ad units: 300 x 250 pixels. (See also Leaderboard and Skyscraper)
BUTTON Clickable graphic, potentially an advertisement, that contains certain functionality, such as taking one to another site or executing a program.
CACHE Memory used to temporarily store the most frequently requested online content/files/pages in order to speed its delivery to the user.
CAPPING To voluntarily prevent ads from repeatedly displaying, often referred as frequency capping.
CLICK-THROUGH RATE (CTR) The rate (expressed as a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions.
CONTENT INTEGRATION Advertising woven into online editorial content or placed in a contextual envelope. Also known as "Web advertorial."
CONTENT NETWORK Group of websites that agree to show ads on their sites, collectively served by a third-party ad network, in exchange for a share of the revenue generated by those ads.
CONTEXTUAL ADVERTISING Advertising that is targeted to a non-search web page based on the page's content, keywords or category.
COOKIE A very small text file (i.e., program code) that is stored on a user's browser for the purpose of uniquely

identifying that browser.
COST-PER-ACTION (CPA) Performance-based advertising model where payment is dependent upon an action that a user performs as a result of the ad.
COST-PER-CLICK (CPA) Cost of advertising based on the number of clicks received.
COST-PER-LEAD (CPL) Performance-based advertising model where the cost of advertising is determined based on the number of database files (leads) received.
DYNAMIC AD INSERTION Process by which an online ad is inserted into a web page in response to a user's request. Allows for multiple ads to be rotated through one or more spaces or placed based on demographic data or usage history for the current user.
EXPANDABLE BANNERS Banner ads that can expand beyond the confines of the traditional banner, to reveal more advertising information triggered by a click, roll-over or auto-initiation.
FIXED BIDDING Keyword bidding in paid search campaigns wherein payment exactly matches the original bid for each click-through.
FLOATING ADS Online ad or ads that appear within the main browser window, on top of the web page's normal content, thereby appearing to "float" over the top of the page.
GEO-TARGETING Geo-targeting allows advertisers to specify where ads will or will not be shown based on user location.
HYBRID PRICING Pricing model based on a combination of a CPM pricing model and a performance-based pricing model.
HYPERLINK HTML programming that redirects the user to a new URL when the individual clicks on hypertext.
INTERSTITIAL ADS Ads that appear between two content pages. Also known as transition ads, intermercial ads, splash pages and Flash pages.
JUMP PAGE AD Microsite that is reached via click-through from a button or banner ad.
LANDING PAGE Web page viewed after clicking on a link within an email or an ad. Also may be called a microsite, splash page, bounce page or click page.
LEADERBOARD One of three standard creative ad units – horizontal format: 728 x 90 pixels. (See also Big Box and Skyscraper)
MICROSITES Multi-page ads accessed via click-through from initial ad. User stays on the publisher's website, but has access to more information from the advertiser than a standard ad format allows.
MINIMUM BID The lowest amount of money that a pay-per-click search engine allows advertisers to bid for a certain keyword.
MOUSE-OVER The process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions like an expanding ad.
ORGANIC SEARCH RESULTS Unpaid search engine listings, as distinct from paid search engine placements or pay-per-click ads.
PAGE REQUEST The opportunity for an HTML document to appear on a browser window as a direct result of a user's interaction with a website.
PAY-PER-CLICK Also called cost-per-click. A performance-based online advertising pricing model in which advertisers pay according to the number of visitors that click on an online ad as opposed to payment based on exposure (CPM model).
PAY-PER-CLICK SEARCH ENGINE (PPCSE) A type of search engine in which search results are determined by advertiser bids. Generally speaking, the advertiser that bids the highest amount on a specific keyword will appear as the No. 1 search result for that specific keyword.
PAY-PER-LEAD A performance-based advertising pricing model in which advertisers pay for each "sales lead" generated.
PAY-PER-SALE A performance-based advertising pricing model in which advertisers pay based on how many sales transactions were generated as a direct result of the ad.
PIXEL PICTURE Element (single illuminated dot) on a computer monitor. The metric used to indicate the size of internet ads.
POP-UNDER AD Ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized.
POP-UP AD Online ad that appears in a separate window on top of content already on-screen.
POP-UP TRANSITIONAL Initiates play in a separate ad window during the transition between content pages.
POST-CLICK Actions performed by a user on an advertiser site after being redirected there from clicking an ad.
POST-ROLL Form of online video ad placement where the advertisement is played after the content video plays.
PRE-ROLL Form of online video ad placement where the advertisement is played before the content video plays.
QUALITY SCORE A score assigned by search engines that is calculated by measuring an ad's click-through rate, analyzing the relevance of the landing page, and other factors like historical keyword performance, to determine the quality of a site, rewarding those of higher quality with top placement and lower bid requirements.
PUSHDOWN An ad unit that literally "pushes" down the content to reveal a rich media advertisement.
QUERY An online request for information, usually to a search engine.
RE-DIRECT One server assigning an ad-serving or ad-targeting function to another server, often operated

by a third company.
RUN-OF-NETWORK (RON) Scheduling of internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory.
RUN-OF-SITE (ROS) Scheduling of internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.
SESSION Also called a "visit." A single, continuous set of activity attributable to a cookied browser or user resulting in one or more pulled text and/or graphics downloads from a site.
SESSION COOKIES Cookies that are loaded into a computer's RAM, and only work during that browser session.
SKYSCRAPER One of three standard creative ad units–vertical format: 160 x 600 pixels. (See also Big Box and Leaderboard)
SPLASH PAGE A preliminary page that precedes the user-requested page of a website; usually promotes a particular site feature or provides advertising.
TEXTUAL AD IMPRESSIONS The delivery of a text-based advertisement to a browser. To compensate for slow internet connections, visitors may disable "auto load images" in their graphical browser. When they arrive at a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad.
THIRD-PARTY AD SERVER Independent, outsourced companies that specialize in managing, maintaining, serving, tracking and analyzing the results of online ad campaigns. Total visits should filter robotic activity, but can include visits.
UNIQUE COOKIE A count of unique identifiers that represents unduplicated instances of internet activity (generally visits) to internet content or advertising during a measurement period.
UNIQUE DEVICE An unduplicated computing device that is used to access internet content or advertising during a measurement period.
USER CENTRIC MEASUREMENT Web audience measurement based on the behavior of a sample (panel) of web users.
VIRAL MARKETING Advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market.
WEB 2.0 A term that refers to a supposed second generation of internet-based services on the web, especially the movement away from static web pages.
WIDGET The key difference between a widget and a web application is portability. Widgets are applications that can function on any site that accepts external content, including social networks, blog platforms, start pages (i.e. MyYahoo), desktop platforms or personal web pages.
WIKI A collection of web pages designed to enable anyone with access to contribute or modify content, using a simplified markup language.

MOBILE

ANALOG The "traditional" method of telecommunications, a transmission method employing a continuous (rather than pulse or digital) electrical signal.
CELL Physical area in which coverage is provided.
DIGITAL Describes a method of storing, processing and transmitting information through the use of distinct electronic or optical pulses that represent the binary digits 0 and 1.
INTERACTIVE VOICE RECORDINGS (IVR) Used for marketing executions. Limited use in Canada.
MOBILE COVERAGE The geographic area in which a given service provider provides connectivity using a given wireless protocol. Mobile coverage may be provided in one of two ways—either as an on-net service using the network managed by the service provider, or as a roaming service using a network managed by another service provider.
MOBILE VIRTUAL NETWORK OPERATOR (MVNO) A mobile service provider that establishes arrangements with existing mobile service operator(s) to resell pre-packaged or repacked mobile wireless service plans. The MVNO handles its own customer care, billing, marketing and branding.
QR/QR CODE A mobile coupon. It allows a merchant to "track" redemptions and overall uptake.
SMART PHONE A mobile phone offering complete operating system software providing a standardized interface and platform for application developers and featuring e-mail, internet and ebook reader capabilities, with a built-in, full keyboard. Advanced 3G devices are equipped with more powerful processors, abundant memory and large screens.
SMS (SHORT MESSAGING SERVICE) A wireless messaging service that permits the transmission of a short text message from and/or to a digital mobile telephone terminal.
VOIP (VOICE OVER INTERNET PROTOCOL) A service or capability utilizing both hardware and software that enables users to employ IP networks, such as the internet, as the transmission medium for voice communication.
WAP (WIRELESS APPLICATION PROTOCOL) A transaction-oriented specification for sending and receiving information, content and service-specific data over wireless networks.
WAP DEVICE Any device (e.g., mobile phone, PDA or simulator) that allows access to wireless content.
WIRELESS A device or system that performs one or more telecommunications applications without using wires to communicate between nodes, usually by relying on radio frequencies instead.

INTERNET

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