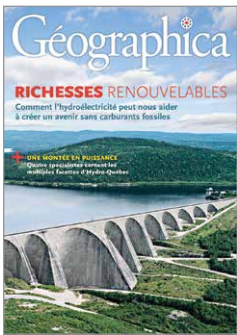




CANADIAN GEOGRAPHIC

- Award-winning journalism focused on Canada and its cultural and natural heritage since 1930
- Renowned for its writing, photography and cartography
- Consistently ranked as Canada's most interesting magazine*
- One of Canada's best-read full-size magazines with over 3 million readers per issue*
- Published 6 times per year
- Brand extension online, including CanGeo.ca, social media, e-newsletters and custom publishing opportunities



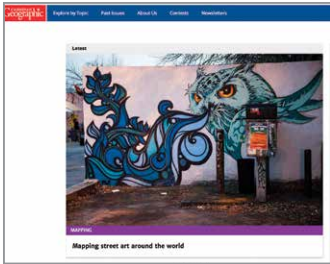
GÉOGRAPHICA

- French-language companion title to *Canadian Geographic*
- Targeted distribution to the higher demographics (education, income) across Quebec
- Tailored content and page count to support communications and outreach objectives
- Recognized voice in Quebec: published since 1997



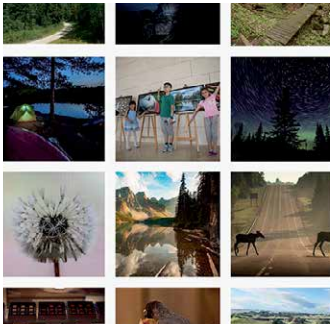
CANADIAN GEOGRAPHIC TRAVEL

- Companion title to *Canadian Geographic* and distributed to *Can Geo* subscribers
- Published quarterly since 2006
- Articles on Canadian tourism and places Canadians like to visit
- Builds on *Can Geo* readers' interests in travel, exploration and discovery
- Recipient of numerous journalism and travel industry awards
- Contests and custom publishing opportunities available



CANADIANGEOGRAPHIC.CA

- Expands on the magazine's storytelling, photography and cartography
- Signature *Canadian Geographic* websites and social media platforms reach 1.221 million monthly*



SOCIAL MEDIA

- Rapidly expanding presence on the following social media networks:



CAN GEO PHOTO CLUB

- The largest online community of Canadian photography enthusiasts, with more than 194,000 photos uploaded by its 77,000+ members
- Received the National Magazine Awards' Gold Medal for Best Community Feature, June 2010
- Home to *Canadian Geographic's* photography competitions, including those in partnership with Parks Canada, the Royal Canadian Mint, the National Capital Commission, the Royal Canadian Mounted Police, the Canadian Commission for UNESCO, and more



BILL CUBITT/CAN GEO PHOTO CLUB

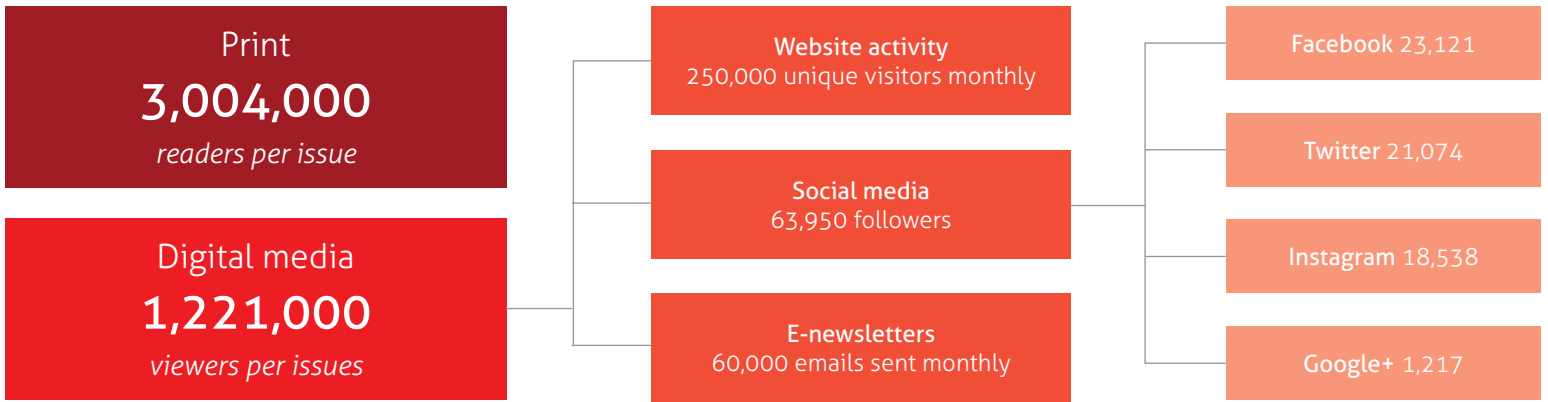
* Vividata, Fall 2015, 12+

AUDIENCE AND REACH

3,439,000+
readers/viewers per month

Canadian Geographic

Rated number one for reader interest (Vividata, Winter 2015, 12+)



Additional reach

Can Geo Education
17,000
members

Can Geo Photo Club
77,182
members

