

Annual Frequency: 6 times/year

Field Served: Geography of Canada in popular form.

Published by The Royal Canadian Geographical Society

Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation
127,571	7,212	134,783	4,024	138,807

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation	Analyzed Nonpaid			Total Paid, Verified & Analyzed Nonpaid Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales				Print	Digital Issue	Total Analyzed Nonpaid			
Jul/Aug 2016	86,625	719	87,344	32,118		32,118	119,462	4,331		4,331	123,074	719	123,793	1,755		1,755	124,829	719	125,548
* Fall Travel 2016	89,617	728	90,345				90,345				89,617	728	90,345				89,617	728	90,345
Sep/Oct 2016	89,617	728	90,345	47,062		47,062	137,407	6,001		6,001	142,680	728	143,408	8,575		8,575	151,255	728	151,983
* Winter Travel 2016	95,003	726	95,729				95,729				95,003	726	95,729				95,003	726	95,729
Nov/Dec 2016	95,003	726	95,729	30,117		30,117	125,846	11,303		11,303	136,423	726	137,149	1,742		1,742	138,165	726	138,891
Average	90,415	724	91,139	36,432		36,432	127,571	7,212		7,212	134,059	724	134,783	4,024		4,024	138,083	724	138,807

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	87,801	724	88,525	63.8
Deferred	2,317		2,317	1.7
Sponsored Subscriptions	297		297	0.2
Total Paid Subscriptions	90,415	724	91,139	65.7
Verified Subscriptions				
Public Place	18,471		18,471	13.3
Individual Use	17,961		17,961	12.9
Total Verified Subscriptions	36,432		36,432	26.2
Total Paid & Verified Subscriptions	126,847	724	127,571	91.9
Single Copy Sales				
Single Issue	7,212		7,212	5.2
Total Single Copy Sales	7,212		7,212	5.2
Total Paid & Verified Circulation	134,059	724	134,783	97.1
Analyzed Nonpaid				
Market Coverage	4,024		4,024	2.9
Total Analyzed Nonpaid	4,024		4,024	2.9
Total Circulation	138,083	724	138,807	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	140,750	140,750		
12/31/2014	148,381	148,946	-565	-0.4
12/31/2013	153,789	154,651	-862	-0.6

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$7.95		
Subscription	\$28.50		
Average Subscription Price Annualized (3)		\$23.70	
Average Subscription Price per Copy		\$3.95	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2016

(3) Based on the following issue per year frequency: 6

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Doctor/Health Care Providers	9,001		9,001
Transportation Outlets	9,470		9,470
Total Public Place	18,471		18,471
Individual Use			
Database Names	17,961		17,961
Total Individual Use	17,961		17,961

NOTES

Special Issue: * Special issue circulation not included in averages.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Market Coverage: Copies served to homes or businesses on an issue-by-issue basis. Consecutive issuance is not measured.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 9,688

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 2,723

Method of Circulation for Analyzed Nonpaid: Market Coverage Copies are delivered by mail to individual recipients.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: The Royal Canadian Geographical Society

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 P: 613.745.4629 • URL: www.canadiangeographic.ca
 Established: 1931

GILLES GAGNIER
 Chief Operating Officer and Publisher
 AAM Member since: 1989