

**Publisher's Statement**

6 months ended June 30, 2019, *Subject to Audit*

**Annual Frequency:** 6 times/year

**Field Served:** Geography of Canada in popular form.

**Published by:** The Royal Canadian Geographical Society

**EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation
108,932	5,740	114,672	78	114,750

**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			
Jan/Feb	76,665	887	77,552	37,662		37,662	115,214	5,372	27	5,399	119,699	914	120,613	110		110	119,809	914	120,723
Mar/Apr	71,330	887	72,217	37,548		37,548	109,765	5,722	27	5,749	114,600	914	115,514	59		59	114,659	914	115,573
May/Jun	70,476	887	71,363	30,452		30,452	101,815	6,046	27	6,073	106,974	914	107,888	66		66	107,040	914	107,954
<b>Average</b>	<b>72,824</b>	<b>887</b>	<b>73,711</b>	<b>35,221</b>		<b>35,221</b>	<b>108,932</b>	<b>5,713</b>	<b>27</b>	<b>5,740</b>	<b>113,758</b>	<b>914</b>	<b>114,672</b>	<b>78</b>		<b>78</b>	<b>113,836</b>	<b>914</b>	<b>114,750</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	70,619	887	71,506	62.3
Deferred	2,205		2,205	1.9
<b>Total Paid Subscriptions</b>	<b>72,824</b>	<b>887</b>	<b>73,711</b>	<b>64.2</b>
<b>Verified Subscriptions</b>				
Public Place	18,470		18,470	16.1
Individual Use	16,751		16,751	14.6
<b>Total Verified Subscriptions</b>	<b>35,221</b>		<b>35,221</b>	<b>30.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>108,045</b>	<b>887</b>	<b>108,932</b>	<b>94.9</b>
<b>Single Copy Sales</b>				
Single Issue	5,713	27	5,740	5.0
<b>Total Single Copy Sales</b>	<b>5,713</b>	<b>27</b>	<b>5,740</b>	<b>5.0</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>113,758</b>	<b>914</b>	<b>114,672</b>	<b>99.9</b>
<b>Analyzed Nonpaid</b>				
Market Coverage	78		78	0.1
<b>Total Analyzed Nonpaid</b>	<b>78</b>		<b>78</b>	<b>0.1</b>
<b>Total Circulation</b>	<b>113,836</b>	<b>914</b>	<b>114,750</b>	<b>100.0</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	133,689	133,689		
12/31/2016	136,608	137,272	-664	-0.5
12/31/2015	140,750	140,750		

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**PRICES**

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$8.95		
Average Subscription Price Annualized (3)	\$28.50	\$22.80	
Average Subscription Price per Copy		\$3.80	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2018
- (3) Based on the following issue per year frequency: 6

**ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

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
<b>Public Place</b>			
Doctor/Health Care Providers	9,000		9,000
Transportation Outlets	9,470		9,470
<b>Total Public Place Copies</b>	<b>18,470</b>		<b>18,470</b>
<b>Individual Use</b>			
Database Names	16,751		16,751
<b>Total Individual Use Copies</b>	<b>16,751</b>		<b>16,751</b>

## NOTES

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

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions:  
8,836

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,436

**Method of Circulation for Analyzed Nonpaid:** Market Coverage copies are distributed via Canada Post.

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.

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