

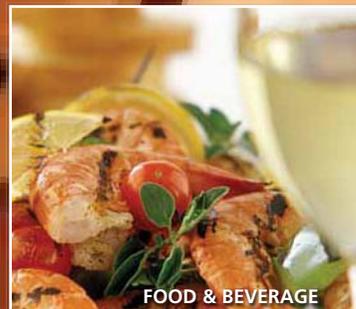
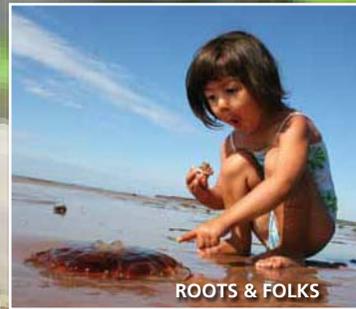
#1 subscriber-based award-winning magazine in Eastern Canada for more than 10 years

SALTSCAPES

Celebrating Canada's East Coast Together

2012

media & promotional planner



Since 2000, we have delivered Atlantic Canada like no other!

UNDUPLICATED MARKET PENETRATION:

Compare with other quality paid-circulation publications
read in the Atlantic Provinces

	Saltscapes		Harrowsmith Country Life		Cottage Life		Canadian Gardening		Gardening Life		Canadian House and Home	
	% Breakdown	Circulation	% Breakdown	Circulation	% Breakdown	Circulation	% Breakdown	Circulation	% Breakdown	Circulation	% Breakdown	Circulation
Atlantic	79.0%	35,413	9.1%	11,132	0.6%	414	9.1%	14,065	5.8%	6,009	5.3%	13,323
Ontario	9.5%	4,253	54.2%	66,209	86.3%	61,144	56.7%	87,960	60.1%	62,148	57.0%	143,633
Quebec	0.8%	313	3.4%	4,101	1.1%	758	3.6%	5,559	3.9%	4,024	4.5%	11,230
BC/Yukon	2.5%	1,119	11.6%	14,150	1.6%	1,127	10.1%	15,686	13.1%	13,514	15.0%	37,874
Prairies	3.2%	1,433	20.1%	24,556	3.2%	2,251	20.4%	31,671	16.6%	17,192	16.9%	42,581
US/Other	5%	2,239	1.7%	2,079	7.2%	5,126	0.2%	309	0.5%	546	1.3%	3,313
Total	100%	44,770	100%	122,227	100%	70,820	100%	155,250	100%	103,433	100%	251,954

Why Saltscapes works for our advertisers



UNBEATABLE DEMOGRAPHICS

OUR READERS are the high end of the demographic scale in Atlantic Canada: more than 90% are homeowners and more than 60% own a second home or cottage.



AUDITED, PAID CIRCULATION

OUR READERS happily pay for *Saltscapes* publications, so we know they read, and retain, our magazines.



READER LOYALTY

OUR READERS renew their paid subscriptions at one of the highest rates in Canada. Our newsstand sell-through rates are 150% of the national average.



UNIQUE MARKET ACCESS

OUR READERS are buying very few other magazines. In many cases, *Saltscapes* is the only magazine read by Atlantic Canadians.

Our relaxed readers read your ads!

More than 83% cite *Saltscapes* as their only magazine subscription. *Saltscapes* is read cover to cover by 96% of our readers and 76% of *Saltscapes* keep their magazine for future reference.



Toll free 1-877-311-5877

Since 2000, we have delivered Atlantic Canada like no other!

SALTSCAPES

Celebrating Canada's East Coast Together

Saltscapes Profile - Fall 2011

Saltscapes readers are—well, nice people.

They're well read and well educated, engaged in their communities and committed not only to living fulfilling, healthy lives, but to making the lives of others better as well.

Our readers acknowledge that **Saltscapes** helps them achieve gratifying lifestyles in Atlantic Canada—great, healthy comfort food recipes, up-to-date gardening tips, smart home or cottage renovation and ideas for day trips, long weekends and family vacations right here at home.

Through compelling, personal stories, historical context, and the interactive involvement of readers themselves, we also help them stay connected to their Atlantic Canadian roots, culture, issues and events that matter to them. Those can be anything from the state of family farms to successful family-owned rural businesses, from buying locally to growing their own organic food.

With more than eleven years, **Saltscapes** has become more a community than a magazine.

More than 83% cite **Saltscapes** as their only magazine subscription and report a read-through factor of 96%.

Readership

- Adult Readers: 344,729
(men 44%/women 56%)

Age

- Median: 44 yrs.
- Range:
21-45 35%
46-65 60%
52% with school age children in the household

Household Income

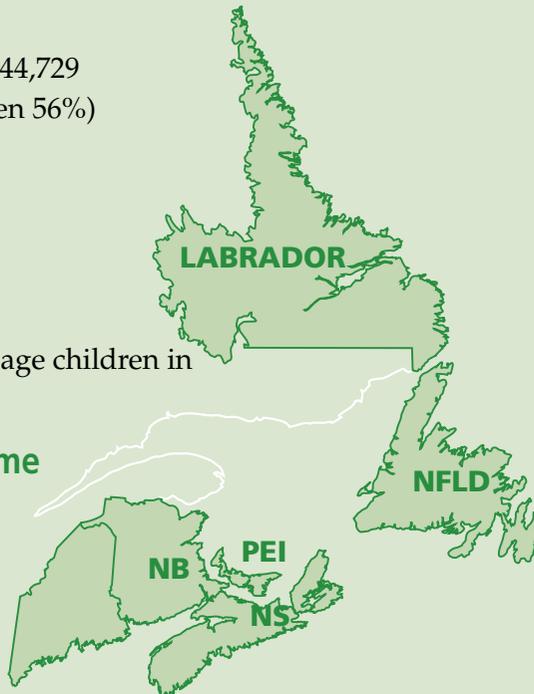
- Median: \$78,000
- Range:
\$50,000+ 16%
\$75,000+ 64%
\$100,000+ 20%

Education/Occupation

- Attended University+ 82%
- Graduated College+ 58%
- Post-Grad Study 23%
- Professional/Managerial 32%

Home Value

- Median: \$203,902
- Cottage ownership: 61%
- Home ownership 97% with 72% planning renovations within two years



Distribution

- Rate Base: 42,333
- Circulation: 44,948
- 79% Atlantic Canadian origin/ 21% other
Canada

(Source: Saltscapes Independent Reader Survey 2010)

Geographic Distribution

As of July, 2011, all copies mailed to home addresses, professional offices or sold at premium newsstands across Canada.

Location	Copies	Readers
Nova Scotia	21,201	161,128
New Brunswick	12,533	95,250
Newfoundland & Labrador	2,111	38,083
Prince Edward Island	3,220	24,472
Other Canada	4,928	37,452
USA/Foreign	935	7,106
Total	44,928	341,605

Independent Reader Survey Results: 7.6 adult readers/copy

www.saltscapes.com

- More than 925,000 Atlantic Canadian online readers per year (and it's growing rapidly!)



Toll free 1-877-311-5877

SALTSCAPES Award-winning Content

Celebrating Canada's East Coast Together

...Delivering Canada's four eastern provinces like no other

Canada's iconic east coast lifestyle magazine, *Saltscapes*, and its specialty publications, celebrate Atlantic Canada's abundant attributes and enviable quality of life, much to the delight of readers.

With a combined annual readership of **more than five million**, we deliver Atlantic Canada like no other.

Saltscapes magazine (6 issues annually)

Saltscapes is by far Atlantic Canada's number one subscriber-based (and most award-winning) magazine. Lifestyle content breaks down, on average, as follows:

- Region-specific home and cottage living (22%)
- Food, beverage and at-home entertaining (23%)
- Travel, culture and music (20%)
- Interesting people, unique retail, and family traditions (24%)
- Nature and the environment, green living (11%)

Saltscapes' special interest publications

(Please ask your account representative for specific publication details)

1. *Saltscapes Food and Travel* (expanded in 2011)

This is the largest privately-published travel guide in Canada and the **ONLY TRULY REGIONAL** travel guide in Atlantic Canada. The 2011 combined online and print publication will maximize your opportunity with both regional and visiting vacationers looking for culinary delights, exciting adventures, romance, rejuvenation and tons of family fun – all presented in the authentic context of the people and unique culture of Atlantic Canada.

2. *Good Taste* – (in partnership with Sobeys (twice annually: June and December))

Research verifies that more than 82% of *Saltscapes*' readership consists of dual-income professional households, both rural and urban. Time has become their scarcest commodity, requiring quick and delicious menu solutions with readily available ingredients. *Good Taste* is centre-stitched in *Saltscapes* magazine (45,000 units), in addition to exclusive stand-alone FREE distribution (40,000 units) through floor-mounted POS displays at Sobeys stores across Atlantic Canada.



3. *Living Healthy in Atlantic Canada* – (in partnership with QEII Health Sciences Foundation and the IWK Health Centre Foundation (twice annually: April and October))

Saltscapes Publishing Limited, the IWK Health Centre Foundation and the QE II Health Sciences Foundation co-publish a turnkey online and print magazine with a focus on disease prevention and health promotion. This highly credible publication of record offers exclusive direct distribution through 50,000 copies to *Saltscapes* subscribers and the hospitals and health care partners in Atlantic Canada.



4. *Your Atlantic Canadian Home* – (in partnership with KENT Building Supplies (twice annually: April and October))

Another huge press run (325,000) publication tastefully displaying home and cottage improvement options for Atlantic Canadians. This high quality publication is distributed to *Saltscapes* subscribers and to homeowners and KENT customers throughout the four easternmost provinces.



And there's more!

The very popular *Saltscapes brand* is now much more than a magazine.

In addition to the 344,000-strong readership of *Saltscapes* magazine in 2011, the fabulously successful and sold-out *Saltscapes Expo* annual consumer show offers an unduplicated 'pride in place' consumer experience: April 29, 30, and May 1, 2011 at Exhibition Park in Halifax.

With more than 20,000 'boomer' attendees, the *Saltscapes Expo* features a huge interactive program with many important lifestyle activities, demos, do-it-yourself and unique retail seminars for homeowners and cottage dwellers, and a fabulous SAVOUR THE FLAVOUR kitchen, featuring many regional chef demos.

PLUS

Ask about *Saltscapes* NEW high-profile
ONLINE ADVERTISING OPPORTUNITIES.

Toll free 1-877-311-5877

