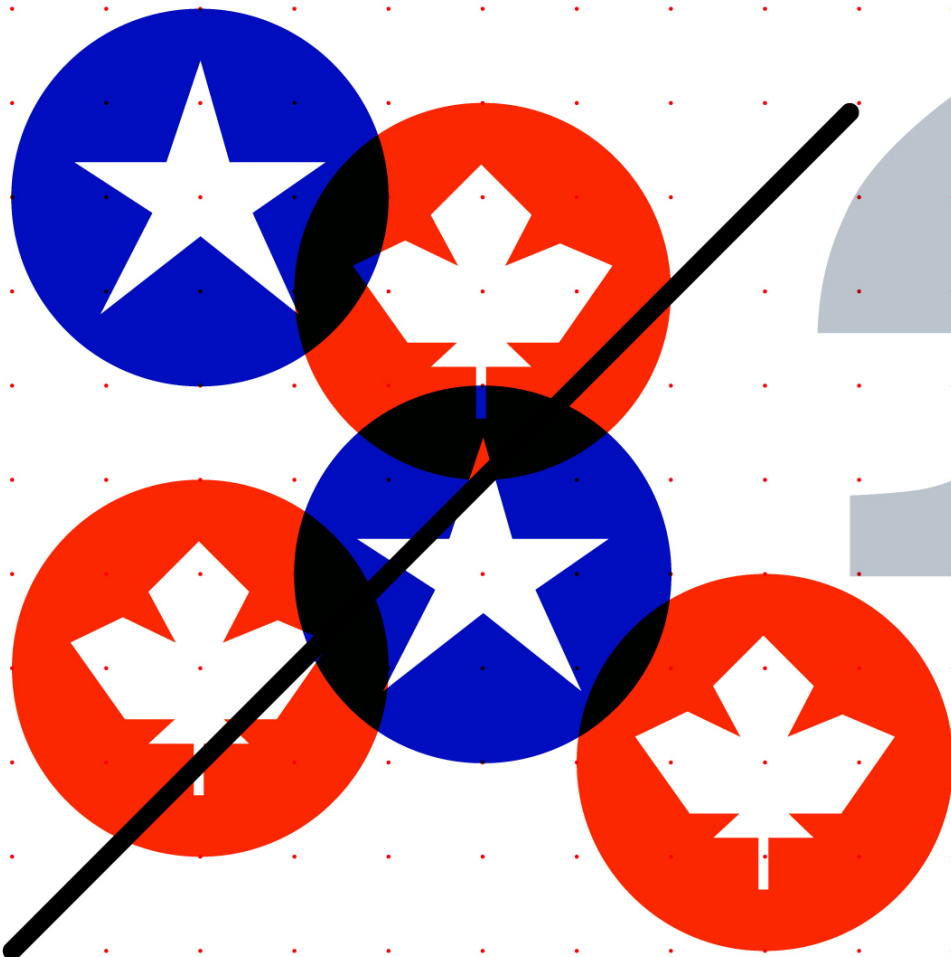


# U.S. Magazine Spill into Canada

20

16

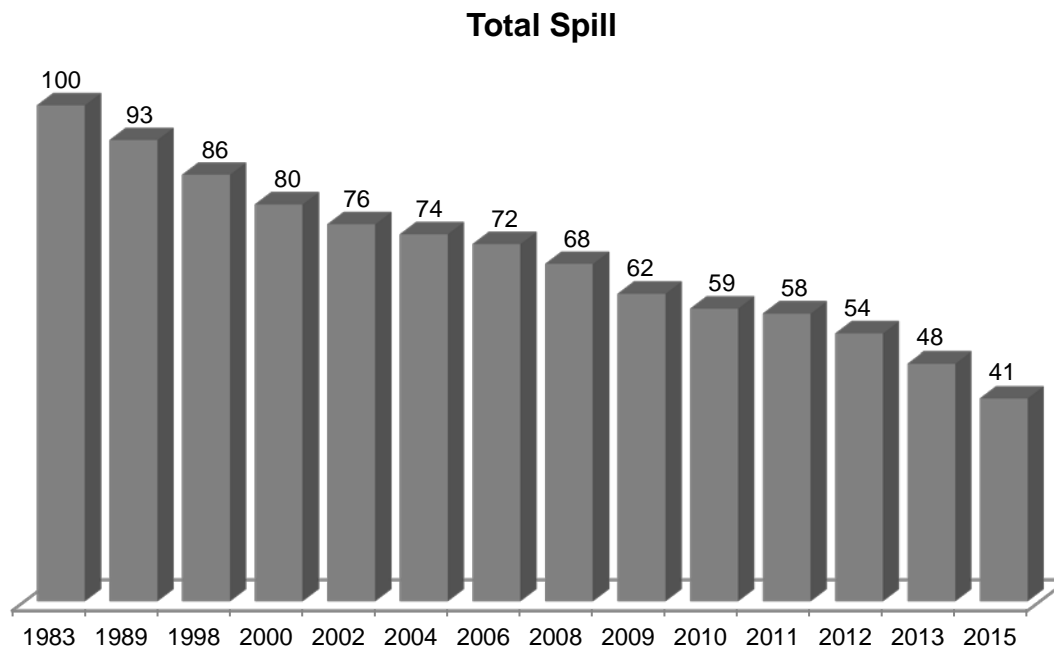


Magazines  
Canada

# U.S. Circulation in Canada in Long Term Decline



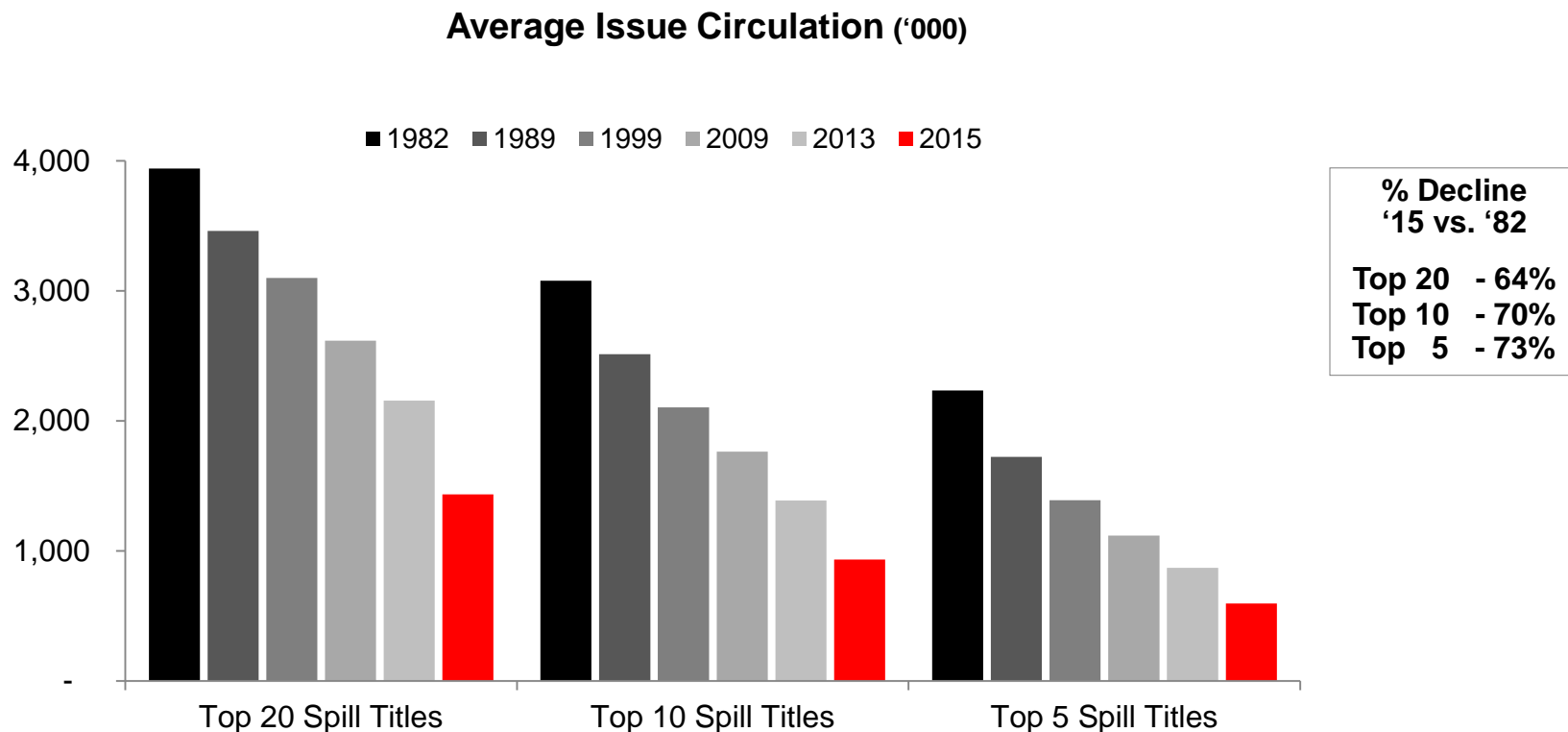
# U.S. Spill Continues Decline



U.S. spill circulation is in long term decline as Canadian publications repatriate readership



# Circulation of Top U.S. Spill Magazines in Canada is in Long Term Decline



# Six U.S. Spill Titles in Canada's Top 100 Circulation



# Six U.S. Spill Titles in Canada's Top 100

## **Title** (*Ranking*)

**National Geographic** (25)

**People** (50)

**Cosmopolitan** (71)

**Woman's World** (80)

**Prevention** (94)

**Food Network Magazine** (98)

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## **Tax Deductibility**

**Foreign-based magazines**  
with less than 80% original Canadian content (as above)  
may only deduct **50%** of advertising expenses

**Magazines with 80%+ original Canadian content**  
may deduct **100%**



# The Strength of Canadian Magazine Titles

<b>Top Canadian Titles</b>	<b>Circulation (000s)</b>	<b>Top U.S. Titles in Canada</b>	<b>Circulation (000s)</b>
Canadian Living	460	Cosmopolitan	95
Chatelaine	440	Woman's World	90
Report on Business Mag	265	The Economist	69
CPA Mag	246	Bloomberg	21
CAA Magazine	1,676	National Geographic	209
Home Digest	1,000	Vanity Fair	53
Maclean's	241	Time	37



# WHY?

- More and more great Canadian titles
- Editorial and advertising content created specifically for Canadian readers





# Canadian Content Magazines Provide Relevant Editorial & Advertising Content for Canadians

- 92% agree that Canadian magazines play a significant role in informing Canadians about each other
- 88% feel it is personally important that a magazine have editorial content created specifically for Canadian readers
- 90% feel that U.S. titles don't effectively cover Canadian issues.



# Attitudes Towards Spill Advertising

## How do Canadian consumers view ads that appear in U.S. magazines?

### Statement 1:

*I am more inclined to look for  
information in Canadian  
magazines than U.S.  
magazines when I am in the  
market to purchase a product.*

	<b>Total</b>
<b>Agree</b>	<b>77</b>
<b>Disagree</b>	<b>23</b>

### Statement 2:

*Advertisements in Canadian  
magazines are more relevant  
to me than advertisements in  
U.S. magazines.*

	<b>Total</b>
<b>Agree</b>	<b>83</b>
<b>Disagree</b>	<b>17</b>

# For More Information



[www.magazinescanada.ca](http://www.magazinescanada.ca)



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