

FY10 CANADA MEDIA SUMMARIES

PRINT**CMG**

Is a multi-page guide to Arizona created, produced and distributed by CMG as in-book special advertising sections on behalf of the Arizona Office of Tourism and their Partners. The insert is distributed in key Canada feeder markets such as Vancouver, Calgary and Toronto in major newspapers and an in-flight publication. Circulation is based on demographic profiles that align with AOT's target audience.

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GLOBE & MAIL

In print for 165 years, The Globe and Mail has consistently delivered Canada's best and deepest coverage of national, international and business news.

- Issuance: Daily
- Circulation: 396,000 (Paid)
- Median Age: 35-64

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MADDEN MEDIA

An integrated multi-channel campaign targeting 462,000 subscriber households in key AOT markets. Primary emphasis will be placed on key target markets Calgary, Toronto and Vancouver. This campaign will target an affluent audience who travel frequently and spend often. These preprinted sections are inserted into major newspapers in the markets listed above. Circulation is based on demographic profiles aligning with AOT's target audience.

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TORONTO STAR

In 1892 Toronto was a bustling city of 180,000 with six newspapers competing for readers when a seventh daily, a self-styled "Paper for the People", suddenly appears on the streets.

- Issuance: Daily
- Circulation: 608,001
- Median Age: 35-64

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ONLINE**EXPEDIA.CA**

Expedia.ca offers Canadians the largest mix of travel products including flight and hotel reservations, build-your-own vacation packages, pre-packaged vacations, car rentals, destination attractions and services, maps and more reaching millions of Canadian travelers daily.

- Expedia, Inc., has over 27 million unique visitors in a year (includes expedia.com, hotwire, hotels.com, expedia.ca)

Contact: Molly Harris-Sherer

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RED MCCOMBS MEDIA

RMM is an online media services company with a network component. Within their network they can run CPM and CPC campaigns with a focus on reach and low rates. RMM also specialize in custom placements which include building Custom Channels for brand sensitive advertisers.

- Circulation: 457+ Million Monthly Impressions
- 29+ Million Monthly Unique Users

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TRAVELINGGOLFER.NET

The Traveling Golfer is an online portal that provides US golf destination information to golfers across Canada. Each month a newsletter is supplied to their database providing the latest news on affordable getaways, travel tips and industry news.

- 40,000 Golfers

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TELEVISION

THE WEATHER NETWORK - The Weather Network is Canada's National weather provider with over 10 million cable subscribers (similar to The Weather Channel here in the US). The network provides unique programming through segment sponsorships, spots, targeted weather trigger programming and customizable forecasts, i.e. "*The Tylenol Cold & Flu Report*"

- Every day 8 out of 10 Canadian adults check the weather (over 14 million)
- 40% of Canadian adults check the weather several times per day (about 7.1 million)

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AIR CANADA IN-FLIGHT

In-flight television with Air Canada allows the passenger to control their own choice of 100 hours of television content. Viewing opportunities range from TV choices such as CBC, business, technology, HBO, comedy, drama, health and wellness, travel, science, nature and sports to various types of movies.

- 2 million passengers per month

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