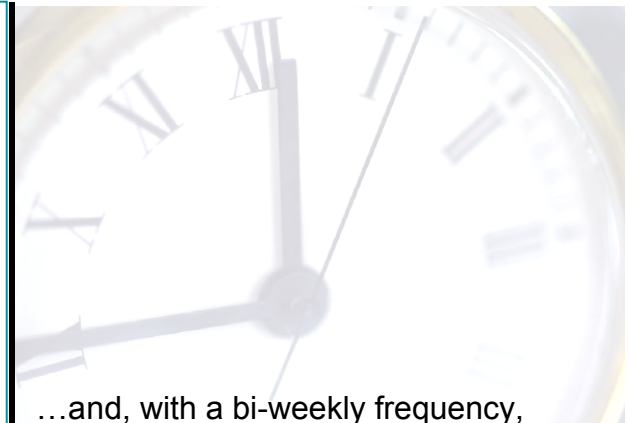
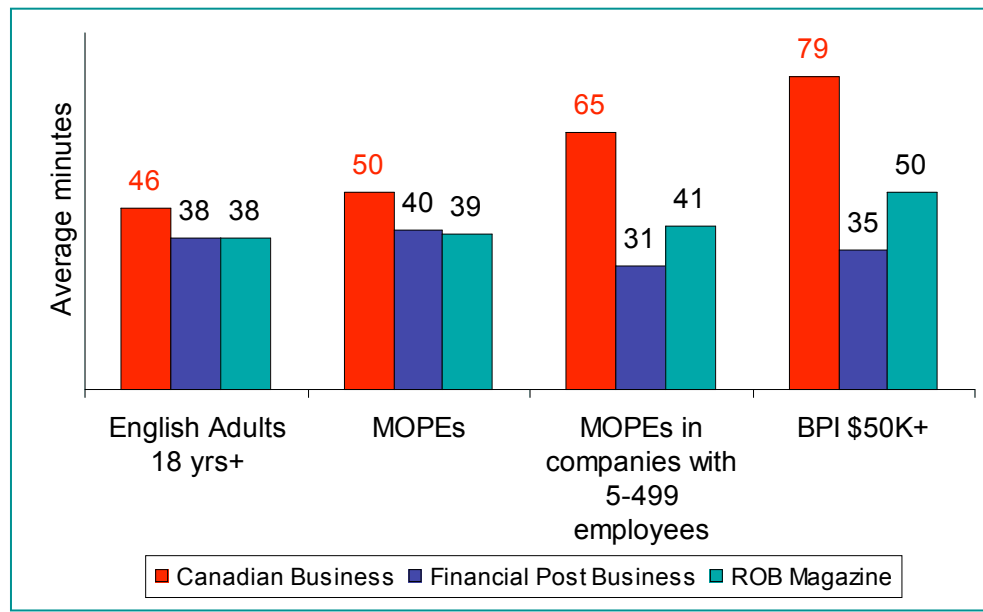


Canadian Business readers are more engaged and connected to the magazine

Canadian Business readers **spend more time** with the magazine (46 minutes) than the readers of Financial Post Business or ROB Magazine (38 minutes).

The **core, most influential** Canadian Business readers (top-level occupations and high-value business purchase decision makers) are **even more engaged** and more committed to the magazine:

- 50 minutes spent by MOPEs
- 65 minutes spent by MOPEs in medium size companies
- 79 minutes spent by purchase influencers responsible for over \$50K in corporate purchasers in a year



...and, with a bi-weekly frequency, Canadian Business readers* spend an average **77 minutes per month** with the magazine – **double** the time spent with either of the business magazines.

Source: PMB 2008, Based on English Adults 18 yrs+ / National
*Total readership