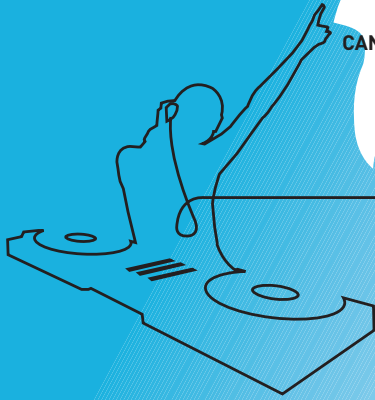


CANADA'S MUSIC AUTHORITY

# exclaim!

OBSESSIVE LISTENING, COMPULSIVE READING



## CANADA'S ADVERTISING CHOICE

From multi-national major labels to independent musicians, the music industry knows that Exclaim! is the pipeline reaching influential music fans in Canada. That is why they advertise in Exclaim! every month, and for many, there's no need to advertise anywhere else.



"The value of what Exclaim! can bring to the table is really outstanding."

- **Katlin Robinson,**  
**GEM Group Canada**

"Exclaim is going that extra mile according to individual advertiser needs."

- **Patti Summerfield,**  
**Strategy Magazine**

"Exclaim! is the only national publication where our advertising draws consistent and immediate response."

- **Peter Hardman,**  
**Outside Music**

"We received the rack and the paper just flew out of here!"

- **Wayne Forseth,**  
**Long and McQuade**

## OVER 100,000 COPIES ACROSS CANADA EVERY MONTH

Exclaim!'s distribution network is unique. By going right to the trendsetters — their favourite clubs, record stores and cafés — Exclaim! plants its roots deep in youth culture. Exclaim! is found in all the key hangouts in major urban markets and across Canada's college campuses.



### Overview

**Established:** 1991  
**Coverage:** National  
**Audited Circulation:** 101,146  
Average circulation for the six months ending March 2006

### Readership profile\*

**Primary Readership:** 18-24-year-olds (70%)  
**Readership:** 16-34-year-olds (92%)  
**Readers:** 400,000/month  
**Gender:** Male skew (70%)  
**Geography:** Major and Primary Markets (95%)  
**Education:** Post-Secondary (some or all)  
**Adoption Curve:** Early Adopter  
**Income:** High Disposable Income

