

49,516 Active Paid Subscribers \$235/M

PRICES ARE IN US FUNDS

Beautiful British Columbia is Canada's leading international publication, (and the 7th largest in Canada) with subscribers in over 169 countries.

Now in its 40th year, this award-winning, ad-free geographic and travel magazine offers spectacular full-color photography of British Columbia's magnificent wilderness, parks, scenery, wildlife and natural outdoor attractions.

Reading is a main activity of these subscribers with National Geographic, Time and Readers Digest being amongst other magazines these individuals subscribe to.

The average subscriber is 43, affluent and well educated with significant disposable income to spend.

Beautiful British Columbia's subscribers are loyal with renewal rates consistently around 80%, with 70% of subscribers having been customers for 7 years or longer.

Profile:

- 60% Have post-secondary education
60% Are of British ancestry

Country:

Table with 2 columns: Country, Count. Includes Africa- (868), Algeria (4), Botswana (5), Cent African Rep (1), Chad (1), Egypt (6), Ethiopia (1), Gambia (1), Ghana (6), Ivory Coast (4), Kenya (34), Malawi (3), Mauritius (2), Moroocco (1), Mozambique (1), Namibia (14), Niger (1), Nigeria (3).

DATE
10/01/01 UPDATED
10/29/02 CONFIRMED

UNIT OF SALE
SEE TEXT

GENDER
43% FEMALE 57% MALE
CANNOT SELECT

MEDIA
100% DIRECT RESPONSE

ADDRESSING
P/S LABELS OR MAG TAPE

SELECTIONS
\$7.00 GEO SELECT
\$25.00 MAG TAPE (FLAT FEE
N/C NTH NAME
\$7.50 P/S LABELS
\$7.00 RUN CHARGES
\$30.00 EMAIL DELIVERY (FL
\$25.00 DISKETTE (FLAT FEE

MINIMUM ORDER
5,000

NOTE: All Pricing In US Dollars

South Africa	694
Swaziland	1
Tanzania	4
Tunisia	1
Uganda	3
Zaire	1
Zambia	4
Zimbabwe	73
Asia/Pacific-	8,597
Australia	5,084
Bangladesh	2
Brunei	1
Cambodia	1
China	104
Cook Island	3
Fiji	12
Hong Kong	25
India	44
Indonesia	30
Japan	1,078
Korea- South	52
Macau	4
Malaysia	64
Nepal	3
New Caledonia	4
New Zealand	1,864
Pakistan	8
Papua NGuinea	5
Philippines	85
Solomon Islands	1
Sri Lanka	7
Taiwan	58
Thailand	53
Vietnam	5
Europe-	38,830
Austria	442
Belgium	231
Bosnia Herz	2
Bulgaria	4
Belarus	1
Croatia	17
Cyprus	12
Czech Rep	167
Denmark	635
Estonia	35
Finland	380
France	498
Germany	3,592
Gibraltar	2
Greece	34
Greenland	5
Hungary	144
Iceland	30
Ireland	531
Italy	336

Isle of Man	78
Latvia	34
Liechtenstein	3
Lithuania	7
Luxembourg	23
Malta	8
Monaco	4
Netherlands	1,766
Norway	545
Poland	85
Portugal	30
Romania	26
Russian Feder	36
Slovakia	44
Slovenia	21
Spain	152
Sweden	579
Switzerland	1,697
UK (England)	20,908
UK (N Ireland)	450
UK (Scotland)	4,391
UK (Wales)	903
Ukraine	10
Yugoslavia	6
Middle East-	161
Bahrain	5
Iran	11
Iraq	5
Isreal	47
Jordan	3
Kuwait	7
Lebanon	3
Oman	2
Qatar	1
Saudia Arabia	34
Turkey	18
UAE	25
Latin America-	655
Antigua	2
Argentina	45
Barbados	18
Belize	5
Bermuda	74
Bolivia	9
Brazil	97
Cayman Islands	27
Chile	49
Columbia	16
Costa Rica	32
Cuba	9
Dominica	4
Ecuador	5
El Salvador	2
Falkland Island	6
French Polynes	3

Grenada	2
Guadeloupe	1
Honduras	2
Jamaica	16
Mexico	152
Montserrat	2
N Antilles	2
Panama	2
Paraguay	13
Peru	20
St Lucia	1
Suriname	1
Trinidad & Tobago	25
Uruguay	6
Venezuela	8

Net name not available.

Unit of Sale (Canadian Funds):

\$24.95/Year (4 Issues)

\$5.95/Issue Newsstand

Cancellation prior to mail date \$75/F plus  
production/delivery costs; after due mail  
date, full payment.

Updated quarterly.