

explore
CANADA'S OUTDOOR MAGAZINE

2009
READER PROFILE & CIRCULATION



explore

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The Brand

explore is recognized as the authority on outdoor adventure in Canada. In addition to winning dozens of National Magazine Awards (including 7 in 2008), *explore* is a trusted partner with an impressive roster of outdoor adventure associations. The Alpine Club of Canada, The Canadian Red Cross, Mountain Equipment Co-op, The Vancouver International Film Festival and many more outdoor-related companies and associations look to *explore* to help get their message out to adventure-minded Canadians.

The Reader

explore readers don't come in all shapes and sizes. They tend to be fit, active and urban. They also tend to combine magazine reading with internet usage making *explore* and *explore-mag.com* a worthwhile media combination.

Fast Facts

- Established: 1986
 - Average age of new subscribers: 37
 - 65% are married/common law
 - 58% are managers/business owners/professionals
 - Average household income: \$78,000
- Number of hours of internet use per week:**
- 55% use the internet 1-4 hours per week
 - 17% use the internet 5-9 hours per week
 - 10% use the internet 10 or more hours per week



Circulation Update

Paid subscriptions:22,264
 Newsstand sales:6,029
Total paid circulation: 28,581

Readers per copy:7.2
Total Readership: 206,000

Qualified Circulation Breakdown:

Ontario: 56%
 Alberta/NWT/Nunavut:19%
 British Columbia/Yukon:15%
 Manitoba:2%
 Saskatchewan:2%
 Quebec:2%
 Maritimes:3%
 Outside Canada:2%



Reader highlights about explore

90% read at least half of every issue
 93% are satisfied with *explore*
 80% feel *explore* is important as a resource for gear and travel information

The top three editorial categories of interest: travel, nature and gear

The adventure starts here

Percentage who have tried or regularly participate in outdoor activities:

- Hiking: 99%
- Camping: 93%
- Backpacking: 86%
- Photography: 75%
- Nature watching: 73%
- Mountain biking: 72%
- Canoe tripping: 79%
- Whitewater canoeing or kayaking: 48%
- Sea kayaking: 42%
- Cross-country skiing: 93%
- Alpine skiing: 84%
- Snowshoeing: 75%
- Backcountry skiing: 46%
- Winter camping: 49%

Percentage who would like to try the following activities (of those who do not regularly participate):

- Hiking: 80%
- Sea kayaking: 76%
- Backpacking: 70%
- Canoe tripping: 69%
- Backcountry skiing: 66%

explore readers take trips in all seasons for all reasons

Percentage who regularly take seasonal outdoor adventure trips:

- Summer: 92%
- Fall: 75%
- Spring: 66%
- Winter: 59%

Types of outdoor adventure trips taken per year:

- 63% take at least 4 weekend getaways
- 81% take a least one week-long trip
- 50% take at least one two-week trip
- 25% take at least one three-week trip

Average amount spent during a typical trip:

- Weekend getaway: \$372
- One-week trip: \$924
- Two-week trip: \$1,414
- Three-week trip or more: \$1,836

Average number of trips per year:

- Weekend getaway: 5.7
- One week: 2.1
- Two weeks: 1.3
- Three or more weeks: 0.7

Types of accommodation used:

- Hotel: 78%
- B&B: 62%
- Lodge: 56%
- Resort: 51%
- Outfitter: 34%

Level of interest of those who are planning a trip:

- Lodge: 63%
- B&B: 60%
- Outfitter: 58%
- Resort: 34%
- Hotel: 25%

Active. Travellers.

Great news for provincial travel planners - explore readers are planning their trips within Canada.

Percentage interested in travelling to the following provinces within the next few years:

- British Columbia: 97%
- Alberta: 94%
- Yukon: 89%
- Newfoundland/Labrador: 87%
- Nova Scotia: 84%
- Northwest Territories: 83%
- Ontario: 81%
- Prince Edward Island: 78%
- Nunavut: 77%
- New Brunswick: 77%
- Quebec: 76%
- Saskatchewan: 45%
- Manitoba: 44%



COURTESY OF SALOMON SPORTS



COURTESY OF SIERRA DESIGNS

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