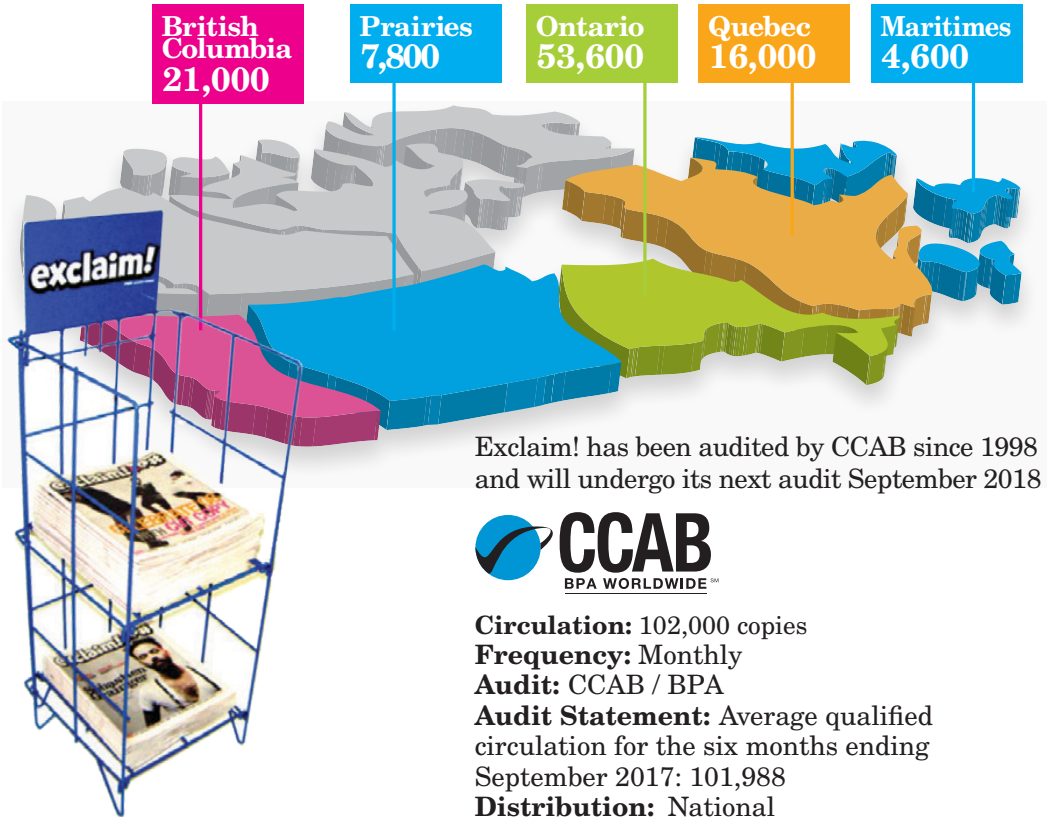




exclaim! *c#

MAGAZINE DISTRIBUTION

CIRCULATION BY REGION

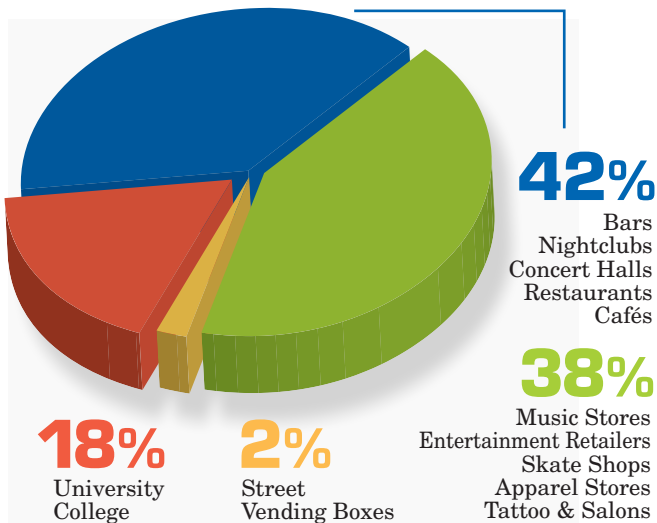


Exclaim! has been audited by CCAB since 1998 and will undergo its next audit September 2018



Circulation: 102,000 copies
Frequency: Monthly
Audit: CCAB / BPA
Audit Statement: Average qualified circulation for the six months ending September 2017: 101,988
Distribution: National

CIRCULATION BY OUTLET TYPE



CIRCULATION BY CITY

| Market Size | City | Circulation |
|--|--------------------|--------------|
| Major Market (1,500,000 population) | Toronto | 32,000 |
| | Vancouver | 17,200 |
| | Montreal | 13,000 |
| Primary Market (300,000 — 1,499,999) | Hamilton | 5,900 |
| | Kitchener-Waterloo | 5,200 |
| | Ottawa | 4,300 |
| | Halifax | 2,600 |
| | Calgary | 2,600 |
| | Edmonton | 2,600 |
| | Victoria | 2,100 |
| | London | 1,800 |
| | Oshawa | 1,800 |
| | Winnipeg | 1,600 |
| Secondary Market (less than 300,000) | Quebec City | 1,200 |
| | St. Catharines | 1,200 |
| | 50 Cities | 7,900 |