



exclaim!

MAGAZINE DISTRIBUTION



Exclaim! has been audited by CCAB since 1998 and will undergo its next audit October 2012.

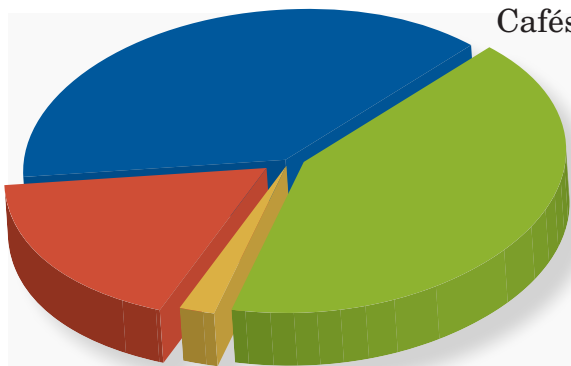


Circulation: 103,000 copies
Frequency: Monthly
Audit: CCAB / BPA
Audit Statement: Average qualified circulation for the six months ending September 2011: 103,714
Distribution: National

Exclaim! is available across Canada in these specialised locations:

42%

Bars
 Nightclubs
 Concert Halls
 Restaurants
 Cafés



18%

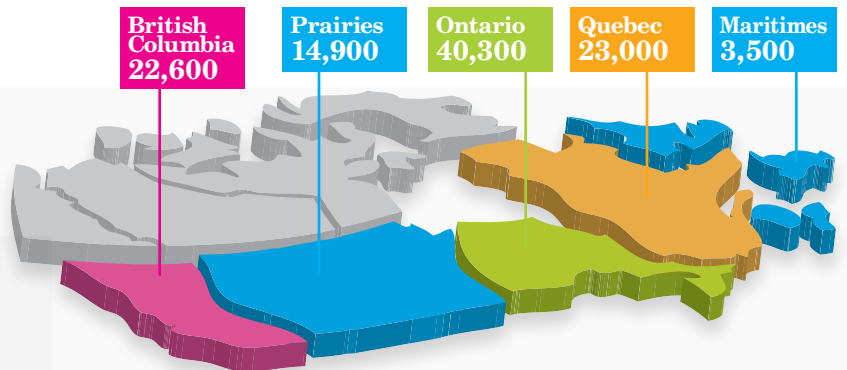
University College

2%

Street Vending Boxes

38%

Music Stores
 Entertainment Retailers
 Skate Shops
 Apparel Stores
 Tattoo & Salons



CIRCULATION BY CITIES

Market Size	CMA (Census Metropolitan Area)	Exclaim! Circulation
Major Market (+1,500,000 population)	Toronto	5,508,700
	Montreal	3,778,200
	Vancouver	2,276,600
Primary Market (300,000 — 1,499,999)	Ottawa/Hull	1,202,800
	Calgary	1,156,300
	Edmonton	1,194,500
	Hamilton	742,100
	Winnipeg	721,000
	Quebec	745,200
	London	484,700
	Kitchener/Waterloo	487,100
	St.Catharines	411,500
	Halifax	391,300
Secondary Market (less than 300,000)	45 cities	2,200