

tidings

Canada's Food & Wine Magazine



We would like to clear up a few misperceptions about *Tidings*...

Tidings is a regional publication.

Tidings is a national publication, with readers in every province.

Tidings readers are only Opimian Society members

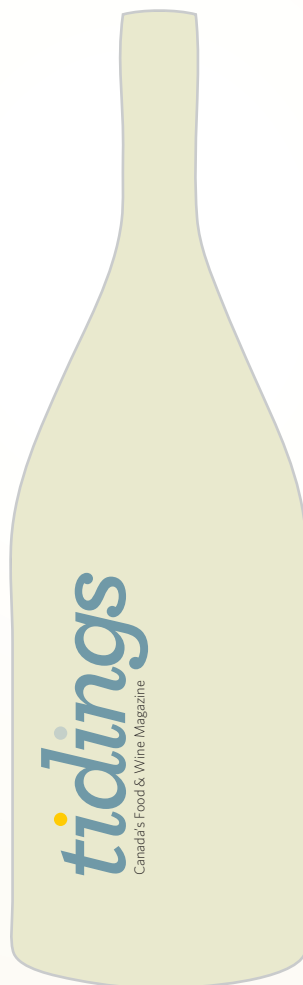
Opimian Society members account for only 55% of the circulation.*

Our competitors have a larger circulation.

Tidings is Canada's largest nationally circulated food and wine magazine, with a circulation of 35,700.*

Readers only purchase wine through the Opimian Society.

Readers spend more than \$19 million** on wine per year -- not just through the Opimian Society.



To discuss adding *Tidings* to your marketing campaign, please contact:

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* March 2010 CCAB

** 2007 Ipsos Reid Survey