

On average, **Tidings readers look** at an issue **4.7 times**

Tidings readers spend **82 minutes reading** each issue, on average

On average, **our readers entertain guests** at their home **once a week**

Tidings readers purchase more than **16 million dollars of wine per year** from liquor stores **

Tidings has **4.5 readers** per copy FOR **149,850+ READERS**

Over 95% of our readers **drink spirits**

When asked how they would best describe *Tidings*, readers said it was, "**informative**, current, useful, intelligent and **fun**"

Over **69% of readers** rated *Tidings* as **one of their favourite magazines**

65% of readers' wine purchases are **between \$10 & \$20**

Our readers are loyal: **62%** have been reading *Tidings* for **over 3 years**, 35% over 10 years

Tidings readers also like others to cook for them: **they eat out, on average, once a week**

AGE**

35-54: 47%
55-64: 30%
65+: 15%

HOUSEHOLD INCOME**

\$100m+: 75%
\$150m+: 50%

EDUCATION**

University or higher: 69%

:: AS A DIRECT RESULT OF READING *TIDINGS*, READERS HAVE INDICATED THEY HAVE:

- + Purchased a wine or spirit advertised in *Tidings*: 21%
- + Purchased a wine *Tidings* reviewed: 15%
- + Purchased a spirit *Tidings* reviewed: 11%
- + Visited an advertiser's website after viewing an ad in the magazine: 11%
- + When asked how readers would NOT describe *Tidings*, readers said it was NOT "boring, pompous or elitist"

+ 96% of our readers entertain at home, and when they do, 84% of them cook the meal themselves and do not use a caterer or order take-out

:: WITHIN THE NEXT YEAR OUR READERS PLAN TO:

- + Take a major vacation: 14%
- + Throw a party: 13%
- + Visit a Canadian Wine region: 11%
- + Purchase kitchen equipment: 11%
- + Travel to an international wine region: 10%

* According to the 2008 *Tidings* reader survey (tabulated and audited by Paris Associates).

** Ipsos Reid Poll, 2007