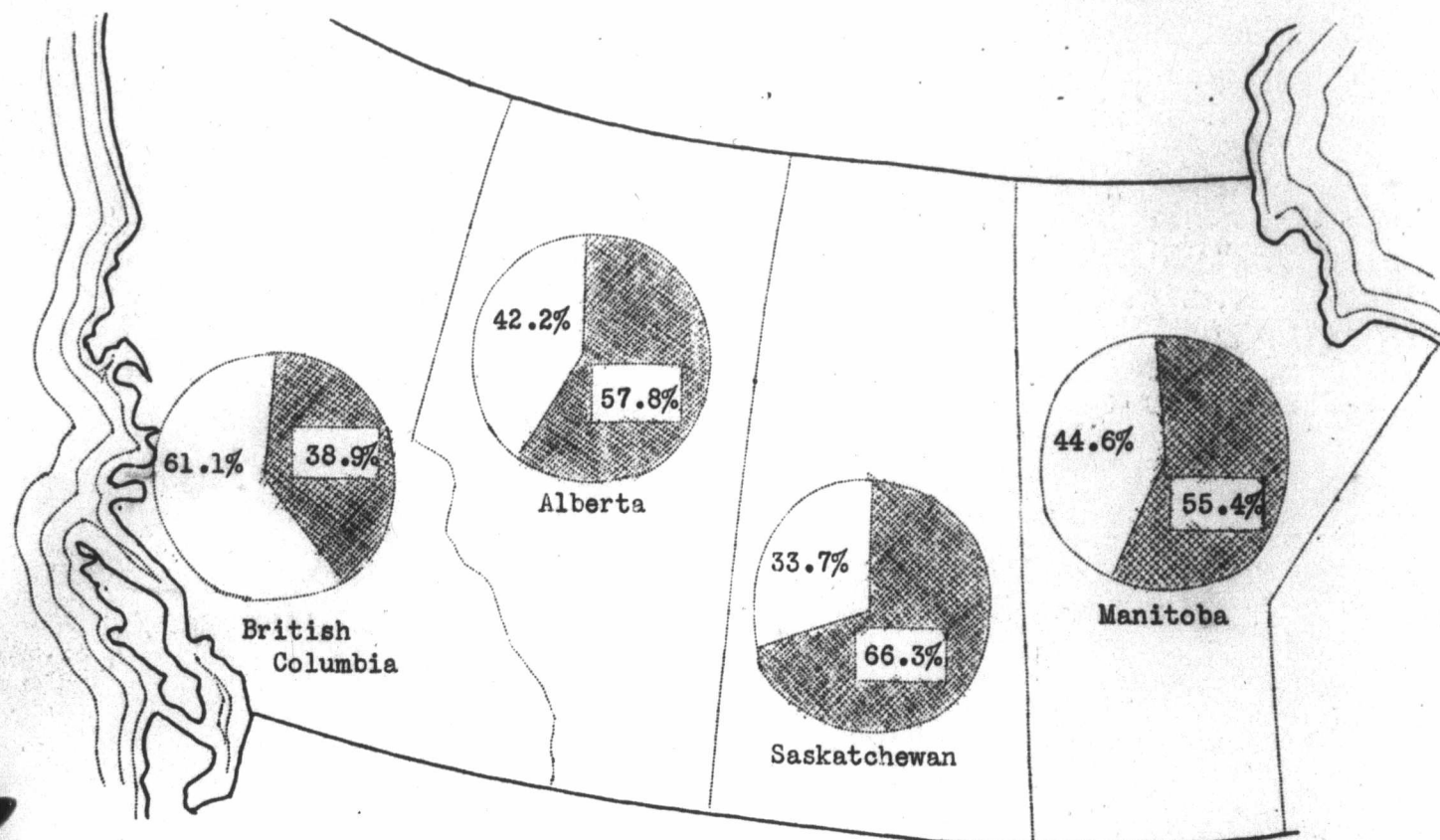


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THESE MAGAZINES GIVE EFFECTIVE

Note:- The shaded section of each circle represents the proportion of rural magazines circulation to rural homes.



A WELL-BALANCED REPRESENTATION

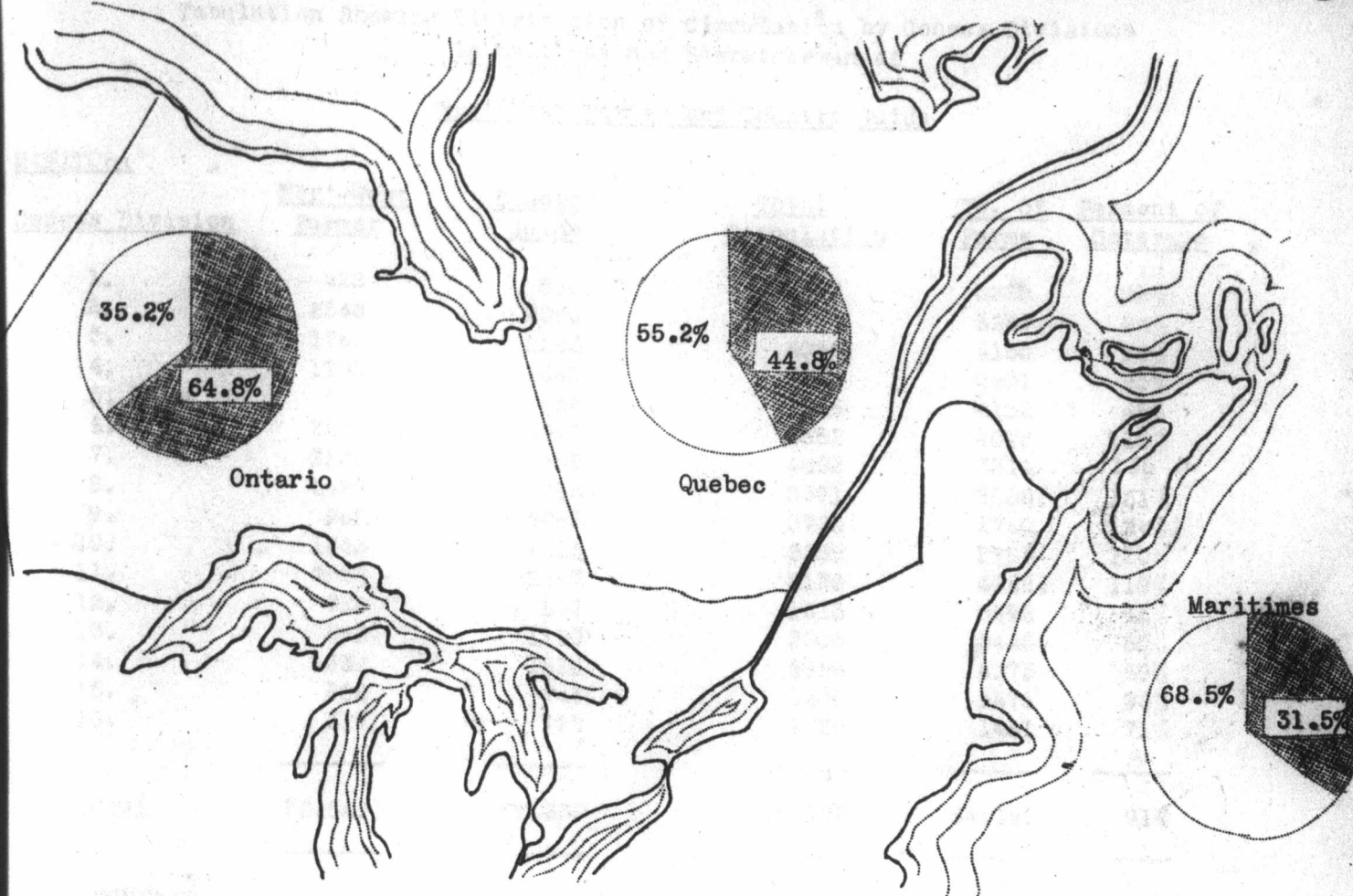
Note:- The percentage figures show ratio of circulation to number of Rural homes

Publication	British Columbia		Alberta		Saskatchewan		Manitoba	
	Rural Homes -		Rural Homes -		Rural Homes -		Rural Homes -	
	84,552		119,558		158,316		84,877	
	Circulation	%	Circulation	%	Circulation	%	Circulation	%
1. Canadian Countryman	68	-	160	-	198	-	98	-
2. Country Guide	10,356	12.2	36,637	30.7	53,199	33.5	25,650	30.2
3. Farmer's Advocate	78	-	221	-	370	-	188	-
4. Journal of Agriculture								
5. Maritime Farmer								
6. Nor'West Farmer	22,394	26.6	32,466	27.1	51,510	32.6	21,048	24.8
7. The Farmer	16	-	18	-	46	-	21	-
Total by Provinces	32,912	38.9	69,502	57.8	105,323	66.3	47,005	55.4
Total by Districts			Western Canada: 254,742 circulation (56.9%)					

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COVERAGE OF CANADA'S RURAL HOMES



IN THE RURAL MARKET ACROSS CANADA

	Ontario		Quebec		Maritime Prov.		Total for Canada	
	Rural Homes -		Rural Homes -		Rural Homes -		Rural Homes -	
	306,837		177,015		126,286		1,057,441	
	Circulation	%	Circulation	%	Circulation	%	Circulation	%
1.	68,259	22.5	1,506	0.7	2,826	2.2	73,115	7.0
2.	3,604	1.2	155	-	215	-	129,816	12.3
3.	50,394	16.3	2,526	1.4	9,348	7.3	63,135	6.0
4.			70,712	39.9			70,712	6.7
5.					18,608	14.8	18,608	1.8
6.	1,733	0.5	40	-	40	-	130,231	12.3
7.	74,796	24.4	5,261	3.0	8,686	6.9	88,854	8.4
	198,786	64.8	79,200	44.8	39,723	31.5	574,471	54.5
	Central Canada: 277,986 circulation (57.4%)						Maritimes: 39,723 circulation (31.5%)	

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