

## Reader's Digest Canada tops 2009 PMB Study for reach among Canadian travelers

The equivalent of TMI in the USA, Canada's PMB sets the national standard for readership studies. The PMB 2009 Spring study measured 120 publications. Here are a few of the findings:



- 1.6 million readers of Reader's Digest Canada (English version) have traveled to US on vacation in last 3 years, and that this is 33% more than the next largest publication (Canadian Living).
- 1.5 million readers of *Reader's Digest Canada* (English version) have traveled by air for vacations outside of Canada in the last 12 months. That's 35% more than the next largest publication (*Canadian Living*).
- .97 million readers of *Reader's Digest Canada* have traveled to the US for business in the last year.
- More than .5 million *Reader's Digest Canada* readers have taken their children on trips outside of Canada in the last year.

For detailed information from the PMB 2009 Spring readership study, and to find out more about reaching millions of Canadian travelers through *Reader's Digest Canada*, please contact your Huson International Media representative:

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