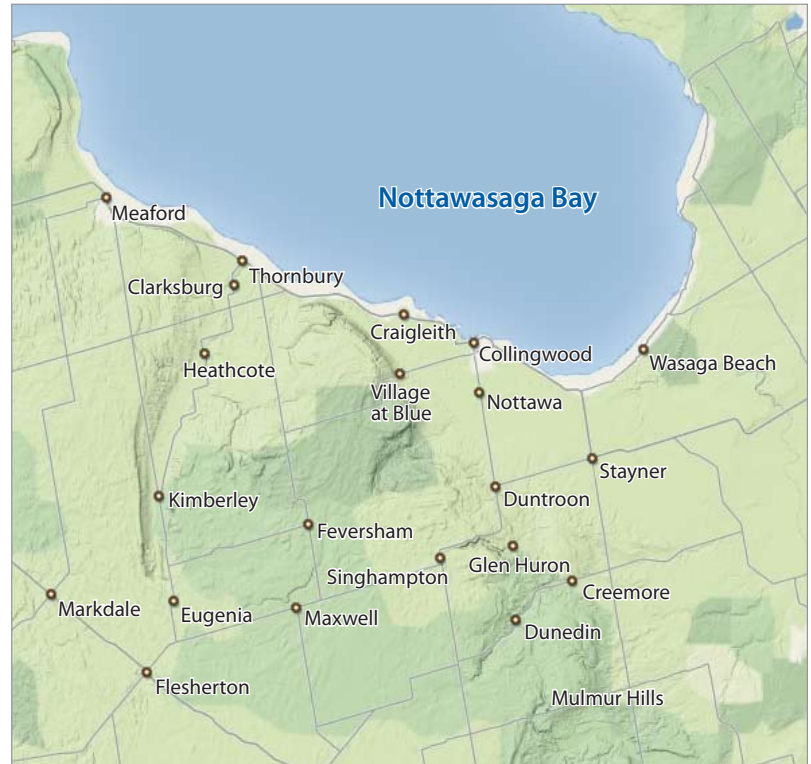


# ON THE BAY

CELEBRATING LIFE IN SOUTHERN GEORGIAN BAY

## Distribution

- Targeted delivery by postal and private distribution to 21 communities in Southern Georgian Bay.
- In addition, *On The Bay* is distributed to private golf and ski clubs, Blue Mountain, Club Intrawest, Cranberry and Westin Trillium, realtor offices and developer showrooms throughout Southern Georgian Bay.
- A professionally conducted survey by Resource Management Group Inc. for Bayshore Broadcasting and *On The Bay* found that *On The Bay* was the best read and most liked magazine among both residents and weekenders throughout all the communities of Southern Georgian Bay.
- Today, over 400 businesses advertise their products and services in *On The Bay*, Georgian Bay's premium quality magazine.



## 2010 Circulation Breakdown

Canada Post distribution to all businesses and the majority of homes in Southern Georgian Bay

Collingwood/Craigleith/Village at Blue	7,577
Stayner	995
Duntroon/Nottawa	628
Wasaga Beach	2,413
Meaford	2,001
Mulmur Hills	437
Thornbury	1,168
Clarksburg/Heathcote	735
Ravenna	202
Markdale/Kimberley/Feversham	236
Creemore/Glen Huron/Dunedin	1,012
Singhampton	317
Flesherton/Maxwell/Lake Eugenia	439
<b>Total</b>	<b>18,160</b>

### Weekender/Visitor Distribution **4,840**

- Private golf and ski clubs seasonally.
- All Blue Mountain Hotels, Westin Trillium, Club Intrawest & Cranberry Resort.
- Selected real estate offices and developers' showrooms.

### Total Circulation **23,000**

= 50K plus readers per issue