

ON THE BAY

CELEBRATING LIFE IN SOUTHERN GEORGIAN BAY

Highlights

- Targeted delivery by postal and private distribution to homes in 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.
- A professionally conducted survey by Resource Management Group Inc. found that *On The Bay* was the best read and most liked magazine among both residents and weekenders.
- Today, over 400 businesses advertise their products and services in *On The Bay*, Georgian Bay's premium quality magazine.
- *On The Bay's* website now features a fully readable digital edition of the magazine that allows readership from near and afar.



2012 Circulation Breakdown

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

Collingwood/Craigleith/Village at Blue	7,311
Stayner	1010
Duntroon/Nottawa	618
Wasaga Beach	2,214
Meaford	1,931
Mulmur Hills	387
Thornbury	1,115
Clarksburg/Heathcote	724
Ravenna	243
Markdale/Kimberley/Feversham	209
Creemore/Glen Huron/Dunedin	983
Singhampton	315
Flesherton/Maxwell/Lake Eugenia	465
Total	17,525

Weekender/Visitor Distribution 5,475

- All 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

= 50,000 plus readers per issue

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