

# 69.9%

Reach - Adults 18+

# 73%

Reach - Females

# 66%

Reach - Males 18+

# 8.15

Frequency

# 11.8 MM

Impressions

Four Week Marketing Exposure Canada Source: Numeris, Fall 2016

# VANCOUVER



## BRITISH COLUMBIA

Vancouver, Kamloops, Kelowna, Penticton, Vernon



## ALBERTA

Calgary, Edmonton, Medicine Hat, Red Deer, Lethbridge, Fort McMurray, Grande Prairie



## SASKATCHEWAN

Regina, Saskatoon



## MANITOBA

Winnipeg, Brandon, Portage la Prairie, Selkirk, Steinbach



## ONTARIO

Toronto, GTA, Hamilton, Kitchener/Waterloo

