

At a Glance 2010

The magazine that *connects* Nova Scotia to the World.

For 15 years, *Open to the World* has been telling stories of the change agents who are driving the province's economic growth — prosperous business growers, innovative pioneers, and resourceful community leaders who live and work here.

Open to the World influences opinions about the Nova Scotian economy. Its readers are strong ambassadors of the province, and its unique business case.

This audience knows what the rest of the world is just starting to learn — Nova Scotia is a great place to live and work.



Open to the World readers are engaged¹:

- 80% rate the magazine as excellent or good.
- 63% would miss it if they stopped receiving it.
- Readers spend on average more than one hour with every issue of the magazine.
- 94% of readers agree the magazine presents Nova Scotia as an excellent place to do business with an enviable quality of life.
- Almost all readers agree that *Open to the World* has changed their perception of the Nova Scotian economy.

¹Omnifacts Bristol readership survey October, 2006.

TOTAL CIRCULATION = 35,000 COPIES

Nova Scotia: Open to the World targets business growers and opinion leaders in Nova Scotia, as well as business and government opinion leaders, potential investors and business partners in regional, national and international markets.

Individual*	27,325
Site Selectors	4,060
Nova Scotia executive class hotel rooms	3,615

* includes by-request subscribers, individual controlled and *Progress* magazine circulation.

GEOGRAPHIC BREAKOUT OF CIRCULATION:

Nova Scotia	42%
Rest of Canada	42%
U.S.A.	13%
International	3%



Progress
Our audience means business

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