



CINEPLEX MAGAZINE

Everybody's Reading It

Cineplex Magazine is the most popular entertainment magazine in Canada.

With 3.8 million readers per issue, it's also Canada's #1 magazine with readers age 12 to 54!

Why the big numbers? *Cineplex Magazine*

features exclusive interviews with many of Hollywood's biggest stars, beautiful photos, behind-the-scenes movie scoops and movie release schedules.

Readers can pick it up in theatre lobbies or get it in their *Globe and Mail* newspaper.

#1

Entertainment Magazine in Canada

656,500

Print Circulation

3.8 million

Average Issue Readership

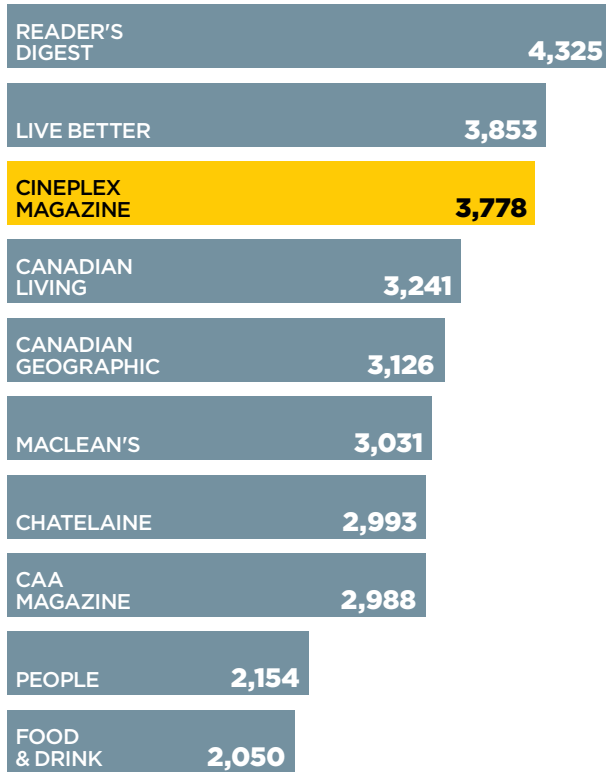
5.8

Readers per Print Copy

Vividata 2018 Spring, Total Canada

Third Most Read Magazine in Canada

TOP-10 MAGAZINES - PRINT AVERAGE ISSUE READERSHIP (000)

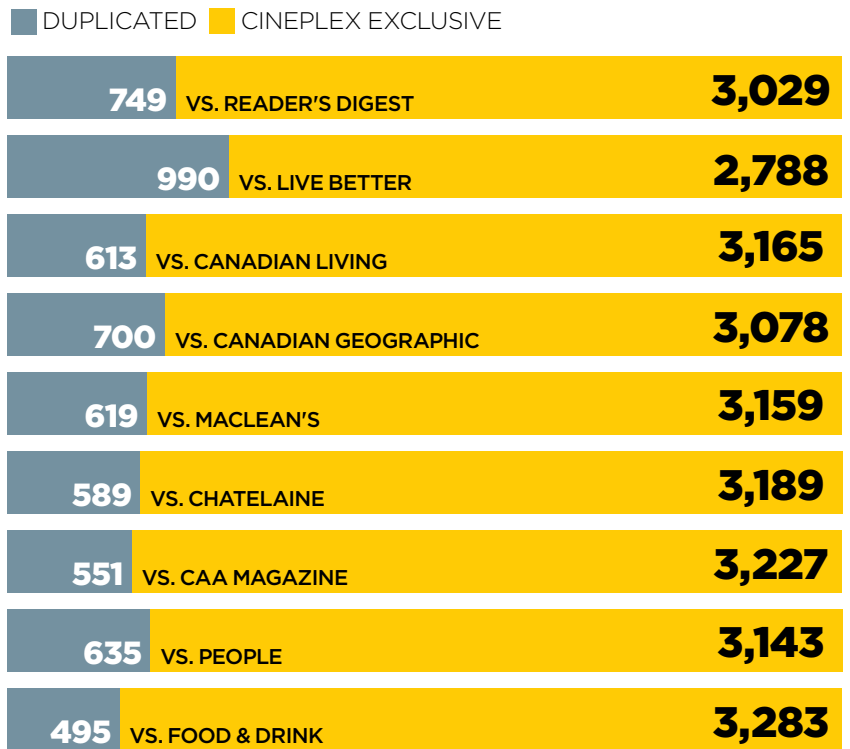


Vividata 2018 Spring, Total Canada, Average Issue Readership, Rank Among All English Magazines in Vividata

Exclusive Reach

Over 70% of our readers are Cineplex exclusive and not duplicated vs. other top magazines in Canada.

CINEPLEX MAGAZINE DUPLICATED AND EXCLUSIVE READERS AVERAGE ISSUE READERSHIP (000)



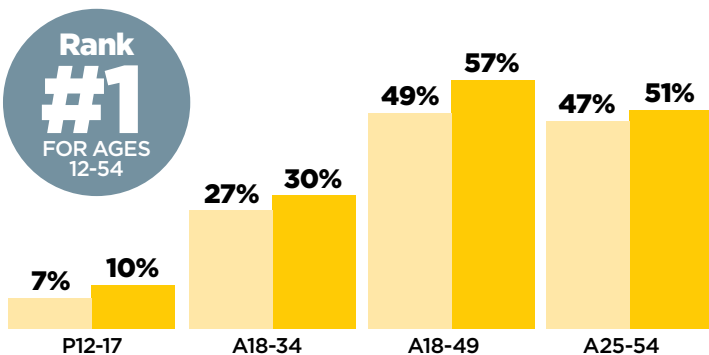
Vividata 2018 Spring, Total Canada, Print - Average Issue Readership, Rank Among All Magazines in Vividata

Cineplex Magazine Reader Profile

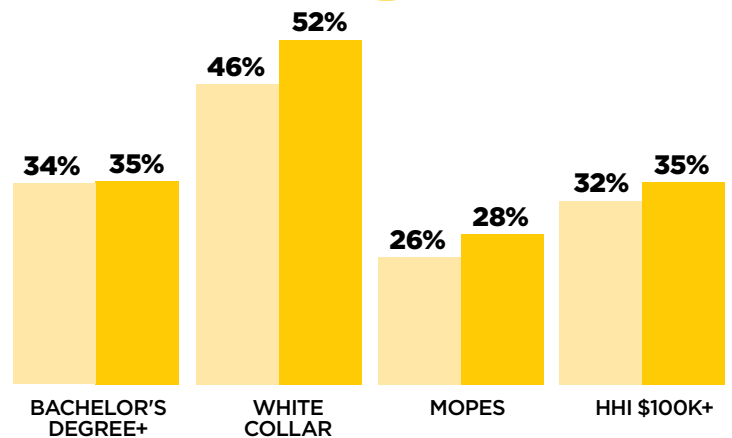
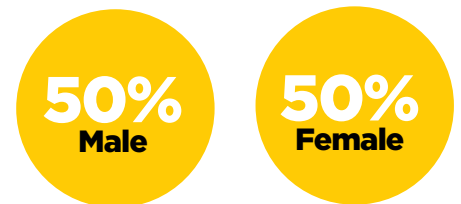
Cineplex Magazine delivers the most sought-after age groups and demographics, including parents, educated, affluent and well-employed adults, with a balanced male/female split.

POPULATION AND CINEPLEX MAGAZINE AVERAGE PRINT ISSUE READERSHIP COMPOSITION (%)

POPULATION
CINEPLEX MAGAZINE



Vividata 2018 Spring, Total Canada, Print, Index Based on Average Issue Readership Composition vs. Population



Vividata 2018 Spring, Total Canada, Based on A18+, Print, Index Based on Average Issue Readership Composition vs. Population



Holiday MOVIE PREVIEW

Okay, we know. Most of you are getting clammy and short of breath just thinking about the next *Star Wars* movie. But Luke Skywalker's return isn't the only thing to look forward to in next couple of months. Here's just a taste of the holiday treats unspooling in theatres between now and the end of the year



STAR WARS: THE LAST JEDI

We admit we got chills during the final scene of *Star Wars: The Force Awakens* as Rey (Daisy Ridley) met the grizzled Luke Skywalker (Mark Hamill) on the edge of a cliff on a mysterious planet. Now things get serious as Rey begins her training with the embittered Mr. Skywalker, while the injured Finn (John Boyega) recovers and then sets out on a secret mission with new character Rose Tico (Kelly Marie Tran). And while we welcome back Mark Hamill, we also get the chance to say a final goodbye to the late Carrie Fisher, who had finished filming her part before her sudden death in December 2016. Godspeed Leia, may the force be with you.

OPENS
December 15th

WHY WE'RE EXCITED
Luke is Back!

DID YOU KNOW?
In order to keep her role secret, new cast member Kelly Marie Tran told her family she was in Canada making an indie film.

Editorial Calendar

Several times each year, a portion of *Cineplex Magazine* is given over to a special, timely section. Designed to pique consumer interest and help our advertisers reach their consumers in relevant and engaging ways, these editorial sections deliver the goods.

FEBRUARY:

Academy Awards

MARCH/APRIL:

Summer Movie Preview & Spring Fashions

AUGUST:

Back to School

SEPTEMBER:

Toronto International Film Festival Guide

OCTOBER: Fall Fashions & Holiday Movie Preview

NOVEMBER & DECEMBER:

Holiday Gift Guides



Back-to-School Cool

1. Backpack
2. Lunchbox
3. T-shirt
4. Laptop
5. Brain
6. Water bottle
7. Backpack
8. Backpack
9. Backpack
10. Backpack
11. Backpack



Spring & Summer MOVIE PREVIEW

MAY

Avengers: Infinity War

THE AVENGERS' FINAL BATTLE FOR HUMANITY

DEADPOOL 2

WAG THE DOG

SOLO: A STAR WARS STORY

THE FORCE AWAKENS

In Every Issue

Our regular sections are the backbone of each issue of *Cineplex Magazine*. Readers look forward to opening a new copy and finding their favourites.

SPOTLIGHT CANADA:

Monthly interview with a Canadian actor or director

SNAPS: Candid celebrity shots from around the globe

IN BRIEF: Short movie-world updates and entertainment news

IN THEATRES: The month's full slate of new releases, with detailed synopses



CASTING CALL:

Our insider's look at the stars' upcoming roles

ALL DRESSED UP:

Celebrities show off their red-carpet looks

INTERVIEWS &

FEATURES: Up close and personal with the world's biggest stars

CINEPLEX STORE: The month's best new movies to download at home



National Circulation

TOTAL	656,500
NEWFOUNDLAND & LABRADOR	2,760
PRINCE EDWARD ISLAND	1,800
NOVA SCOTIA	15,240
NEW BRUNSWICK	8,250
QUEBEC	8,700
ONTARIO	409,560
MANITOBA	22,215
SASKATCHEWAN	12,470
ALBERTA & NWT	70,815
BRITISH COLUMBIA & YUKON	104,420

Reported to CCAB May 2018

Cineplex Magazine 2018 Production Schedule

MONTH	IN THEATRES	SPACE DEADLINE	MATERIAL DUE
JANUARY	December 29	November 29	December 1
FEBRUARY	January 31	January 4	January 8
MARCH/APRIL	March 8	February 6	February 8
MAY	April 23	March 27	March 29
JUNE	May 23	April 30	May 2
JULY	June 20	May 28	May 30
AUGUST	July 18	June 25	June 27
SEPTEMBER	August 20	July 25	July 27
OCTOBER	September 19	August 23	August 27
NOVEMBER	October 24	September 27	October 1
DECEMBER	November 21	October 29	October 31
JANUARY 2019	January 7	December 4	December 6