



Every month, 2.4 million Canadians count on *Cineplex Magazine* to keep them connected to the movies and their stars. No other Canadian magazine offers such in-depth coverage, including exclusive interviews with A-list celebrities, casting news, set visits, red-carpet fashions and showbiz updates from Hollywood and beyond.

And, with **725,000 copies per month**, distributed in-theatre and via select newspapers including *The Globe and Mail*, *The Montreal Gazette* and *The Vancouver Sun*, *Cineplex Magazine* remains the highest-circulation entertainment magazine from coast to coast, and is also the only entertainment monthly with a French version (for details about *Le magazine Cineplex*, turn to page 42).

**Cineplex Magazine* is CCAB accredited and a member of PMB.

National and Regional advertising editions available. Contact your Cineplex Media account manager for details. All creative specs can be downloaded from Cineplexmedia.com



In Every Issue

SPOTLIGHT The focus is on homegrown talent in this monthly interview with a Canadian actor or director

SNAPS Candid celebrity shots from around the globe

INTERVIEWS & FEATURES Up-close and personal with the world's biggest stars

IN BRIEF Short cinema updates and entertainment news

ALL DRESSED UP Head-turning celebrities show off their red-carpet looks

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

CASTING CALL Our insider look at projects the stars have brewing

AT HOME The month's most-anticipated DVDs, Blu-rays and games





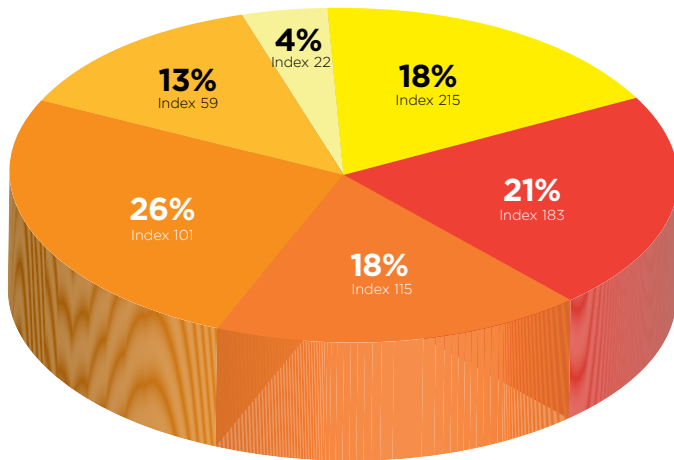
2013 Editorial Calendar

- FEBRUARY:** Academy Awards
- MARCH:** Spring Fashions
- MAY:** Summer Movie Preview
- AUGUST:** Back to School
- OCTOBER:** Fall Fashions & Holiday Movie Preview
- NOVEMBER & DECEMBER:** Holiday Gift Guide

Cineplex Magazine

Our Readers Come from all Walks of Life

Composition of Cineplex Magazine Average Issue Readership 12+



■ A 12-17 ■ A 18-24 ■ A 25-34 ■ A 35-49 ■ A 50-64 ■ A 65+

Gender Split - 48% Men / 52% Women

Affluent - 37% HHI \$100k+ (Index 119)

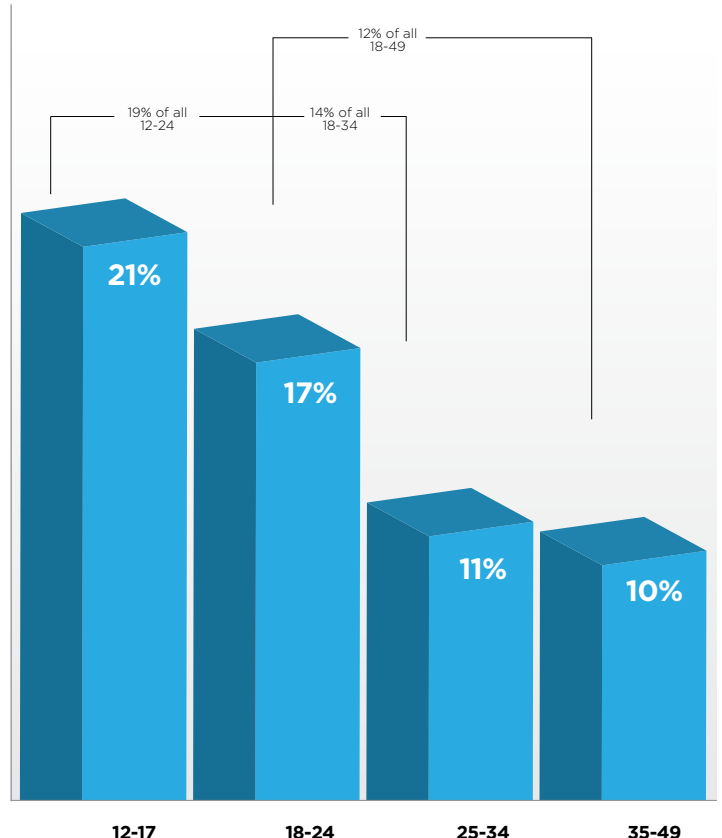
Educated - 27% have a bachelor's degree or higher (Index 113)

Well-Employed - 25% are MOPes (Index 116)
51% other white collar (Index 122)

SOURCE: PMB Fall 2012, English Canada, Base 18+

We Deliver The Most Sought-After Demos

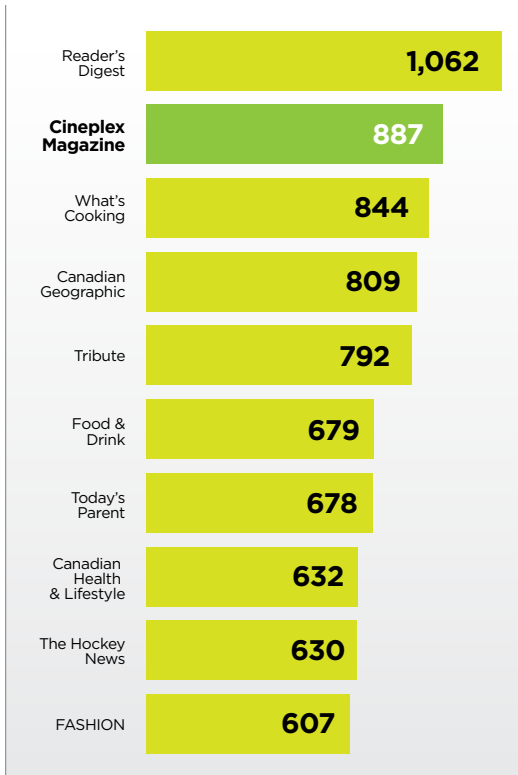
Cineplex Magazine Average Issue Reach % Total English Canada



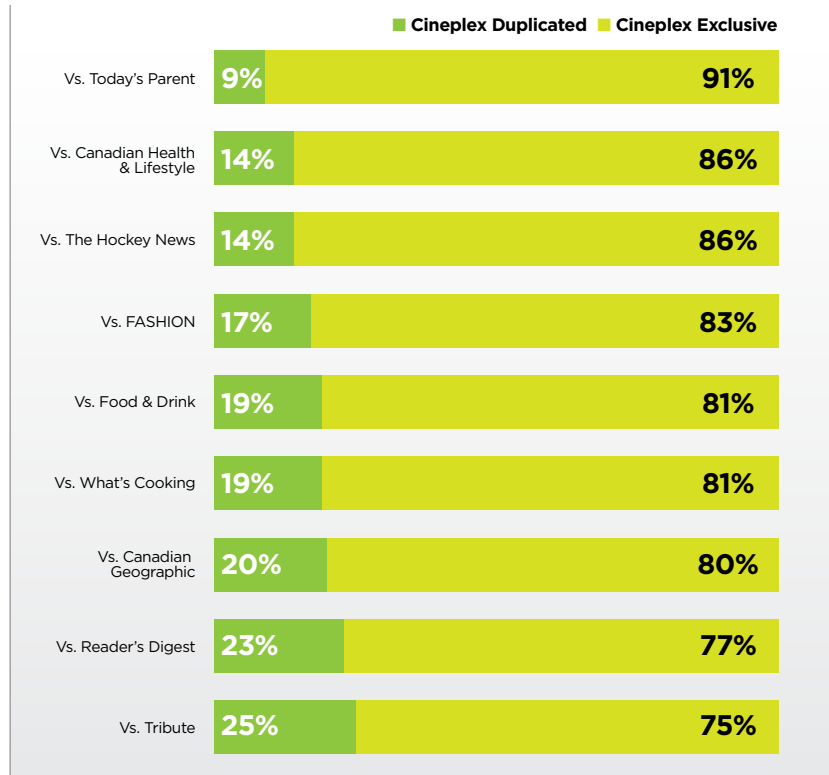
SOURCE: PMB Fall 2012, English Canada

We Reach Adults 18-34 That Others Don't Reach

Top-10 Canadian English Magazines
A18-34 Average Issue Readership (000)



% of Cineplex Magazine Duplicated and Exclusive A18-34
Average Issue Readership vs. Top A18-34 Magazines



SOURCE: PMB 2012 Fall, English Canada, A18-34



2013 Production Schedule: Cineplex Magazine

Month	In-Theatre Date*	Space	Material
January 2013	Dec. 27	Nov. 23, 2012	Nov. 27, 2012
February	Feb. 8	Jan. 14, 2013	Jan. 16, 2013
March	Mar. 1	Feb. 7, 2013	Feb. 11, 2013
April	Apr. 2	Mar. 6, 2013	Mar. 8, 2013
May	Apr. 26	Apr. 01, 2013	Apr. 3, 2013
June	May 24	Apr. 29, 2013	May 1, 2013
July	June 21	May 27, 2013	May 29, 2013
August	July 26	June 25, 2013	June 27, 2013
September	Aug. 23	July 29, 2013	July 31, 2013
October	Sept. 20	Aug. 26, 2013	Aug. 28, 2013
November	Oct. 25	Sept. 30, 2013	Oct. 2, 2013
December	Nov. 22	Oct. 28, 2013	Oct. 30, 2013
January 2014	Dec. 24	Nov. 25, 2013	Nov. 27, 2013

*Newspaper Insert dates within week following theatre distribution. Dates subject to change.
Globe & Mail (Toronto, Montreal, Ottawa, Calgary, Vancouver) Montreal Gazette, Vancouver Sun



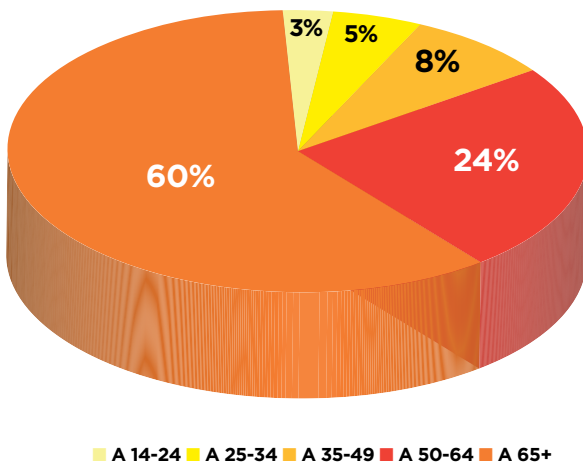
The Metropolitan Opera *Live in HD* guide

An astounding success ever since its launch in 2006, Cineplex's annual series of Metropolitan Opera *Live in HD* broadcasts are beloved by opera fans across Canada, who are provided access to groundbreaking productions direct from the Met stage at New York's Lincoln Center. To enhance the experience, audiences turn to our sumptuous program, complete with cast details for each opera and vibrant images of the productions and their world-class stars. Over the course of the seven-month series, 300,000 copies are distributed in-theatre and via *The Globe and Mail*.

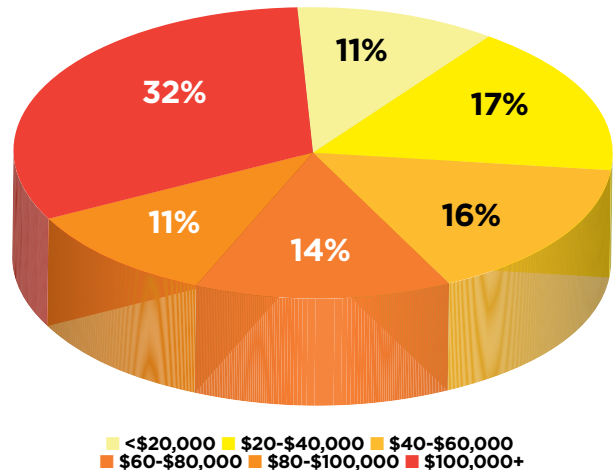
Effectively Targeting Upscale Adults...

Audience Composition, Metropolitan Opera Satellite Broadcasts, Cineplex Entertainment Theatres

Demographic Composition



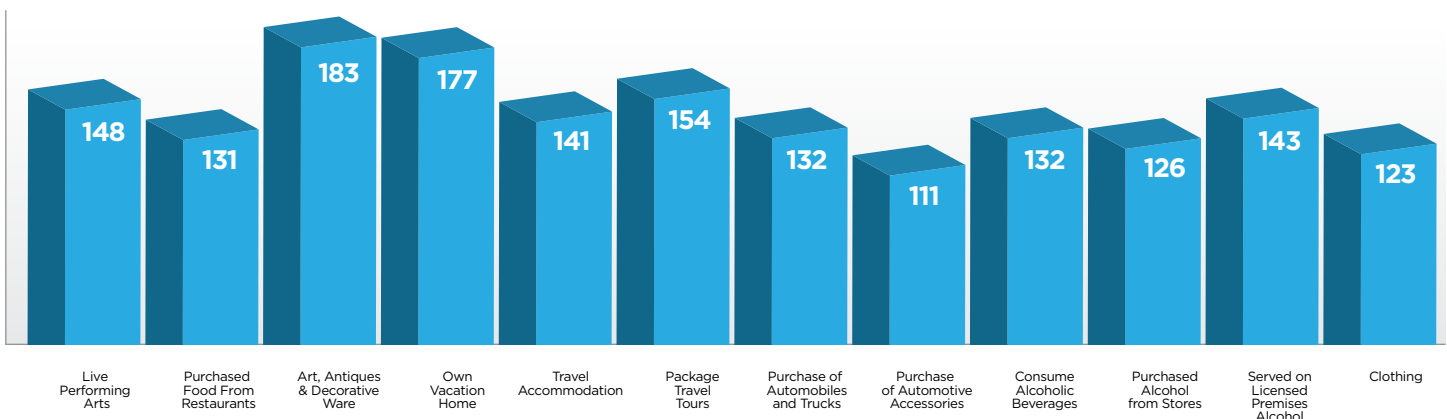
Household Income Composition



SOURCE: SCENE Member Attendance Met Opera, June 2011-June 2012

...Who Indulge In Life's Luxuries

SCENE Member Met Audience Category Spend Past Year (indexed to Canadian population)



SOURCE: SCENE Member Attendance Met Opera, June 2011-June 2012



Vive la différence! Tailored specifically for the French-Canadian market, *Le magazine Cineplex* recognizes that, while Quebecois moviegoers are as fascinated by Hollywood films and stars as their English Canada counterparts, they are equally, if not more, interested in the vibrant Quebec film industry and its unique star system. Published 11 times per year with a circulation of 200,000 and an average issue audience of more than 400,000, *Le magazine Cineplex* reaches two-thirds of Quebec moviegoers either in-theatre or via distribution in *Le Journal de Montréal*.

* *Le magazine Cineplex* is CCAB accredited and a member of PMB.



In Every Issue

INTERVIEWS & FEATURES Up-close and personal with Quebec's, and the world's, biggest stars

IN BRIEF Short cinema updates and entertainment news

MADE IN QUEBEC Shining the spotlight on French-Canadian films and performers

ALL DRESSED UP Head-turning celebrities show off their red-carpet looks

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

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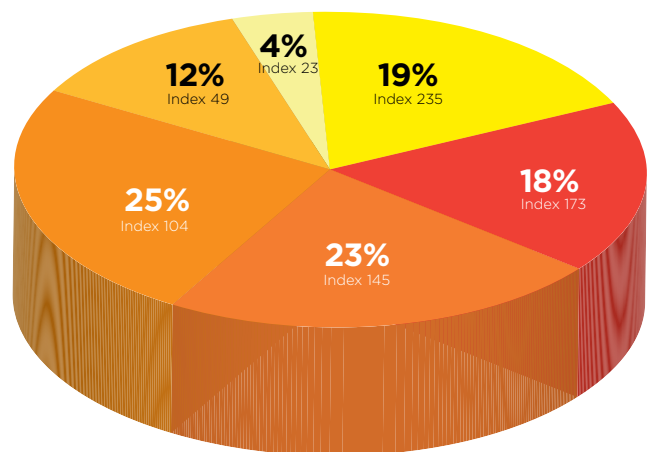


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Le magazine Cineplex

Our Readers Come from all Walks of Life

Composition of *Le magazine Cineplex*
Average Issue Readership 12+



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Gender Split - 53% Men / 47% Women

Affluent - 31% HHI \$100k+ (Index 133)

Educated
- 28% have a bachelor's degree or higher (Index 128)

Well-Employed - 24% are MOPES (Index 110)
47% are white collar (Index 123)

SOURCE: PMB Fall 2012, Quebec, Base 18+

2013 Production Schedule: Le magazine Cineplex

2013 Editorial Calendar

Month	In-Theatre Date*	Space	Material
February	Feb. 1	Jan. 8, 2013	Jan. 10, 2013
March	Feb. 28	Feb. 4, 2013	Feb. 6, 2013
April	March 28	Mar. 7, 2013	Mar. 11, 2013
May	May 1	Apr. 8, 2013	Apr. 10, 2013
June	May 29	May 6, 2013	May 8, 2013
July	June 26	June 3, 2013	June 5, 2013
August	July 24	June 28, 2013	July 3, 2013
September	Aug. 28	Aug. 2, 2013	Aug. 7, 2013
October	Sept. 30	Sept. 6, 2013	Sept. 10, 2013
November	Oct. 30	Oct. 7, 2013	Oct. 9, 2013
December	Dec. 4	Nov. 11, 2013	Nov. 13, 2013

FEBRUARY:
Award Season
MARCH:
Spring Fashions
MAY: Summer
Movie Preview
JUNE: Summer
Fashions

AUGUST:
Back to School
OCTOBER: Fall
Fashions & Holiday
Movie Preview
**NOVEMBER
& DECEMBER:**
Holiday Gift Guide

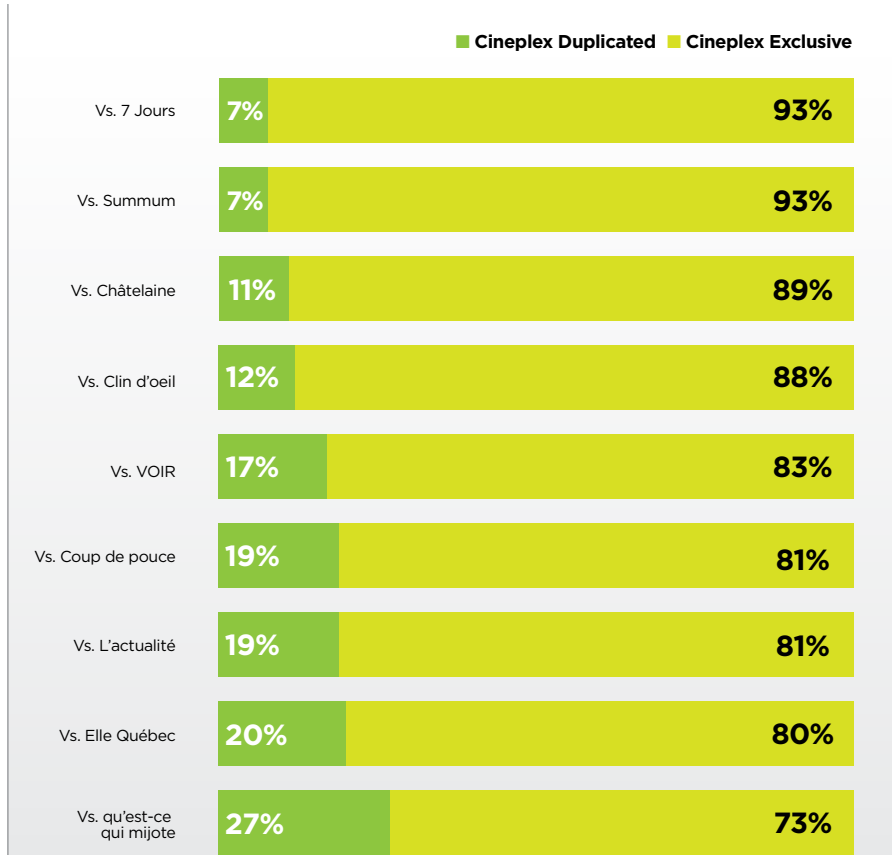
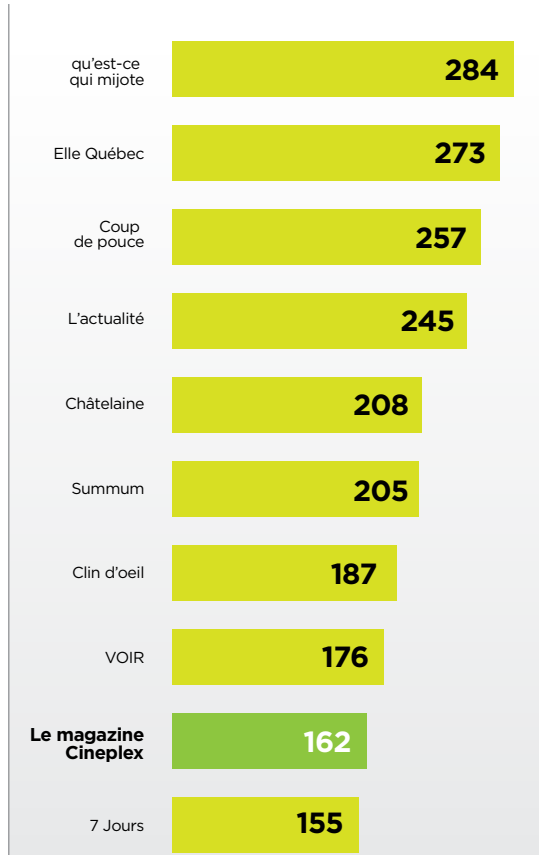


*Newspaper Insert dates within week following Theatre Distribution. In *Le Journal de Montréal*.

We Reach Adults 18-34 That Others Don't Reach

Top-10 Canadian French Magazine
A18-34 Average Issue Readership (000)

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Average Issue Readership vs. Top A18-34 Magazines



SOURCE: PMB Fall 2012, Quebec, A18-34

MAGAZINE APP

To better serve movie fans and celebrity watchers across Canada, *Cineplex Magazine* and *Le magazine Cineplex* have amped-up their star-studded coverage with Enhanced Digital Editions for browsers and an app, featuring all of the content from the magazines, plus links to trailers, exclusive video, photo galleries and more. The free app is part of Cineplex Entertainment's existing app—one of Canada's most popular entertainment-focused apps with more than 3.4-million unique users (and growing) and more than 2 million unique monthly visitors*. Every month, users will be prompted to refresh the app to receive the new issue.

And... Throughout 2013, all print advertisers in *Cineplex Magazine* and *Le magazine Cineplex* will be included in the appropriate Enhanced Digital Edition and app at no additional cost! Advertisers can enrich their ads by adding links, videos or other interactive features.

*SOURCE: MobiLens June, 2012



Unlike most magazine apps, which allow readers to download a sample issue for free then charge for subsequent issues, our app issues are always free, meaning easier access for your target audience!

MAKE YOUR AD INTERACTIVE!

Where to get it:

- 1) Inside Cineplex Entertainment's app
- 2) Apple's Newsstand
- 3) From your browser at magazine.cineplex.com (English) or lemagazine.cineplex.com (French)