



Ducks Unlimited Canada
Conservator



Distribution:

Conservator has a combined distribution to 75,072* qualified members and supporters. *Conservator* magazine's readership of over 200,000 is split out as follows:

•British Columbia / Yukon	11.3%
•Alberta / Northwest Territories / Nunavut	21.3%
•Saskatchewan	10.3%
•Manitoba	10.3%
•Ontario	26.3%
•Québec	10.1%
•Newfoundland / Labrador	1.7%
•Prince Edward Island	0.6%
•Nova Scotia	2.6%
•New Brunswick	4.5%
•USA	1.0%

Our Readers:

Our readers value their time with *Conservator*:**

- Almost 50 per cent read the magazine cover-to-cover
- 40 per cent read some articles from every issue they receive
- 43 per cent spend over half an hour reading each issue
- 83 per cent say the major features in every issue are important to them
- 75 per cent consistently mentioned specific sections as very important

On a scale of one to five, our readers consistently give high marks to *Conservator*:**

• Quality of photography	4.7
• Overall look of the magazine	4.4
• Quality of writing	4.2
• Relevance of articles	4.2
• Entertainment value	3.9

74 per cent or more of our readers rate the following content (regular departments) as important:**

• Nature Notes	93%
• The Great Outdoors	90%
• On the Fly	85%
• Science Page	88%



Ducks Unlimited Canada
Conserving Canada's Wetlands

Active by nature.

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*Refer to the CCAB consumer magazine audit for the three-month period ended September, 2008.
**Source: 2003 and 2005 *Conservator* Readership Surveys.