

**Nova Scotia Media Report  
2011 Year-To-Date**

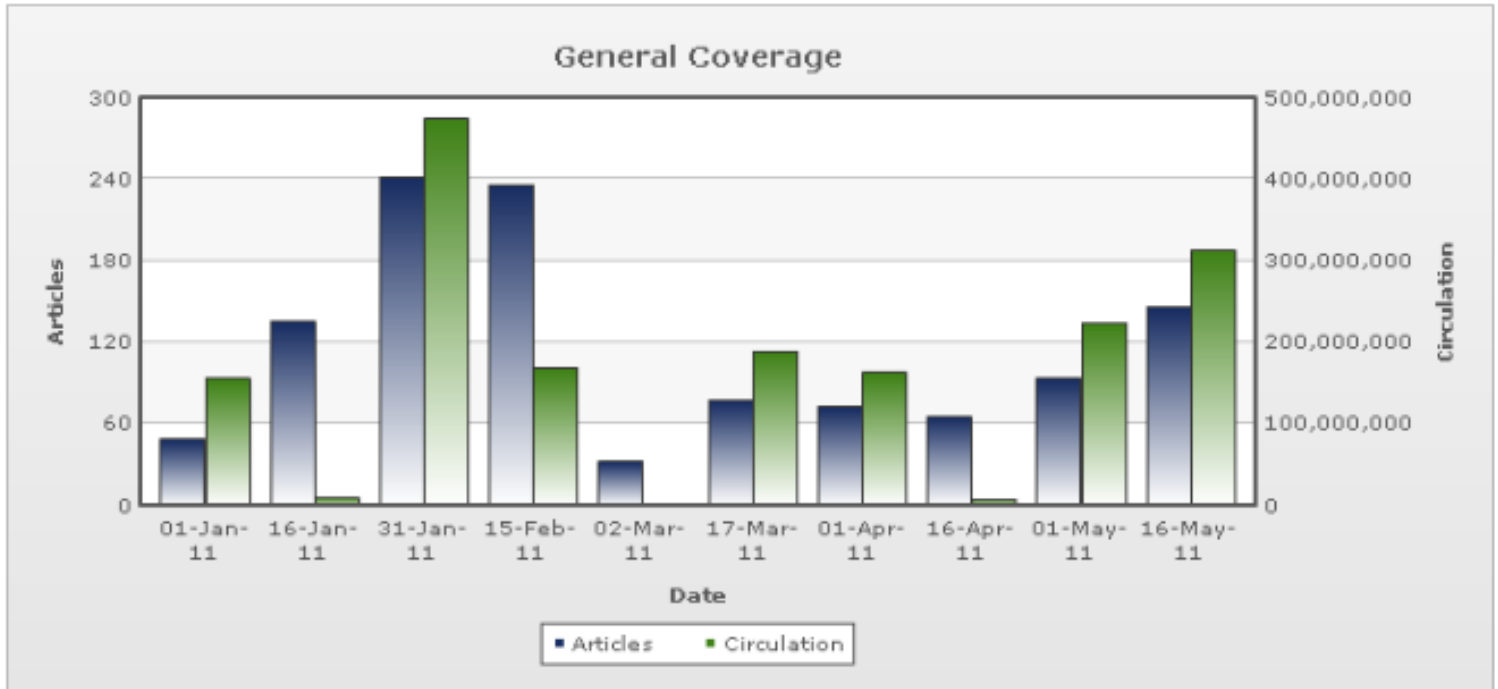
  
**NOVA SCOTIA.COM**  
*Shaped by the Sea*

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With its provincial and territorial partners, the Canadian Tourism Commission produces reports on its domestic media relations efforts on a quarterly basis. These reports outline advertising value and circulation among other facts and figures. Strategies, tactics and events that may have impacted the results are also listed.

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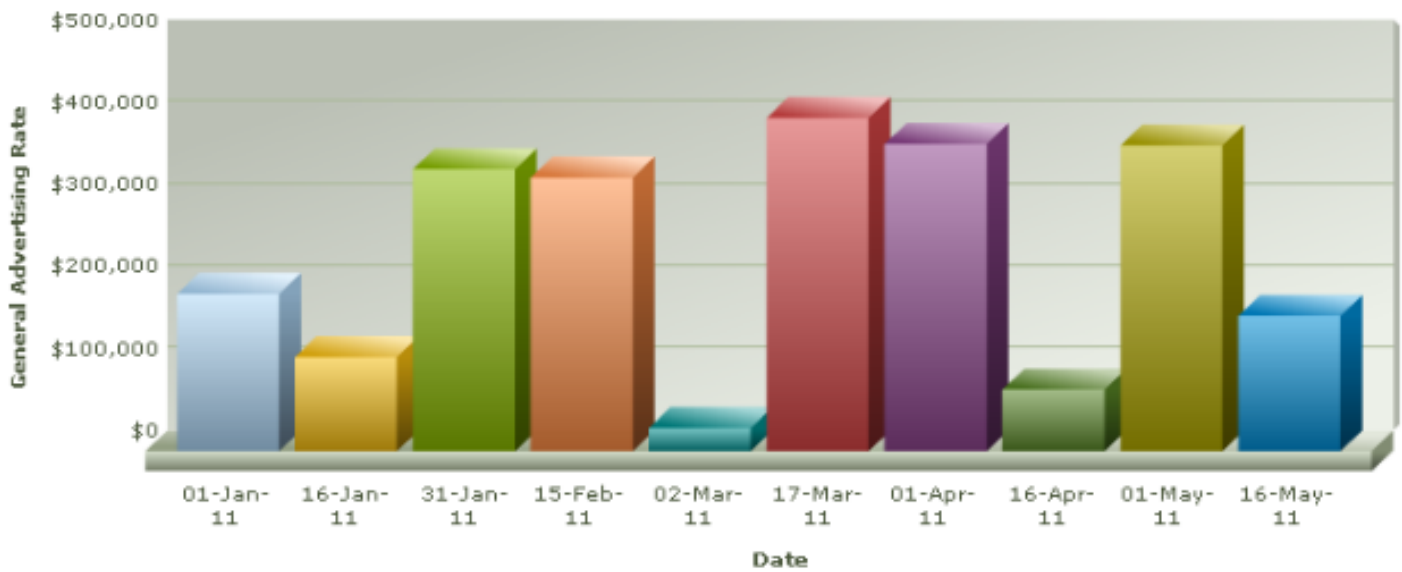
# General Coverage



Date	Articles	Circulation
Jan 01, 2011 - Jan 15, 2011	48	154707556
Jan 16, 2011 - Jan 30, 2011	135	9048376
Jan 31, 2011 - Feb 14, 2011	241	473963015
Feb 15, 2011 - Mar 01, 2011	236	168123560
Mar 02, 2011 - Mar 16, 2011	32	2155126
Mar 17, 2011 - Mar 31, 2011	77	189113361
Apr 01, 2011 - Apr 15, 2011	72	162361272
Apr 16, 2011 - Apr 30, 2011	65	7758631
May 01, 2011 - May 15, 2011	93	224150257
May 16, 2011 - May 30, 2011	145	312977004
<b>Total</b>	<b>1144</b>	<b>1704358158</b>

# Ad Equivalent Value

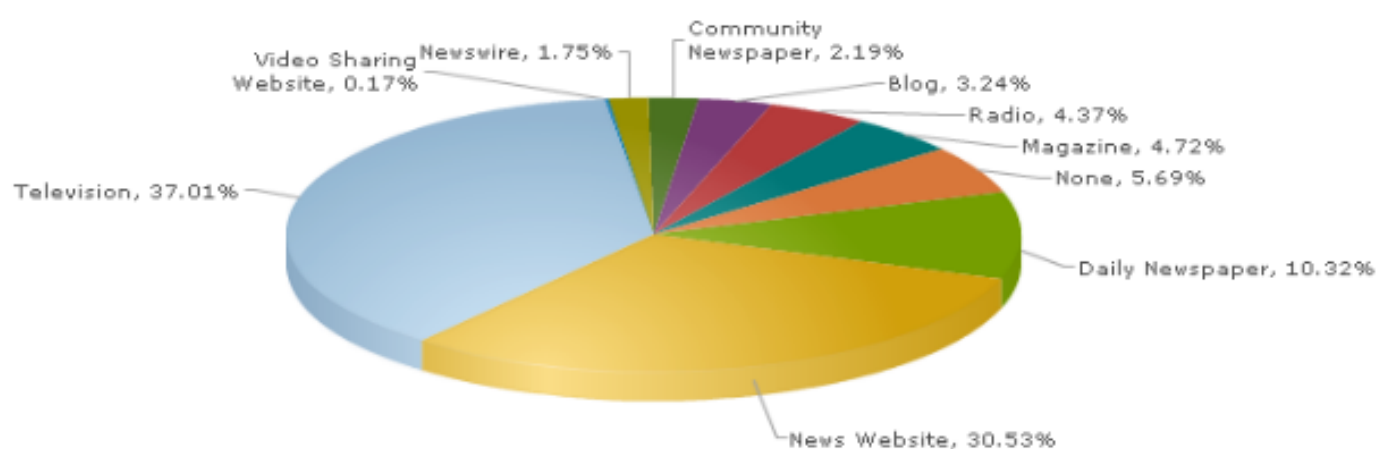
General Advertising Rate



Date	Value
Jan 01, 2011 - Jan 15, 2011	\$191,546
Jan 16, 2011 - Jan 30, 2011	\$114,597
Jan 31, 2011 - Feb 14, 2011	\$343,255
Feb 15, 2011 - Mar 01, 2011	\$333,330
Mar 02, 2011 - Mar 16, 2011	\$28,144
Mar 17, 2011 - Mar 31, 2011	\$405,892
Apr 01, 2011 - Apr 15, 2011	\$374,192
Apr 16, 2011 - Apr 30, 2011	\$75,126
May 01, 2011 - May 15, 2011	\$372,442
May 16, 2011 - May 30, 2011	\$164,669
<b>Total</b>	<b>\$2,403,193</b>

# Publication Types

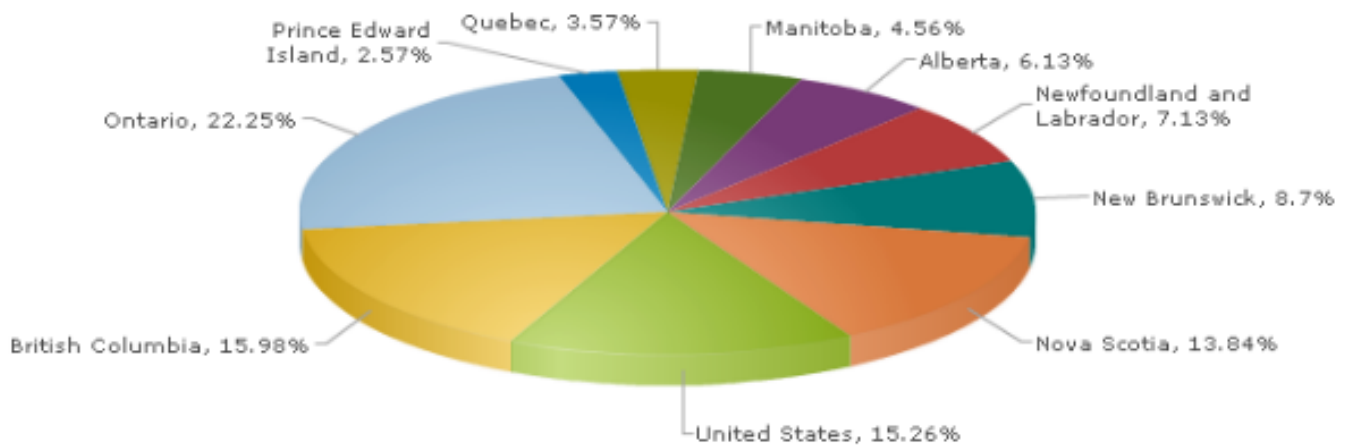
Publication Types



Publication Types	#	Circulation
1)Television	423	32686400
2)News Website	349	1645181055
3)Daily Newspaper	118	15440934
4)None	65	N/A
5)Magazine	54	6521113
6)Radio	50	2034200
7)Blog	37	2034282
8)Community Newspaper	25	332174
9)Newswire	20	128000
10)Video Sharing Website	2	N/A
(0)	0	0
<b>Total Articles</b>	<b>1143</b>	<b>1704358158</b>

# Top Regions

Top Regions



Region	#	Circulation
1)Ontario	156	16707270
2)British Columbia	112	7582779
3)United States	107	87498864
4)Nova Scotia	97	6226464
5)New Brunswick	61	1393591
6)Newfoundland and Labrador	50	1709064
7)Alberta	43	4035439
8)Manitoba	32	2173196
9)Quebec	25	2102334
10)Prince Edward Island	18	157961
Other Regions(3)	20	410176
<b>Total Articles</b>	<b>721</b>	<b>129997138</b>

# Comments

Please list Public and Media Relations activities during the quarter that may have influenced the results. Examples of activities include: media advisories/press releases, media outreach or fairs, etc?

\* Canada Winter Games held in Halifax, February 11-27, 2011. NS Tourism participated/partnered in several events and receptions for visiting media.