

“There is only one thing in the world worse than being talked about ... and that is not being talked about”

Oscar Wilde



Nova Scotia Department of Tourism, Culture and Heritage
Tourism Division– Travel Media Program

Media Monitor

CONTACT US!

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Tourism Division
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August 2010

Circulation: 641,164,778

Advertising Value: \$872,891

YEAR TO DATE

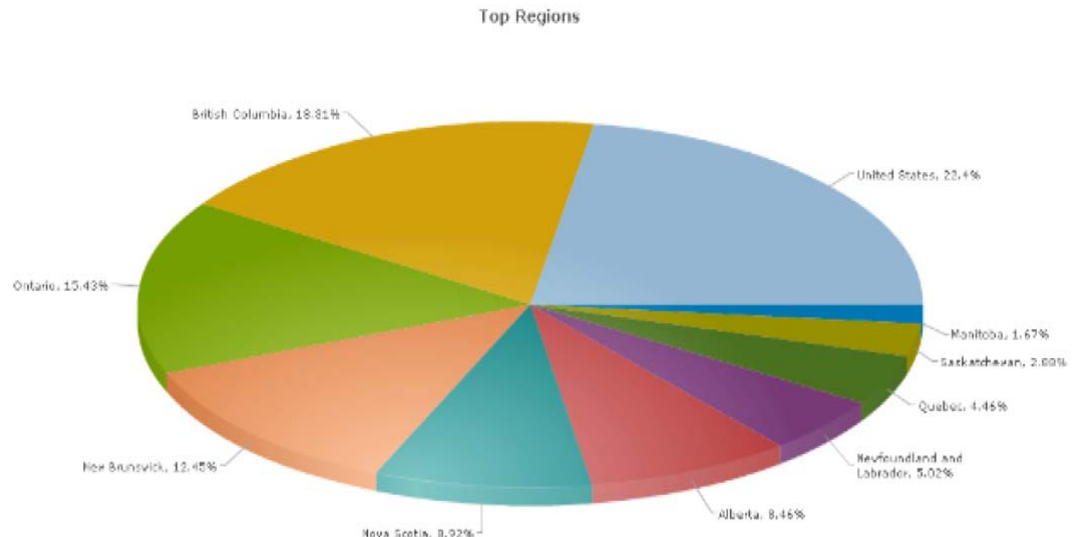
Circulation: 3,247,934,124

Advertising Value: \$7,563,264

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Top Media Producing Regions YTD Featuring Nova Scotia



Congratulations to Chef Michael Howell (The Tempest Restaurant, Wolfville) who won the **Grate Canadian Grilled Cheese Cook Off at the CNE in Toronto**. The Dairy Farmers of Canada hand-picked four chefs from different regions for its first grilled cheese throw down and Michael walked away with top honors for his “dark and stormy” sandwich which includes medium gouda, barbecued Chinese duck and dark rye bread as the main ingredients seasoned with olive oil, onion, lime juice, ground Sichuan peppercorn and cilantro to taste!


Local Intelligence ...
 “The fall is a gorgeous time to surf here because the water has warmed up from winter by September. You can rent everything or get lessons in **Lawrencetown Beach** which is only 20 minutes from Halifax. There’s also **Martinique Beach** and more surf breaks and beautiful beaches all down the south shore. Some of the most coveted surfing spots in the world - like California and Hawaii - have very straight coasts and they don’t have point breaks like we do. We have our pick of points here.”
 - Linda Ross, Olympic sailor competing in her final World Cup event of the season this month in England
 (from UP Magazine, August 2010)

2010 Go Media Marketplace

Go Media Marketplace takes place annually in Canada and is presented by the Canadian Tourism Commission with a goal of achieving the maximum positive media coverage for Canada, both print and electronic, in Canada! This year’s event took place August 22-26 in Toronto and Nova Scotia representatives met with qualified media in 66 appointments in addition to conducting other 20+ meetings outside the marketplace! When the dust settles, it’s sure to be viewed as another successful marketplace with lots of opportunities for press trips already being discussed for 2011!



August Media Visits ...

<i>Journalist / Outlet</i>	<i>Dates in Nova Scotia</i>	<i>Itinerary</i>
Lola Brown (CAN) Good Time Magazine	August 6-8	Lola was assigned to cover the Digby Scallop Festival and we connected her with everything there is to do with scallops!
France 2 TV	August 10-12	In cooperation with the CTC office in France, we hosted this crew for shooting on location in Cape Breton.
Gary Arndt (USA)	August 11-25	Gary is one of the best known, not to mentioned biggest, travel bloggers in the US. He toured one end of the province to the other!
UK Press Trip	August 12-16	We hosted 5 journalists from the UK for an exclusive trip to Nova Scotia’s south-western tip.
Randall Shirley (CAN) Outlook Magazine	August 17-22	Visited operators and attractions in the Annapolis Valley for LGBT market with a focus on Annapolis Royal
	Sarah Baxter (UK) August 12-18	Not only was Sarah visiting on assignment to cover the “Not Since Moses” Race - she ran in it too! She is also writing an article on the new dark sky program at Keji.

MOTORHOME

WHERE THE SEA IS THE SOUL
HALIFAX AND PEGGY'S COVE
CELEBRATE NOVA SCOTIA'S SEAFARING HISTORY

THE enemy approached. I stood atop Citadel Hill, like a British soldier of old, and surveyed Halifax's historic Town Clock, deep-rooted churches and ever-bustling waterfront. The sun reflected off the waters that harbored masted ships and the modern skyscrapers that stood alongside historic buildings. But looking to my right, I spied the dastardly foe of every tourist - fog ..."

Circulation: 144,063 Advertising Value: \$12,525.15

Travel

EATS IN EDINBURGH
Naturally, Edinburgh's food scene is a must-see.

NIAGARA'S A SINKHOLES
Fall's best time to visit the falls.

Riding high in Nova Scotia
An RV trip to the Maritimes includes rafting, divine eating and glorious seaside scenery.

Circulation: 436,694 Advertising Value: \$5,030.22

METRO NEW YORK

Uncovering Nova Scotia
Canada's coastal province remains a pure gem
You need to go there before all the other tourists do

Nova Scotia should be teeming with tourists. But for some reason, its hilly Atlantic expanses, welcoming locals and rich Canadian culture, remain not as much a secret as they are uncorrupted. With every turn down its roads, you'll stumble upon breath-taking landscapes. And the residents in the cities and towns within the province make you feel like you're the first one to the party...

Circulation: 301,443 Advertising Value: \$25,000.00

PROVIDENCE SUNDAY JOURNAL

ATLANTIC CANADA
Go motorcycling where whales hang out
Winding roads overlook panoramic vistas with several scenic pullover spots along the way

... As the years have passed and the number of two-wheeled travelers has blossomed into a new market, there's a new attitude out there toward two-wheeled tourers. Across the continent on a ride from southern Maine to Nova Scotia's Cape Breton Island, official tourism offices and vendors themselves couldn't have been more accommodating ..."

Circulation: 141,688 Advertising Value: \$14,000.00

"Where the sea is the soul"

**By Patrick Borders
Motorhome (USA)
August 2010**

"The enemy approached. I stood atop Citadel Hill, like a British soldier of old, and surveyed Halifax's historic Town Clock, deep-rooted churches and ever-bustling waterfront. The sun reflected off the waters that harbored masted ships and the modern skyscrapers that stood alongside historic buildings. But looking to my right, I spied the dastardly foe of every tourist - fog ..."

Circulation: 144,063 Advertising Value: \$12,525.15

"Riding High in Nova Scotia"

**By Lorraine Sommerfeld*
Toronto Star (CAN)
August 7, 2010**

"An RV trip to the Maritimes includes rafting, divine eating and glorious seaside scenery. 'Now you'll be wantin to hold onto the ropes real tight' said Trevor. This was the rugged young man who would be piloting the dinghy, his Nova Scotian lilt sneaking in on some broadened vowels. Six of us sat in the inflatable rubber boat, staring mutely at our feet that were encased in several kilograms of rapidly hardening red mud ..."

Circulation: 436,694 Advertising Value: \$5,030.22

* Lorraine visited Nova Scotia on a press trip in June 2010 in partnership with Go RVing Canada

"Uncovering Nova Scotia"

**By Patrick Healy*
Metro New York (USA)
August 12, 2010**

"Nova Scotia should be teeming with tourists. But for some reason, its hilly Atlantic expanses, welcoming locals and rich Canadian culture, remain not as much a secret as they are uncorrupted. With every turn down its roads, you'll stumble upon breath-taking landscapes. And the residents in the cities and towns within the province make you feel like you're the first one to the party..."

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"Go motorcycling where whales hang out"

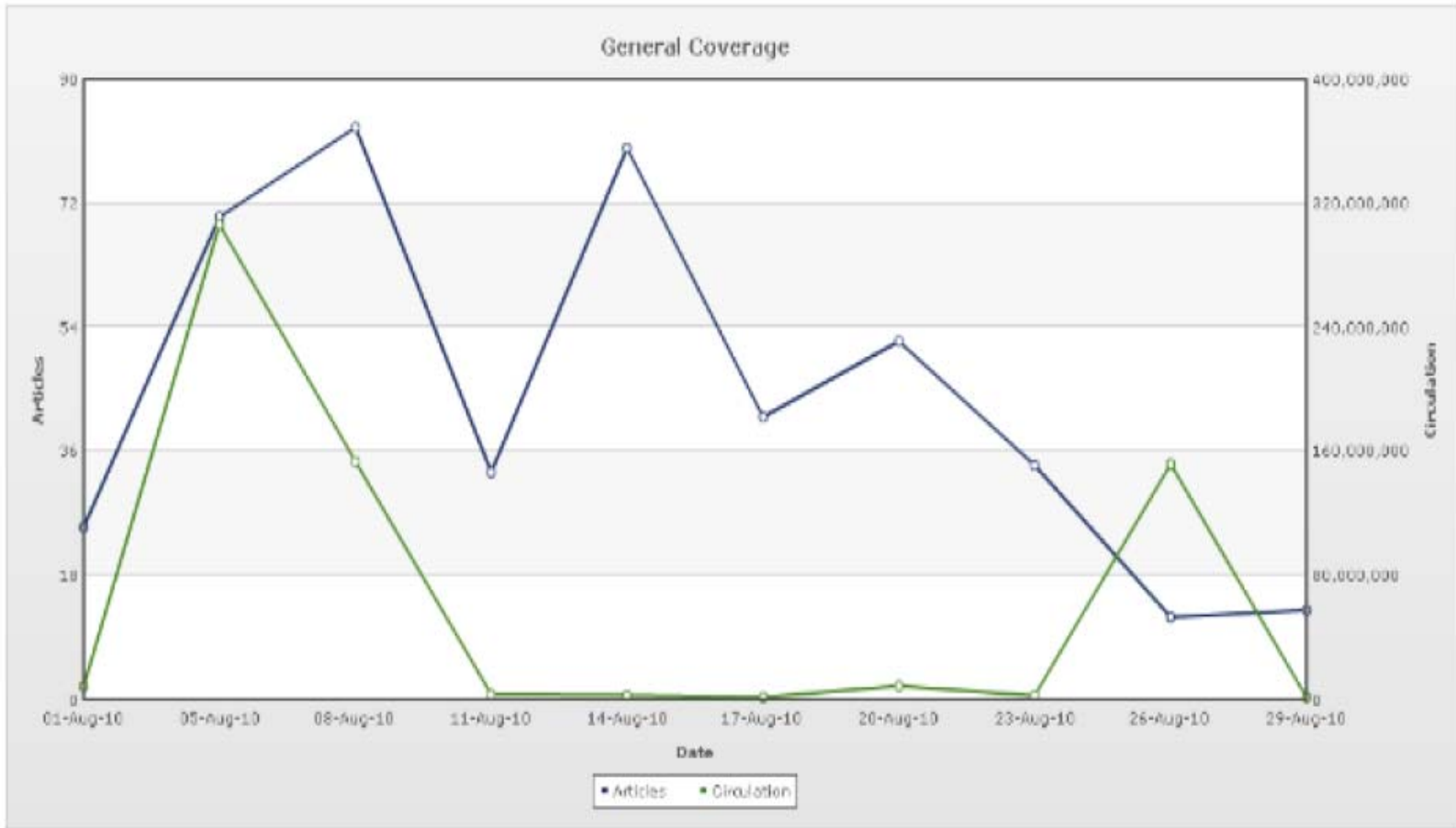
**By Glenn Adams
Providence Sunday Journal (USA)
August 22, 2010**

"... As the years have passed and the number of two-wheeled travelers has blossomed into a new market, there's a new attitude out there toward two-wheeled tourers. Across the continent on a ride from southern Maine to Nova Scotia's Cape Breton Island, official tourism offices and vendors themselves couldn't have been more accommodating ..."

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* This article was syndicated in a number of publications in US and Canada.





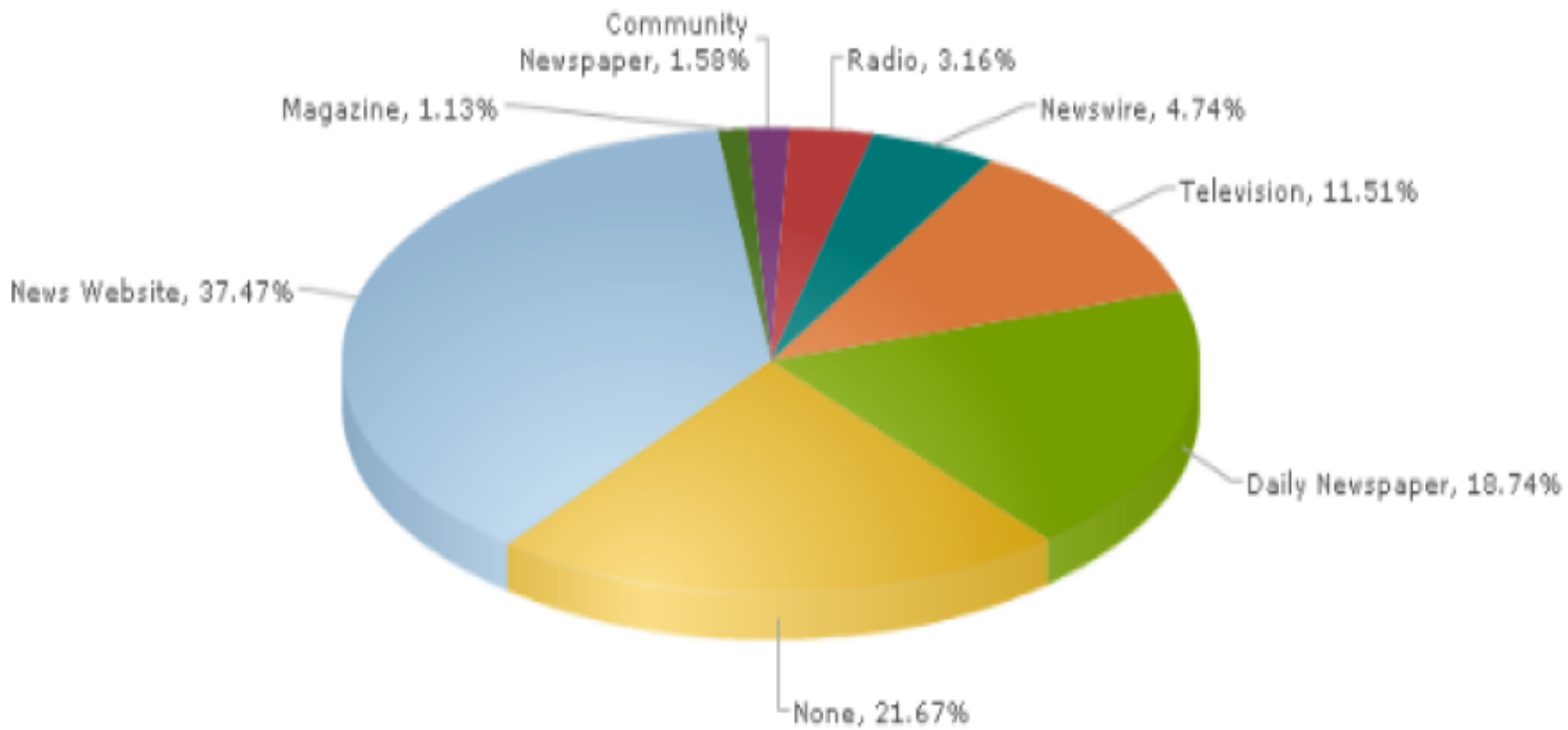
Date	Articles	Circulation
Aug 01, 2010 - Aug 04, 2010	25	8602753
Aug 05, 2010 - Aug 07, 2010	70	306356169
Aug 08, 2010 - Aug 10, 2010	83	153409182
Aug 11, 2010 - Aug 13, 2010	33	3451647
Aug 14, 2010 - Aug 16, 2010	80	2771717
Aug 17, 2010 - Aug 19, 2010	41	1575022
Aug 20, 2010 - Aug 22, 2010	52	8860423
Aug 23, 2010 - Aug 25, 2010	34	2638670
Aug 26, 2010 - Aug 28, 2010	12	151958388
Aug 29, 2010 - Aug 31, 2010	13	1540807
Total	443	641164778

Ad Rate



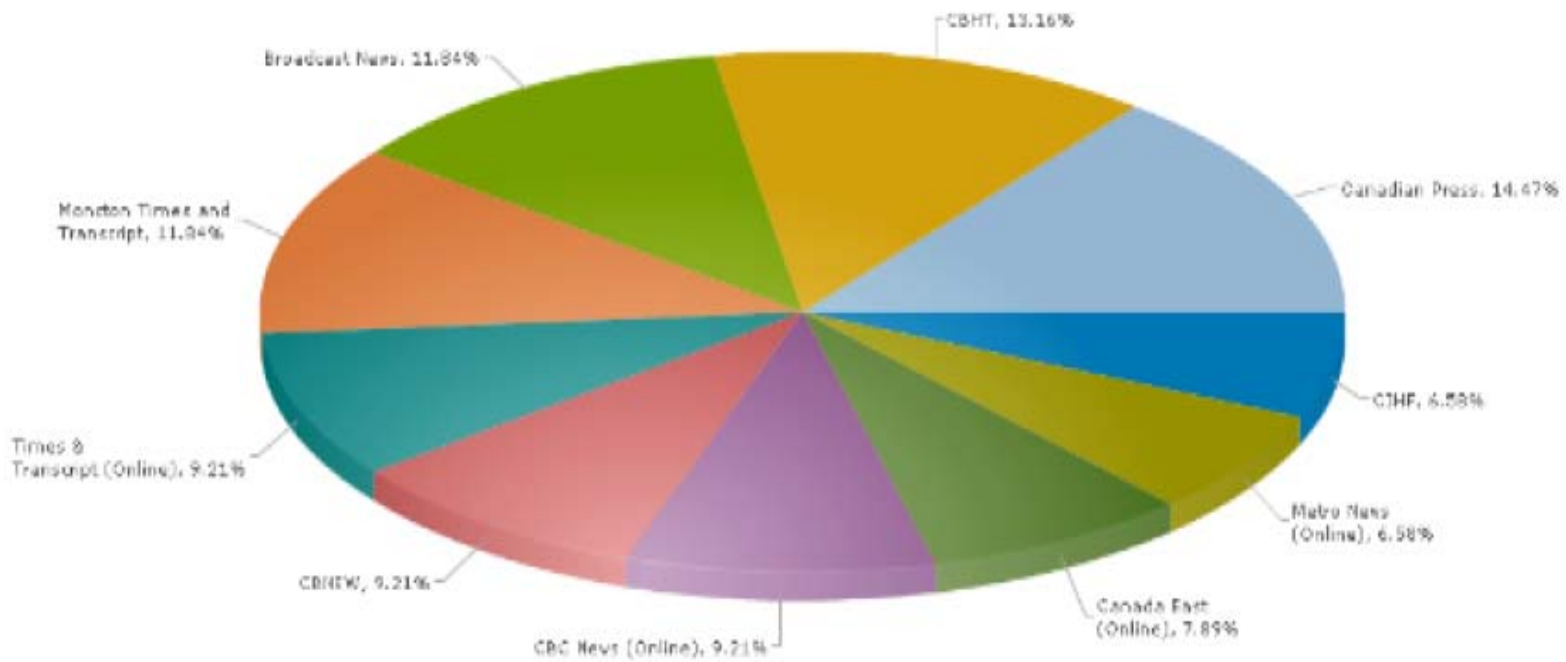
Date	Value
Aug 01, 2010 - Aug 04, 2010	\$194,764
Aug 05, 2010 - Aug 07, 2010	\$257,512
Aug 08, 2010 - Aug 10, 2010	\$75,922
Aug 11, 2010 - Aug 13, 2010	\$23,033
Aug 14, 2010 - Aug 16, 2010	\$41,701
Aug 17, 2010 - Aug 19, 2010	\$19,875
Aug 20, 2010 - Aug 22, 2010	\$152,842
Aug 23, 2010 - Aug 25, 2010	\$52,586
Aug 26, 2010 - Aug 28, 2010	\$43,805
Aug 29, 2010 - Aug 31, 2010	\$10,849
Total	\$872,891

Publication Types



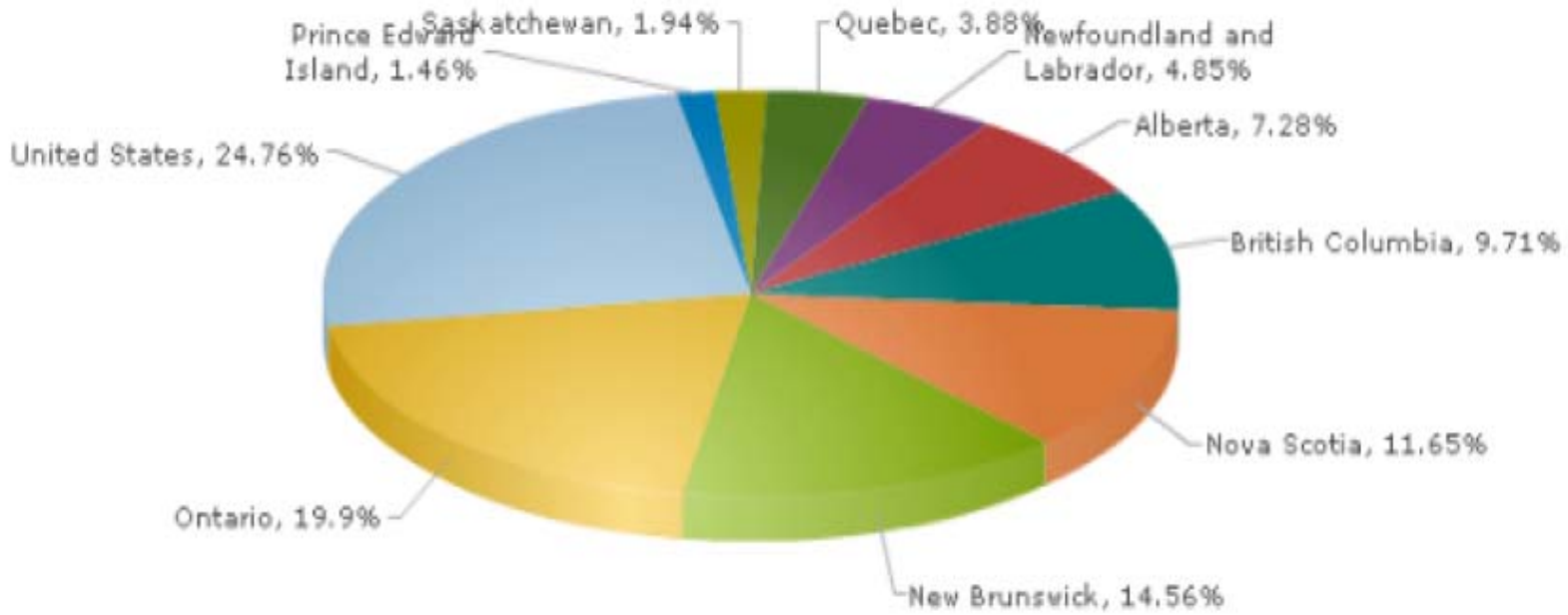
Publication Types	#	Circulation
1)News Website	166	624394435
2)None	96	N/A
3)Daily Newspaper	83	11359924
4)Television	51	4039800
5)Newswire	21	576000
6)Radio	14	295000
7)Community Newspaper	7	162264
8)Magazine	5	337355
Total Articles	443	641164778

Top Publications



Publication	#	Circulation
1) Canadian Press ON, CA (ENG)	11	N/A
2) CBHT NS, CA (ENG)	10	1250000
3) Broadcast News ON, CA (ENG)	9	576000
4) Moncton Times and Transcript NB, CA (ENG)	9	357255
5) Times & Transcript (Online) CA (ENG)	7	139517
6) CBNEW (ENG)	7	N/A
7) CBC News (Online) (ENG)	7	4624557
8) Canada East (Online) (ENG)	6	119586
9) Metro News (Online) (ENG)	5	109645
10) CIHF NS, CA (ENG)	5	425000
Other Publications(289)	367	633563218
Total Articles	443	641164778

Top Regions



Region	#	Circulation
1)United States	51	21860217
2)Ontario	41	4307490
3)New Brunswick	30	753245
4)Nova Scotia	24	1922064
5)British Columbia	20	1202989
6)Alberta	15	1219310
7)Newfoundland and Labrador	10	417525
8)Quebec	8	269094
9)Saskatchewan	4	57237
10)Prince Edward Island	3	40351
Other Regions (1)	2	53462
Total Articles	208	32102984