

“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

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MARCH 2010

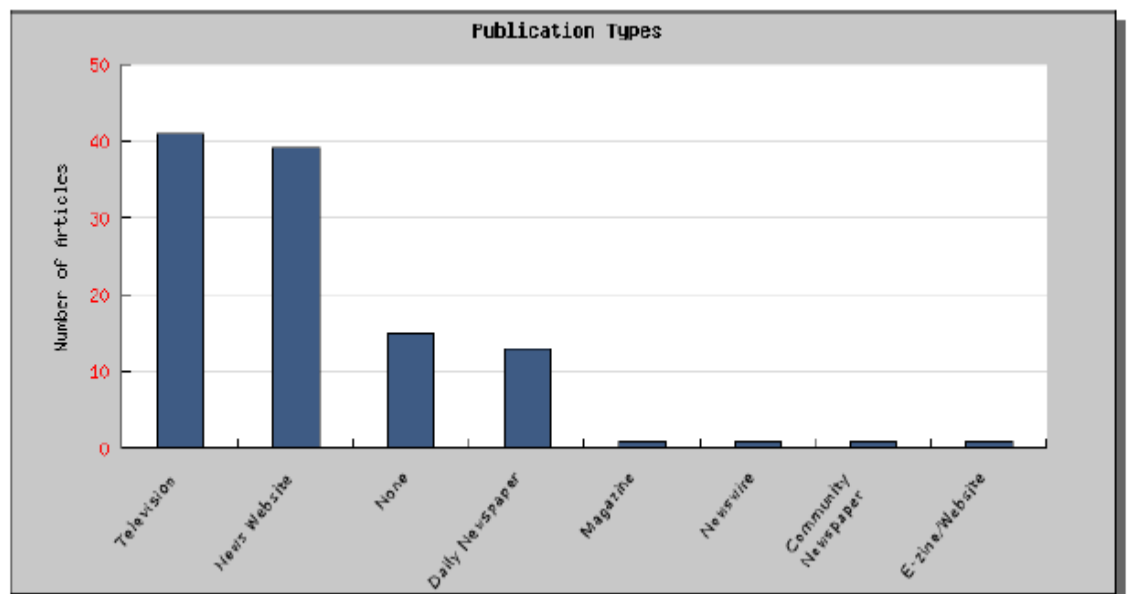
Circulation: 24,623,033

Advertising Value: \$247,669

YEAR TO DATE

Circulation: 56,929,952

Advertising Value: \$879,110



Congratulations to **Van Dyk's by Nature 100% Pure Wild Blueberry Juice** - it has been judged as "Best Beverage 2010" by the Canadian Liver Foundation in their 2010 LIVERights Awards.

Gold heads east again! Congratulations to **Garrison Brewing Company** on receiving four medals at the 2010 World Beer Championships:

- * Gold Medal (92/100) - Imperial I.P.A.
- * Gold Medal (91/100) - Irish Red Ale
- * Silver Medal (89/100) - Winter Warmer
- * Silver Medal (89/100) - Hopyard Pale Ale

Congratulations to **Le Caveau** for Best in Fine Dining and **Domaine de Grand Pre** for Best Winery at the Eastern Kings Chamber of Commerce Best of Kings Awards.

The Nova Scotia junior and senior culinary teams won the **Atlantic Provinces Culinary Exhibition** in PEI. The junior team will compete at the national level and if successful, will become Youth Team Canada, representing the country at the IKA culinary Olympics in Germany in 2012. The team will be managed by Chef Sean Kettley and Taste of Nova Scotia Chef Luis Clavel.

ACTP Media Event in New York City

The Atlantic Canada Tourism Partnership (ACTP) brings together the Atlantic Canada Opportunities Agency (ACOA), the provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island and the four provincial tourism industry associations. An important tourism market for Atlantic Canada is the United States. ACTP capitalizes on potential American visitors by focusing marketing efforts on the Mid-Atlantic and Pacific States. ACTP's American efforts build on the provincial brands through a comprehensive consumer advertising campaign, participation in trade and consumer travel tradeshows, familiarization and media tours, editorial programs and tour wholesale partnerships.



Through the media program, ACTP invited influential media representatives in the New York area to a "Taste of Atlantic Canada" reception on March 24 at Flex Mussel on the Lower East Side of Manhattan. For a small venue, we had 62 media show up and savour our tastes! From lobster rolls to lobster bisque, fresh steamed mussels to fresh shucked oysters, there were plenty of eats

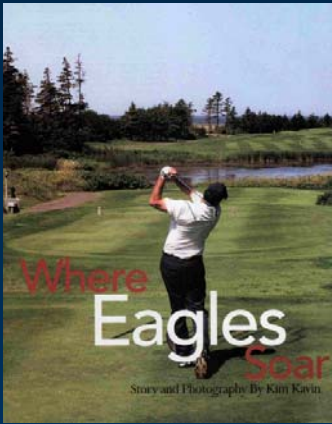
and not a morsel was left at the end of the night! Guests also sampled several Nova Scotia wines, Van Dyk's blueberry juice, Moosehead beer, partini's from Newfoundland and more! Throughout the night, guests were asked to Twitter where they were and what they were doing and as each one left - completely satisfied and stuffed - they took home a goodie bag that included a press kit on Atlantic Canada as well as a Nova Scotia Rum Runner's Rum Cake! The following day, we had several one-on-one appointments with media who were unable to attend the event, such as representatives from Audubon and the New York Times.



"The staff at Flex Mussels were also a great group! Our waiters were refreshingly friendly, adorning us with fresh h'orderves, heaping plates of seafood, refilling drinks, and even went out of their way to prepare me a yummy salad upon learning my allergy to shellfish. Needless to say, it was an enjoyable few hours. The best part of these types of events is making genuine connections with interesting people who you later go on to call friends. The Canadian Mussels event (which we live tweeted) was a nice way to learn about a new travel destination and kick back with good people."



- Alisha @ sosauce.com



“Where Eagles Soar”

By Kim Kavin
Yachting Magazine
March 2010

“... and the golf - oh the golf. Fox Harb’r is among two dozen area courses. Meaning you could book a two-week charter and play a different course every day. One, Highland Links, made Golf Digest’s 2009 list of best courses outside the United States. Remember: The Scots settled this region. They know about whacking a white ball around green hills ...”

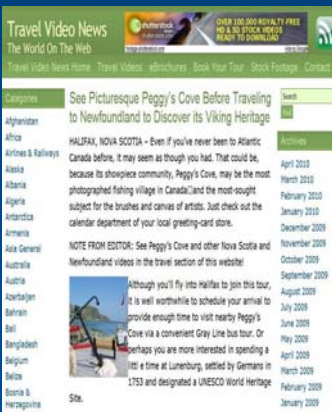
Circulation: 131,763 Advertising Value: \$128,430



“All at Sea”
Wanderlust (UK)
March 2010

“With its fishing shacks, pirate coves and seals galore, the Canadian province of Nova Scotia is perfect for sea kayaking. Fuelled by pancakes and dreaming of a cozy four-poster guidebook author David Orkin takes to the waves ...”

Circulation: 37,000 Advertising Value: \$24,000



“See Picturesque Peggy’s Cove Before Traveling to Newfoundland to Discover its Viking Heritage”

Travel Video News
March 12, 2010

“Even if you’ve never been to Atlantic Canada before, it may seem as though you had. That could be, because its showpiece community, Peggy’s Cove, may be the most photographed fishing village in Canada and the most-sought subject for the brushes and canvas of artists. Just check out the calendar department of your local greeting-card store.”

Circulation: 20,000 Advertising Value: \$500



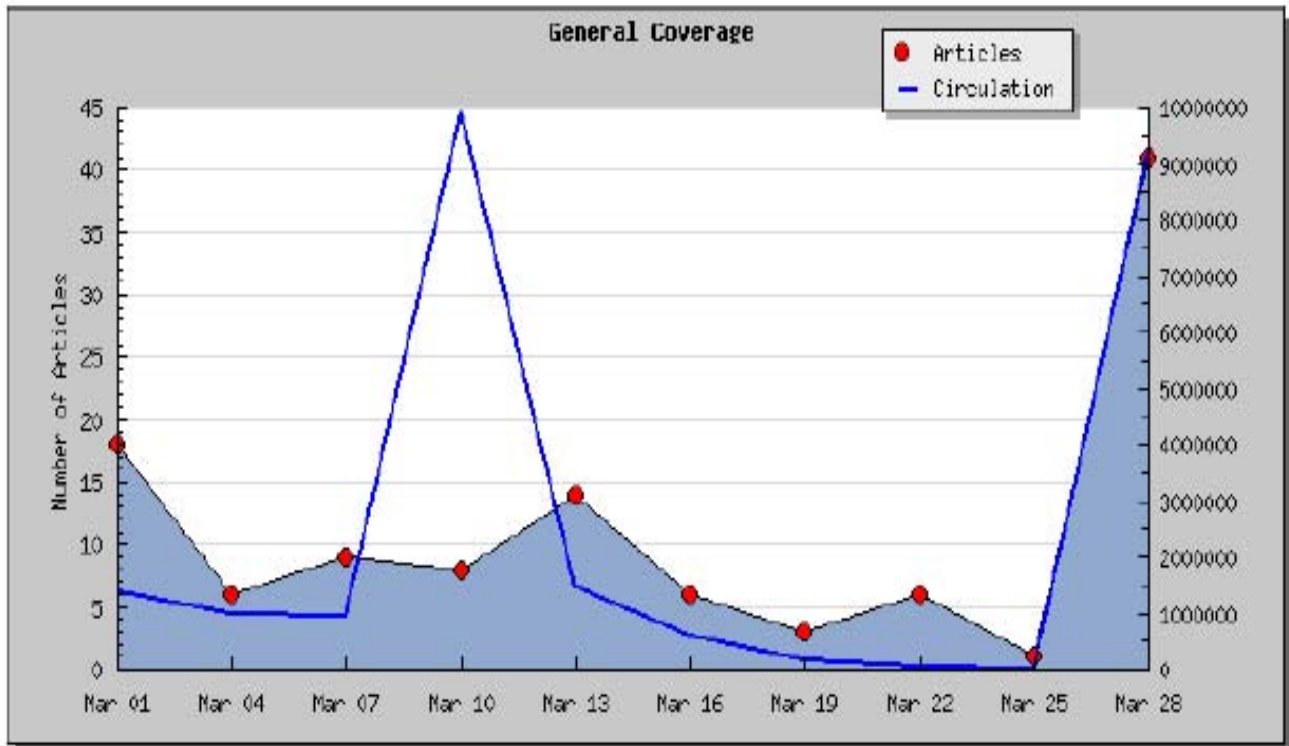
“Nova Scotia’s Savour Food & Wine Show”

By Mary Luz Meija
Suite101.com
March 13, 2010

“Every year, Haligonians celebrate the best in food and wine from Nova Scotia. And there's a lot to celebrate, with highlights including some of the region's best...”

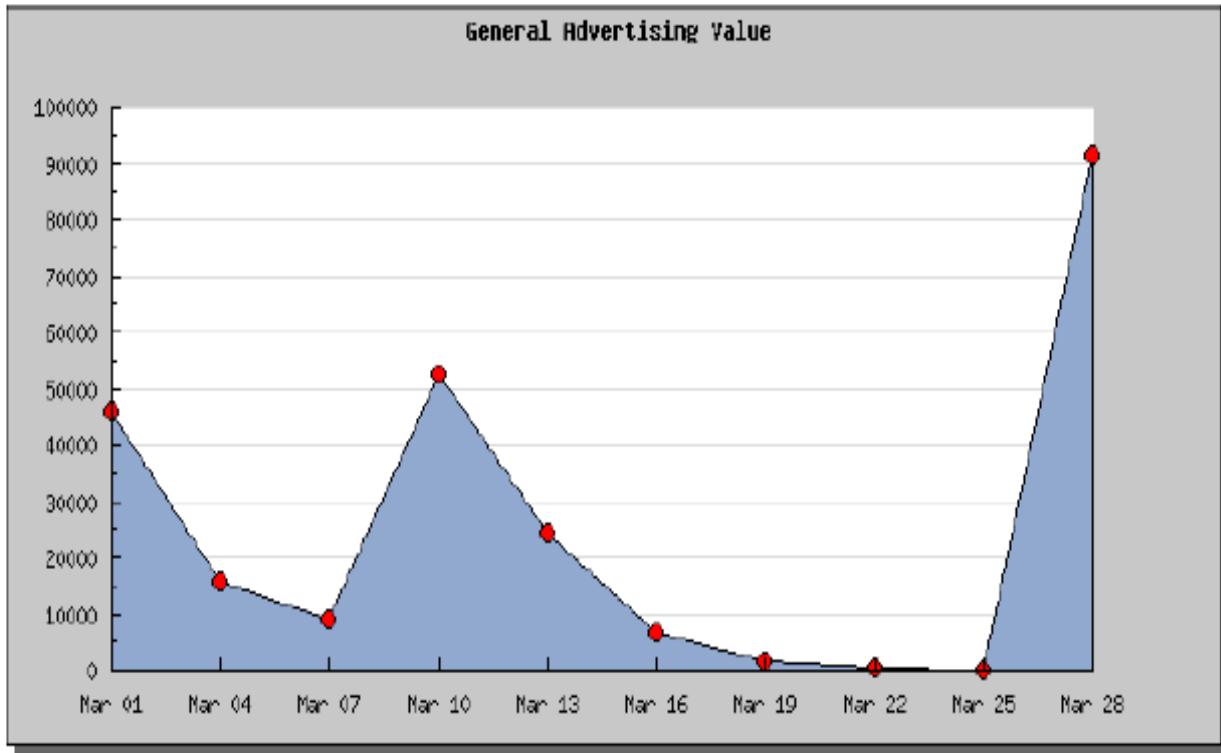
Circulation: 20,000 Advertising Value: \$500

General Coverage



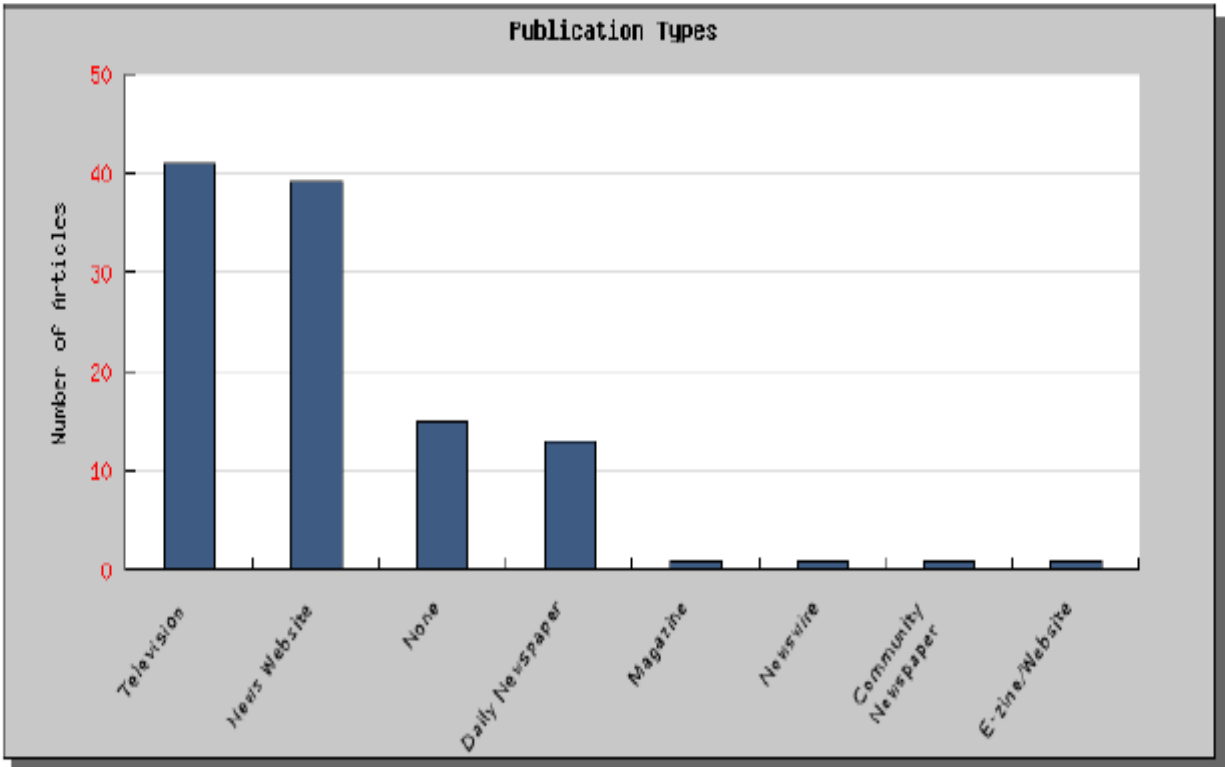
Date	Articles	Circulation
Mar 01, 2010 - Mar 03, 2010	18	1352946
Mar 04, 2010 - Mar 06, 2010	6	978653
Mar 07, 2010 - Mar 09, 2010	9	946656
Mar 10, 2010 - Mar 12, 2010	8	9940620
Mar 13, 2010 - Mar 15, 2010	14	1461400
Mar 16, 2010 - Mar 18, 2010	6	600198
Mar 19, 2010 - Mar 21, 2010	3	139615
Mar 22, 2010 - Mar 24, 2010	6	23329
Mar 25, 2010 - Mar 27, 2010	1	0
Mar 28, 2010 - Mar 30, 2010	41	9179616
Total	112	24623033

General Advertising Rate



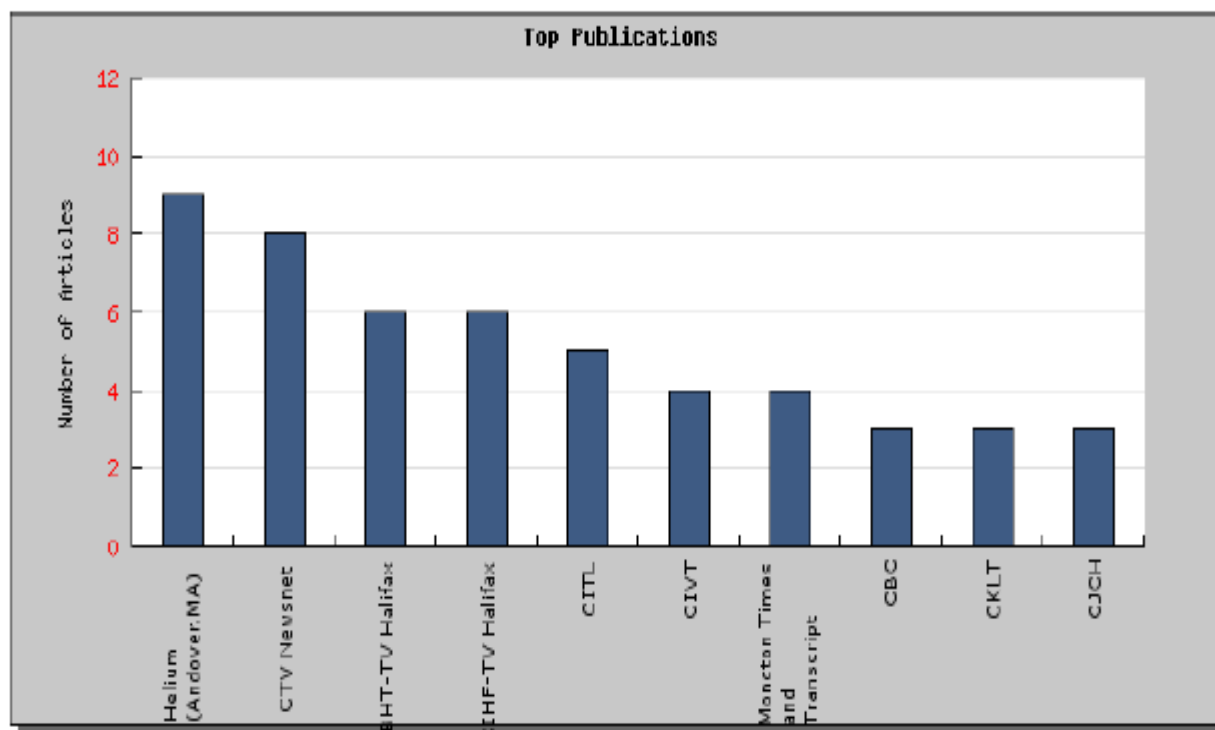
Date	Value
Mar 01, 2010 - Mar 03, 2010	\$45,866
Mar 04, 2010 - Mar 06, 2010	\$15,756
Mar 07, 2010 - Mar 09, 2010	\$9,170
Mar 10, 2010 - Mar 12, 2010	\$52,530
Mar 13, 2010 - Mar 15, 2010	\$24,422
Mar 16, 2010 - Mar 18, 2010	\$6,852
Mar 19, 2010 - Mar 21, 2010	\$1,512
Mar 22, 2010 - Mar 24, 2010	\$233
Mar 25, 2010 - Mar 27, 2010	\$0
Mar 28, 2010 - Mar 30, 2010	\$91,328
Total	\$247,669

Publication Types



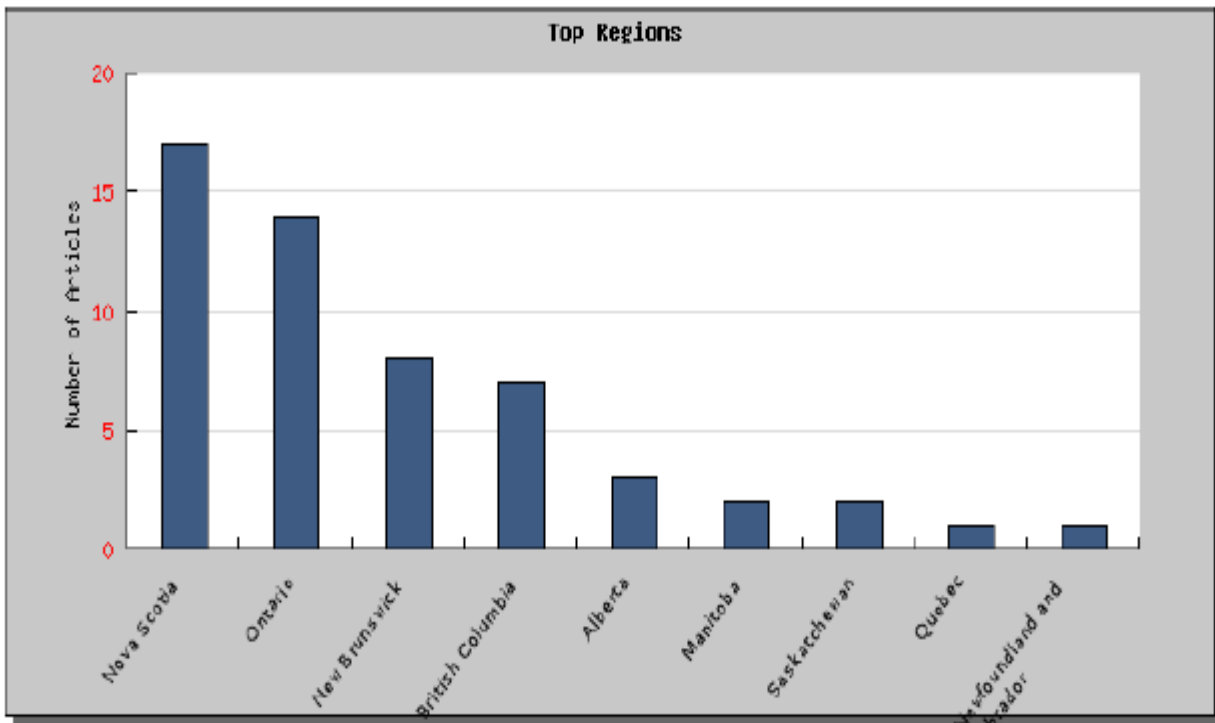
Publication Types	#	Circulation
1) Television	41	4745920
2) News Website	39	18196134
3) None	15	N/A
4) Daily Newspaper	13	1643139
5) Magazine	1	32000
6) Newswire	1	N/A
7) Community Newspaper	1	3766
8) E-zine/Website	1	2074
Total Articles	112	24623033

Top Publications



Publication	#	Circulation
1) Helium (Andover, MA) (ENG)	9	N/A
2) CTV Newsnet ON, CA (ENG)	8	1176000
3) CBHT-TV Halifax NS, CA (ENG)	6	525720
4) CIHF-TV Halifax NS, CA (ENG)	6	1008000
5) CITL CA (ENG)	5	150000
6) CIVT BC, CA (ENG)	4	1120000
7) Moncton Times and Transcript NB, CA (ENG)	4	155920
8) CBC ON, CA (ENG)	3	12006000
9) CKLT NB, CA (ENG)	3	90000
10) CJCH NS, CA (ENG)	3	34200
<i>Other Publications (53)</i>	61	8357193
Total Articles	112	24623033

Top Regions



Region	#	Circulation
1) Nova Scotia	17	2347920
2) Ontario	14	2487322
3) New Brunswick	8	277686
4) British Columbia	7	1699144
5) Alberta	3	482000
6) Manitoba	2	406363
7) Saskatchewan	2	160000
8) Quebec	1	23329
9) Newfoundland and Labrador	1	56333
Total Articles	55	7940097