

NEW OUTLOOK

A lifestyle magazine for the boomer+ market, **New Outlook** and aims to provide readers with tips and resources on how to enjoy life to the fullest. Editorial focuses on leisure, health, travel, family and shopping ideas.

Circulation: 270,000
Readers Per Copy: 3.4*
Total Readership: 918,000
Frequency: Four times per year (Spring, Summer, Fall, Winter)
Distribution: National (English 78%, French 22%)

FAMILY OUTLOOK

A lifestyle magazine for parents with kids at home, **Family Outlook** aims to provide readers with tips and resources on how to enjoy life to the fullest. Editorial focuses on leisure, health, travel, family and shopping ideas.

Circulation: 70,000
Readers Per Copy: 3.0*
Total Readership: 210,000
Frequency: Four times per year (Spring, Summer, Fall, Winter)
Distribution: National (English 78%, French 22%)

Both **New Outlook** and **Family Outlook** magazines are personally addressed and mailed to **PAID** members of the Sears Advantage loyalty program.

AWARDS

Magnum Opus

SILVER: Best Cover—*Family Outlook*

BRONZE: Best use of Illustration—*New Outlook*, "No Strings Attached"

Roper Starch Services, Spring 2007/2008*





READER PROFILE

With a readership of over 900,000, *New Outlook* offers an opportunity to tap into the boomer market—today's most affluent consumer group.

NEW OUTLOOK READERS*

- | | |
|--|---|
| 85% are female | 34% age 50-64 |
| 83% are grandparents | 59% have Internet access at home |
| 77% are retired | 48% access the Internet for personal reasons |
| 66% age 65+ | 35% have a pet (cat, dog, fish, bird) in the household |
| 62% have taken one or more vacation trips of four or more nights in the past year | 33% agree they enjoy the recipes found on the website* |

*(8-10 rating, 10 = totally agree)

AREAS OF INTEREST*

- | | |
|--------------------------|---------------------------------|
| Health 76% | Trends in fashion 46% |
| Nutrition 64% | Trends in home decor 45% |
| Recipes 61% | Trends in beauty 37% |
| Exercise 57% | Entertaining 37% |
| Grandchildren 55% | Personal finance 35% |
| Gardening 50% | Technology 26% |

*(8-10 rating, 10 = extremely interested)

NEW OUTLOOK MOTIVATES PURCHASES

Actions taken as a result of reading *New Outlook*.

Have done / Likely to do

- 71%** Tried using some of the recipes in the magazine
- 62%** Acted upon information seen in the magazine
- 55%** Bought something at Sears that was featured in the magazine
- 41%** Changed the brand of something they usually buy

***New Outlook* readers spend an average of 69 minutes reading each issue!**

Roper Starch Services, Spring 2007





MAGAZINE COMPARISON

"Canada's wealthiest demographic—baby boomers!" *Waterloo Record*, May 2008

MAGAZINE	CIRC. (000)	CPM on Circ.	1X Gross \$
<i>New Outlook</i>	216	\$45	\$9,620
<i>Nouveaux Horizons</i>	54	\$45	\$2,405
	<u>270</u>	<u>\$45</u>	<u>\$12,025</u>
<i>Cdn. Living</i>	537	\$71	\$38,395
<i>Coup de Pouce</i>	228	\$59	\$13,530
	<u>765</u>	<u>\$65</u>	<u>\$51,925</u>
<i>Best Health</i>	100	\$100	\$10,000
<i>Chatelaine</i>	580	\$85	\$49,400
<i>Châtelaine</i>	197	\$85	\$16,800
	<u>777</u>	<u>\$85</u>	<u>\$66,200</u>
<i>Zoomer (CARP)</i>	186	\$75	\$13,975
<i>Good Times</i>	161	\$34	\$8,777
<i>Le Bel Age</i>	136	\$56	\$7,622
	<u>297</u>	<u>\$45</u>	<u>\$16,399</u>
<i>Harrowsmith</i>	123	\$66	\$8,100
<i>Readers Digest</i>	885	\$45	\$39,580
<i>Selection de Readers</i>	238	\$54	\$12,845
	<u>1,123</u>	<u>\$50</u>	<u>\$52,425</u>
<i>Forever Young</i>	47	\$312	\$14,734
<i>Homemakers</i>	406	\$59	\$23,925
<i>Madame</i>	97	\$78	\$ 7,555
	<u>503</u>	<u>\$69</u>	<u>\$31,480</u>
<i>More</i>	162	\$78	\$12,600

Source: October 08 CARD online

UNDUPLICATED REACH*

78% do not read *50 Plus*

78% do not read *Chatelaine*

71% do not read *Good Times*

55% do not read *Canadian Living*

Roper Starch Services, Spring 2007*

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READER PROFILE

With a readership of 200,000+, *Family Outlook* offers an opportunity to access that key market of women aged 25-49.

FAMILY OUTLOOK READERS*

97% are female	43% have a household income of \$75,000+
87% have Internet access at home	65% have children in the household
86% are married/common law	62% have a pet (cat, dog, fish, bird) in the household
72% are 25-49 (average age is 45)	29% agree they enjoy the online recipes section found at the website*
68% have taken one or more vacation trips of four or more nights in the past year	

*(8-10 rating, 10 = totally agree)

AREAS OF INTEREST*

Health 50%	Gardening 44%	Travel within Canada 40%
Recipes 51%	Fashion 39%	International travel 31%
Education 38%	Beauty 25%	Childcare 31%
Home decor 40%	Entertaining 36%	Relationships 37%

"Women are decision-makers in consumer products." *Toronto Star*, August 2007

*(8-10 rating, 10 = extremely interested)

FAMILY OUTLOOK MOTIVATES PURCHASES

Actions taken as a result of reading *Family Outlook*.
Have done / Likely to do

77% Used a coupon from the magazine	59% Acted upon information seen in the magazine
44% Bought something at Sears that was featured in the magazine	49% Visited www.searsadvantage.ca
41% Tried a new product or brand from Sears	58% Entered a Sears Advantage contest
62% Thought about buying something at Sears featured in the magazine	31% Changed the brand of something they usually buy
67% Tried using some of the recipes in the magazine	57% Purchased something from Sears

Family Outlook readers spend an average of 56 minutes reading each issue!

Roper Starch Services, Spring 2008





MAGAZINE COMPARISON

"Women handle the bulk of the family shopping." *Globe & Mail*, December 2007

MAGAZINE	CIRC. (000)	CPM on Circ.	1X Gross \$
<i>Family Outlook</i>	56	\$116	\$2,080
<i>Famille Horizons</i>	14	\$37	\$520
	70	\$77	\$2,600
<i>Today's Parent</i>	176	\$108	\$19,050
<i>Enfants Québec</i>	63	\$126	\$ 7,945
	239	\$117	\$26,995
<i>Canadian Family</i>	91	\$128	\$11,580
<i>Parents Canada</i>	118	\$102	\$11,995
<i>What's Up Kids</i>	87	\$114	\$9,900
<i>Cdn. Living</i>	537	\$71	\$38,395
<i>Coup de Pouce</i>	228	\$59	\$13,530
	765	\$65	\$51,925
<i>Chatelaine</i>	580	\$85	\$49,400
<i>Châtelaine</i>	197	\$85	\$16,800
	777	\$85	\$66,200
<i>Junior</i>	15	\$183	\$2,750

Source: October 08 CARD online

UNDUPLICATED REACH*

96% do not read *What's Up Kids*

92% do not read *Parents Canada*

85% do not read *Canadian Family*

80% do not read *Chatelaine*

72% do not read *Today's Parent*

70% do not read *Canadian Living*

Roper Starch Services, Spring 2008*

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ONLINE

SEARSADVANTAGE.CA

The Sears Advantage website provides additional content and benefits online, exclusive to members. Over 50,000 members have requested regular communication through the website and e-mails.

WEBSITE RATE: \$2,000 net per four-week period

- Branded media are available for marketers looking to reach our most loyal members
- Banner advertising, product launches, original branded content and data gathering
- Coupons, contests, Sears event news and recipes
- Tips on travel, health, decor, fashion and beauty

ADVERTISER OPPORTUNITIES

- Banner (468 w x 60 h px)*
- Big Box (120 w x 240 h px)*

E-NEWSLETTER RATE: \$4,000

- Sent to members in non-magazine months: January, February, April, May, July, August, October and December
- Updates members on program news, contests, tips and offers

ADVERTISER OPPORTUNITIES

- Banner (468 w x 60 h px)*

E-BLAST RATE: \$4,000

- Monthly, members receive an additional e-mail with insider news or an offer

ADVERTISER OPPORTUNITIES

- Single-sponsor e-blast offer must be exclusive to Sears Advantage members

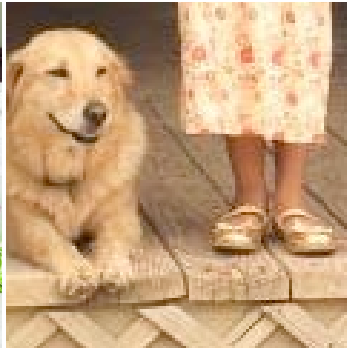
It's clear –Sears Advantage online members are more engaged!

SEARS ADVANTAGE E-NEWSLETTER

Total distribution:	52,000
Average open rate:	51%
Average click-through rate:	31%

*Files accepted: gif, jpg, animated gifs, flash. Approximate file size 25 KB.





LOYALTY PROGRAM

SEARS ADVANTAGE

The exclusive Sears Advantage program allows members to save money on Sears purchases year-round.

The Sears Advantage program is all about savings, ideas and perks. Members can save on everything from fashion, footwear and eyeglasses to housewares, appliances, bed and bath, sporting goods, toys and more!

Sears Advantage members also have access to content and more savings available only at www.searsadvantage.ca.

In addition, members have the option to sign up for e-newsletters to receive notification of even more offers and savings.

FOR JUST \$24.99 A YEAR, SEARS ADVANTAGE MEMBERS RECEIVE:

- Up to \$1,000 in coupon savings throughout the year
- Discounts at Sears partners and affiliates
- A \$5 Sears Cash Card when they join and each year they renew
- A one-year subscription to one of the member-only magazines, *New Outlook* or *Family Outlook* (determined by lifestyle)
- Access to the member-only website featuring special online offers, coupons, recipes and tips
- Regular communication and offers via e-mail

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