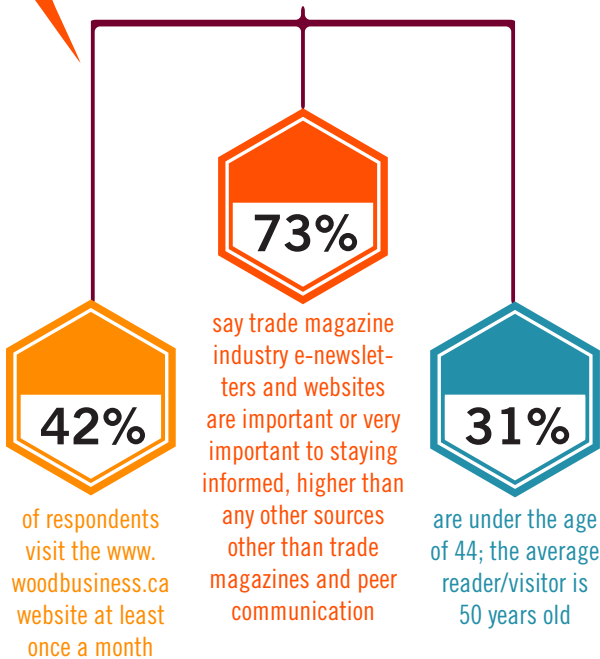


# CFI CANADIAN FOREST INDUSTRIES

MEET OUR COMMUNITY\*

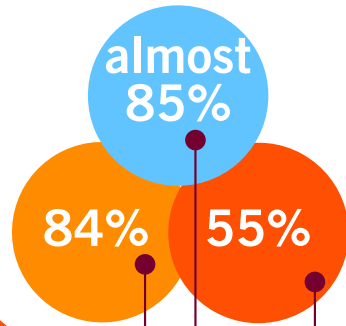
“ CFI is like a set of eyes and ears across the country – the website and enews is like getting a daily newspaper. ”

**+ CONNECTED**



**INFLUENTIAL**

are owners, partners or senior managers, or industry professionals; almost 60% have been in the industry over 20 years



A staggering 55% are actively involved in purchases to \$100,000; 48% to \$500,000; 41% over \$500,000

**OPEN-MINDED**

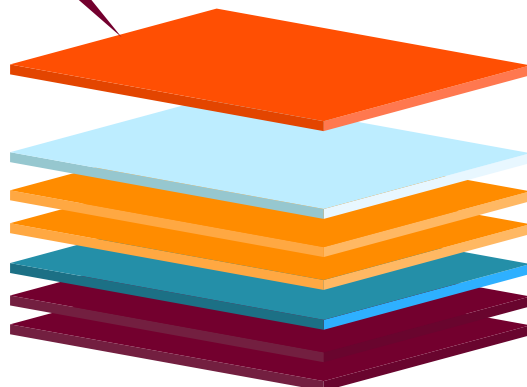


recall having recommended and/or bought something they saw advertised in Canadian Forest Industries

say Canadian Forest Industries is important or very important to keeping up-to-date with their industry

“ Love the magazine – I have it saved on my ipad and share it with over 30 of my team each issue. ”

**WELL READ**



- 83% say trade magazines are important or very important in staying informed
- 75% have read at least 3 of the last 4 issues they received; 64% have read all four
- 63% read their issues cover to cover or “most of the articles”
- 64% say their issue is read by at least two additional people in their operation

\* Based on John Hrycak multi-sector survey performed in October/November 2013. Minimum 10% response rate in each market to be included. Results accurate within +/- 3.2%