

POINTE AU BARIL ISLANDERS'
ASSOCIATION
&
THE OJIBWAY CLUB
2011 YEARBOOK
"DEMOGRAPHICS"

- A combination of the 'Pointe au Baril Islanders' Association' and 'The Ojibway Club' annual Yearbook with lots of keepsake information.
- 1000 copies distributed to member families cottaging and living in the Pointe au Baril area.
- Each copy is read by at least five additional people (readership totals over 5,000) and continuously re-read throughout the season.
- Past issues are kept forever at cottages or homes to be reread by members, families, visitors and guests.
- All members are boat owners.
- All readers shop and use services in the Parry Sound area.
- Most readers travel Highways 400/69 past the Innisfil, Barrie, Waubaushene and Mactier commercial areas.
- All readers shop and use services in the Pointe au Baril area.
- All readers require boat supplies, services, cottage furnishings, repairs, maintenance, etc.