

ADVENTURES & CLASSIFIEDS

Canadian Geographic is the only national magazine in Canada that celebrates our country's natural and human wonders. Adventures and Classified sections offer an opportunity for small businesses and tour operators to reach the same quality market that is available to national advertisers. With Canadian Geographic, you'll reach one of the largest dual audiences in Canada – readers who are early influencers and discriminating decision makers. Offering six regular issues and four Travel issues a year. As added value, every print ad includes a web component.

PUBLISHING SCHEDULE 2011-2012

CG ISSUE	BOOKING DEADLINE	MATERIAL	ON NEWSSTAND (subs. arrive earlier)
Jan/Feb 2011	Nov. 8, 2010	Nov. 13, 2010	Jan 6, 2011
April 2011	Feb. 2, 2011	Feb. 7, 2011	March 24, 2011
June 2011	April 6, 2011	April 11, 2011	May 26, 2011
July/Aug. 2011	May 11, 2011	May 16, 2011	July 7, 2011
Oct. 2011	Aug. 3, 2011	Aug. 8, 2011	Sept. 22, 2011
Dec. 2011	Oct. 5, 2011	Oct. 10, 2011	Nov. 24, 2011
Jan/Feb 2012	Nov. 14, 2011	Nov. 19, 2011	TBD 2012

TRAVEL ISSUE	BOOKING DEADLINE	MATERIAL	ON NEWSSTAND (subs. arrive earlier)
Spring / March	Jan. 12, 2011	Jan. 17, 2011	Feb. 24, 2011
Summer / May	March 2, 2011	March 7, 2011	April 21, 2011
Autumn / Sept.	June 29, 2011	July 2, 2011	Aug. 18, 2011
Winter / Nov.	Sept. 7, 2011	Sept. 12, 2011	Oct 27, 2011

ADVENTURES RATES 2011

SIZE	1X-2X	3X-5X	6X
1/24			\$605
1/12	\$1,380	\$1,050	\$970
1/6	\$2,425	\$2,050	\$1,880

CLASSIFIED ADS

Purchase a 30-word, entry-level classified ad for as little as \$200 (plus GST). Each additional word is \$6.80 (plus GST). Your classified rate also **includes a website listing** for the corresponding issue time period.

Currently, you can place your classified advertisement in any of eight categories: Accommodations, Adventure Travel, Education, Lifestyle, Personals, Products, Real Estate and Wildlife.

TOP-LINE DATA

PMB 2010, ENGLISH ADULTS 18+	
Total Paid Circulation*	190,138
Total Audience**	3,412,000
Readers per Copy (Average)	16.2
Editorial Interest Score (Average)	7.3
Average Time Spent Reading (Min.)	40.9
Reading Occasions per Issue (Average)	2.0
Audience Male/Female Split (1,504,000/1,314,000)	53/47
Average Age	46
Average Household Income	\$80,199
Broad White Collar	1,084,000
Adults 25-54	1,636,000
Adults 18-34	801,000
Adults 25-54/HHI \$75,000+	874,000
Adults 25-54/HHI \$100,000+	593,000

*ABC for the six months ended June 30, 2010
**PMB 2010, English Adults 12 +



MECHANICAL REQUIREMENTS

PHOTOS/DIGITAL ARTWORK/LOGOS

- Electronic files must be supplied as Mac QuarkXPress 7.31 (or earlier), with all support files and fonts included, or PDF/X-1a:2001 compliant.
- Type should be converted to outline when possible (Adobe Illustrator, Macromedia Freehand, CorelDraw).
- Acceptable removable media include CDs and DVDs.
- Compressed files must be saved as self-extracting archives (.sea).
- Contract colour proof must be supplied to guarantee accurate colour reproduction.
- *Canadian Geographic* will not assume responsibility for type reflow or accurate colour reproduction if all necessary fonts, support files or press-ready proofs are not included.
- Coupon ads are not available in ADventures.

ACCEPTABILITY

Copy accepted subject to publisher's approval of display, text and illustrations. *Canadian Geographic* reserves the right to reject inappropriate product advertising or aesthetically displeasing material.

TERMS

Payment must be included with initial order. For subsequent issues, payment must be received within 30 days of billing. If contract is not fulfilled, short rates apply. All rates are net rates. Prices are subject to the addition of 5% Goods and Services Tax, where applicable. Advertising rates quoted do not include GST.

SEND MATERIAL TO:

NEW ADDRESS

Canadian Geographic Enterprises
Mike Elston, Production Manager
1155 Lola Street, Suite 200
Ottawa, ON, K1K 4C1
Fax: 613-744-0947
E-mail: adventures@canadiangeographic.ca

SIZE SPECIFICATIONS

1/6 vertical	2 1/8" W x 4 3/4" H
1/6 horizontal	4 7/16" W x 2 5/16" H
1/12	2 1/8" W x 2 5/16" H
1/24 horizontal	2 1/8" W x 1 1/16" H

FOR INFORMATION, CONTACT:

LISA DUNCAN-BROWN

Toll-free: 1-888-445-0052
Tel: 905-702-0899 Fax: 905-702-0887
E-mail: classified@canadiangeographic.ca

BONUS!

All ADventures clients get a listing with logo in the Tell Me More online directory... plus, your ad with hotlinks on www.canadiangeographic.ca

1/6-page vertical:
2 1/8" W x 4 3/4" H

ACTUAL-SIZE AD SAMPLES

1/12 page:
2 1/8" W x 2 5/16" H



1/6-page horizontal:
4 7/16" W x 2 5/16" H



1/24-page horizontal:
2 1/8" W x 1 1/16" H

