

2010 RATES AND SCHEDULE



AD UNIT	ENGLISH				FRENCH			
	1X	2X	3X	4X	1X	2X	3X	4X
Double Page Spread	\$6,800	\$6,392	\$6,120	\$5,916	\$2,720	\$2,557	\$2,448	\$2,366
1/2 Double Page Spread	\$4,160	\$3,910	\$3,744	\$3,619	\$1,664	\$1,564	\$1,498	\$1,448
1 Page	\$4,000	\$3,760	\$3,600	\$3,496	\$1,600	\$1,504	\$1,440	\$1,398
1/2 Page	\$2,640	\$2,482	\$2,376	\$2,297	\$1,056	\$993	\$950	\$919
1/3 Page	\$2,000	\$1,880	\$1,800	\$1,740	\$800	\$752	\$720	\$696
1/4 Page	\$1,800	\$1,692	\$1,620	\$1,566	\$720	\$677	\$648	\$626
COVERS AND PREMIUM POSITION								
Inside Front	\$5,200	\$4,888	\$4,680	\$4,524	\$2,080	\$1,955	\$1,872	\$1,810
Inside Back	\$5,200	\$4,888	\$4,680	\$4,524	\$2,080	\$1,955	\$1,872	\$1,810
Back Page	\$6,000	\$5,640	\$5,400	\$5,220	\$2,400	\$2,256	\$2,160	\$2,088
Inside Front DPS	\$7,840	\$7,370	\$7,056	\$6,821	\$3,136	\$2,948	\$2,822	\$2,728
Inside Back DPS	\$7,520	\$7,069	\$6,768	\$6,542	\$3,008	\$2,828	\$2,707	\$2,617
OUTSERTS AND BLOW-INS								
Polybag Outsert (4 max)	\$6,400				\$2,080			
Blow-In (2 max)	\$3,560	\$3,346	\$3,204	\$3,097	n/a	n/a	n/a	n/a
Stitch-In	\$5,200	\$4,888	\$4,680	\$4,524	\$1,840	\$1,730	\$1,557	\$1,354
Tip-In	\$8,800	\$8,272	\$7,920	\$7,656				

*ALL RATES ARE NET RATES

ADVERTISING DEADLINES

ISSUES	SPRING	SUMMER	FALL	WINTER
Booking	19-Mar-2010	14-May-2010	16-Jul-2010	22-Oct-2010
Ad Submission	2-Apr-2010	28-May-2010	30-Jul-2010	5-Nov-2010
Blow-in or Outsert	19-Apr-2010	14-Jun-2010	16-Aug-2010	22-Nov-2010
Mail Date	3-May-2010	28-Jun-2010	30-Aug-2010	6-Dec-2010
Distribution	42,000	60,000	60,000	42,000
Polybag		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Mail Drop	Canada	Canada	Canada	Canada & US

BLOW-IN AND OUTSERT SPECIFICATIONS

ISSUES	MIN SIZE	MAX SIZE	STOCK
Blow-in	3" x 4"	6" x 6"	Min 100lbs
Outsert	3" x 4"	8 3/8" x 10 7/8"	Any Stock

Dates Subject To Change
US\$ PRICING