



WHAT'S HIS

MEDIA KIT  
2004-2005



what's  
hers

# What Magazine presents...

There has never been a better time to reach

# Canadian teens...



- There are now 3.2 million Canadians between 12-19 years old.
- At the end of 2003, teenagers earned on average \$156 per week and 80% earned it by working.
- On average, teenage girls spent \$120 per week, the majority on clothes and beauty products.

... and no more effective means than **What's HERS** and **What's HIS!**

- Magazine advertising produces a higher return on investment than other media studied. (Source: MPA)
- Consumers trust and believe the advertising in magazines more than in other media.
- Magazines are the medium most tailored to readers' interests and provide the most relevant information.

# WHAT'S hers



**What's HERS** entertains with the latest teen trends, health tips and star buzz in addition to offering real, thought-provoking articles that inform and inspire the fascinating young women of tomorrow... **just as they keep inspiring us.**

- **Engages** readers with provocative and relevant content written in a conversational manner about personal, peer, community and global issues.
- **Entertains** with exclusive interviews with the biggest stars of TV, movie and music plus fun diversions and interactive quizzes.
- **Educates** on the latest from the style culture: health, beauty and fashion.
- **Encourages** readers to be the best they can be with inspiring, first-person stories from real Canadian teens just like them along with new DIY ideas, opportunities and things to try.
- **Empowers** teens' own unique sense of self, so they're ready to take on the world when the time comes.

girl meets world.

world meets girl.

# WHAT'S hers



## REGULARS

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herStart

**Table of Contents**

herSay

**Letters & Submissions** (readers' poetry, questions)

herStyle

**New products**

Fashion, health & beauty; contests/giveaways

herSpace

**Diversions**

Gossip & Hollywood; quizzes; streeter polls; DIY things to try

herSked

**Pull-out monthly calendar**

herSpotlight

**Movie/Music/TV star interviews**

herStory

**First-person profile** of a real Canadian teen's accomplishment

## FEATURES

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1-3 articles of "substance," not entertainment-related (i.e. social issues, college/career, relationships/lifestyle, current events).

## EDITORIAL PLANNER

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ISSUE

THEME

Fall '04..... Make the most of the year ahead  
**Release:** September 10th

Holiday '04..... Seasonal celebrating; gift giving  
**Release:** November 19th

Spring '05..... Movie & music blockbusters  
**Release:** February 22nd

School's Out '05..... Summertime fun  
**Release:** April 29th

Back to School '05..... Trendwatching  
**Release:** August 5th  
(retail distribution)



WHAT'S  
hers

The title 'WHAT'S hers' is displayed in a stylized font. 'WHAT'S' is in a bold, green, sans-serif font, while 'hers' is in a large, white, serif font with a drop shadow. The text is surrounded by four decorative flowers: a blue flower with a yellow center, a purple flower with a light blue center, and two pink flowers with yellow centers.



On average, **teenage girls** spend  
**\$120 per week**, the majority on  
**clothes** and **beauty** products.



# WHAT'S HIS



**What's HIS** satisfies a teen guy's craving for all things cool – amped, jacked and action-packed. Combining **in-the-now pop culture** with **relevant editorial**, we deliver everything today's guy needs to have leverage in music, school, work and sports.

**What's HIS** goes beyond soliciting the opinions of its teen target audience to **INVOLVE** Canadian teens in the creation of our editorial departments, features and content. **What's His** not only entertains and informs its readers, but reflects and celebrates their ideals, interests and achievements.

**Amped, Jacked and Action-Packed**

## Regulars

### **Giv'Er**

Streeters/Polls/Roundtable/Stats/Calendars

### **Will it Suck?**

Teens cut through the hype of upcoming movies, games, CDs and give their real opinion.

### **ChickMagnet**

The girl we're drawn to this month... and what a guy can learn from her.

### **Tab A/Slot B**

How-to's.

### **Level 4**

The latest in gaming releases and cool tech stuff!

### **The Hookup**

Gadgets, games, styling products, contests/giveaways.

### **Busted/Ambushed!**

Readers send in candid shots of their pals, and we critique them.

## Features

1-3 articles of "substance," not entertainment-related (i.e. social issues, college/career, relationships/lifestyle, current events ).

# WHAT'S SICK





WHAT'S HOT

EDITORIAL  
PLANNER

## ISSUE

## THEME

- Fall '04** ..... Compendium of Cool trends for the year ahead  
Hockey Faceoff  
**Release:** September 10th
- Holiday'04** ..... Holiday Gift Guide/Gaming and Tech Spotlight  
**Release:** November 19th
- Spring'05** ..... Movie & Music Blockbusters/Basketball  
**Release:** February 22nd
- School's Out '05** ..... Summer Job Hunt Career Advice/Extreme  
Summer Sports  
**Release:** April 29th
- Back to School '05** ..... The Entertainment issue  
**Release:** August 5th  
(retail distribution)

At the end of 2003, teenagers earned on average  
**\$156 per week** and **80%** earned it by working.





# Here it is in Black and White.

## Reader Comments:

“Each page has its own personality and vibrant colours. The information in the articles are quite diverse.”

– **S.M., reader**

“You guys have covered a lot of issues concerning youth today. Keep up the good work!”

– **J.P, reader**

“The more Canadian talent that you showcase the better. I totally love what you’re doing regarding Canadian music artists.”

– **S.S., reader**

## Teacher Comments:

“It’s been used to stimulate discussion and debate. Our students look forward to each new issue.”

– **W.P., Onoway, AB**

“The media classes love the movie articles, like best teen movies, best scary movies!”

– **A.G., Scarborough, ON**

“The articles are geared so well to youth. Many teachers use class sets. Great product!!”

– **B.S., Fredericton, NB**

“Excellent, interesting, pertinent.”

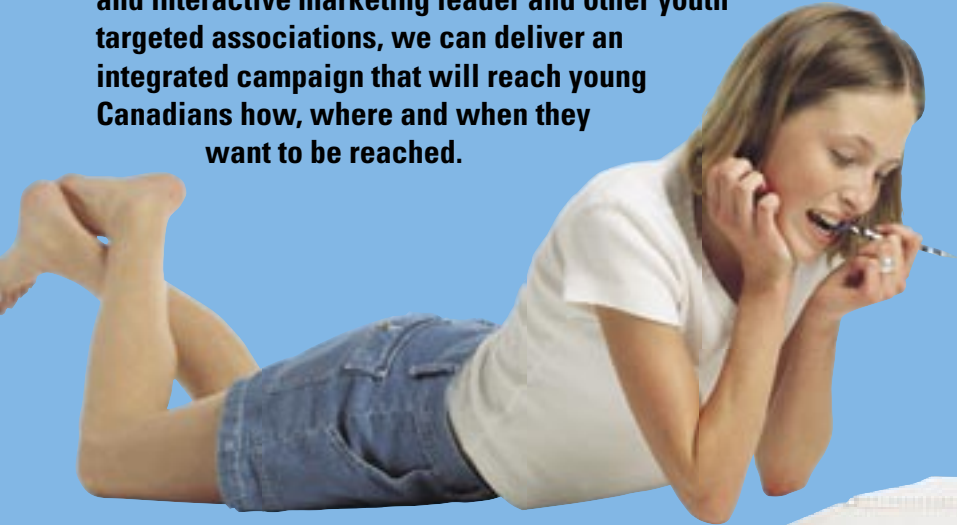
– **S.S., Arichat, NS**

# We'll HOOK YOU UP!



**What's Hers and What's His, along with our youth marketing company What Promotions, can help you zero-in on your target.**

**Thanks to our strategic alliances with dynamic retailers, a digital and interactive marketing leader and other youth targeted associations, we can deliver an integrated campaign that will reach young Canadians how, where and when they want to be reached.**



## Our Partners and Services include:

- In-store promotions and sampling programs through our entertainment and fashion retailers, including Stitches, Sirens and Urban Planet retail locations totaling 200 stores across Canada.
- In-school promotions and pre-approved sampling programs to schools across Canada.
- Sampling and event marketing at video dance parties across Canada.
- SMS (Text Messaging) and Web campaigns.
- Partnership with Cable in the Classroom and their 27 affiliate networks. Some of these networks include MuchMusic, Musique Plus, YTV, The Discovery Channel, The Learning Channel and TSN to name but a few.
- Partnership with national entertainment company with a youth-targeted TV and radio network across Canada.
- What Promotions creates, designs and implements promotional and sampling programs in-school and through retail partners.
- **We offer full turn-key services provided from concept to creative to execution!**

## PROMOTIONS

### 1) Client: 20th Century Fox Entertainment

Campaign: First Daughter for a Day Contest  
Readers wrote, emailed or visited Stitches/Sirens/Urban Planet stores for a chance to win a fabulous shopping spree and other fantastic prizes.

### 2) Client: Elections Canada

Campaign: Your Vote, Your Voice  
Teachers and students were challenged to find a creative way to share their thoughts about voting and encourage their peers to get involved in Canada's electoral process.

### 3) Client: Rogers AT&T Wireless

Campaign: Me and My ID  
Students were invited to submit an original creation (poem, painting, essay, video, etc.) that reflected their own identity for a chance to win a \$10,000 scholarship.

### 4) Client: PepsiCo Inc.

Campaign: Pepsi Kicks Back with Nickelback  
Readers wrote, called and mailed their entries in for an amazing opportunity to see Canada's #1 rock band in concert.

## INTERACTIVE WEB PROMOTIONS

### Client: University of Lethbridge

Campaigns: Go Figure and Go Figure 2  
Students deciphered intricate computer-math codes to become eligible to win a computer science scholarship.



### Client: CanWest Global/AllCanadianSport.ca

Campaign: Hoopz  
Hundreds of high schools played a virtual basketball game via a high-tech Web site.



**Magazine** advertising produces a **higher return** on investment than other **media studied**. (Source: MPA)



There are **now**  
**3.2 million**  
**Canadians**  
between 12-19 years old.



### **Cordon Bleu Meatballs Pasta Day Sampling Program**

Trial sampling of 75,000  
units in Ontario schools.  
Success of program  
resulted in over 81,000  
units being sampled.

## **SAMPLING PROGRAMS**

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- In-School and Retail Sampling
- Pre-approved sampling program reaching nearly 500,000 youth
- Participating schools complete a Sample Product Survey
- Samples distributed in class by the school representative
- Can sample individual units or multi-packs
- Can distribute product brochures, stickers, coupons, etc. with samples
- Sampling programs are delivered on a national or regional basis
- Contest overlay option available

Your imagination is the only limit when it comes to planning and executing an effective in-school and /or retail sampling program. We have successfully delivered and distributed a wide range of products in Canadian high schools and retailers, from chewing gum and canned pasta & meatballs (yes!) to feminine hygiene products and retail discount cards.

## OTHER SAMPLING VENUES

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### Retail Fashion

With our retail partners, What Promotions can do sampling, contests and other promotional activity. In store. P.O.P. includes posters, danglers, counter cards, tear-off ballot pads and more!

### Retail Music

Promotional opportunities include but are not limited to in-store sampling, promotions, contests, P.O.P., etc.

### Event Marketing

What promotions can deliver your product samples and promotional materials directly to youth at teen-friendly events and/or at schools.

### Canadian Student Leadership Conference (CSLC)

The CSLC is an annual convention, attracting student leaders to discuss school and societal cultures, world opportunities and leadership qualities. As a sponsor of the conference, What staff can do sampling at the conference on your client's behalf.



“**Thank** you for making  
me more **alert** and aware  
of **what** goes on around  
me. **YOU ROCK!**”  
- Tianna, 17

**ADVERTISING RATES AND INFORMATION**  
**EFFECTIVE JUNE 1, 2004 (FOUR COLOUR) (NET RATES)**



**CIRCULATION:**

**180,000**

Regional advertising available in select areas; rates upon request.

• Black and White rates - less 15% • Business Reply Cards, Inserts, Outserts, Sampling and Polybagging - Rates available upon request.

<b>AD SIZE</b>	<b>1 X</b>	<b>3 X</b>	<b>5 X</b>
<b>DPS</b>	\$17,490.00	\$15,740.00	\$13,990.00
<b>1/2 DPS</b>	\$11,375.00	\$10,240.00	\$9,100.00
<b>FULL</b>	\$9,750.00	\$8,775.00	\$7,800.00
<b>2/3 PAGE</b>	\$8,340.00	\$7,505.00	\$6,670.00
<b>1/2 PAGE</b>	\$6,380.00	\$5,740.00	\$5,105.00
<b>1/3 PAGE</b>	\$4,350.00	\$3,915.00	\$3,480.00
<b>IFC/IBC</b>	\$10,920.00	\$9,830.00	\$8,735.00
<b>OBC</b>	\$12,440.00	\$11,195.00	\$9,950.00

**ADVERTISING RATES AND INFORMATION**  
**EFFECTIVE JUNE 1, 2004 (FOUR COLOUR) (NET RATES)**

<b>AD SIZE</b>	<b>1 X</b>	<b>3 X</b>	<b>5 X</b>
<b>DPS</b>	\$11,220.00	\$9,995.00	\$8,975.00
<b>1/2 DPS</b>	\$7,275.00	\$6,545.00	\$5,820.00
<b>FULL</b>	\$6,255.00	\$5,630.00	\$4,995.00
<b>2/3 PAGE</b>	\$5,225.00	\$4,695.00	\$4,180.00
<b>1/2 PAGE</b>	\$4,030.00	\$3,625.00	\$3,225.00
<b>1/3 PAGE</b>	\$2,990.00	\$2,690.00	\$2,390.00
<b>IFC/IBC</b>	\$6,970.00	\$6,270.00	\$5,575.00
<b>OBC</b>	\$7,615.00	\$6,855.00	\$5,995.00



**CIRCULATION:**  
**100,000**

Regional advertising available in select areas; rates upon request.  
 • Black and White rates - less 15% • Business Reply Cards, Inserts, Outserts, Sampling and Polybagging - Rates available upon request.

# COMBO RATES

ADVERTISING RATES AND INFORMATION  
EFFECTIVE JUNE 1, 2004 (FOUR COLOUR) (NET RATES)



CIRCULATION:

**280,000**

Regional advertising available in  
select areas; rates upon request •  
Black and White rates - less 15%  
• Business Reply Cards, Inserts,  
Outserts, Sampling and Polybagging  
- Rates available upon request.

AD SIZE	1X	3X	5X
DPS	\$25,550.00	\$22,895.00	\$20,435.00
1/2 DPS	\$16,595.00	\$14,940.00	\$13,275.00
FULL	\$14,245.00	\$12,810.00	\$11,385.00
2/3 PAGE	\$11,990.00	\$10,855.00	\$9,655.00
1/2 PAGE	\$9,265.00	\$8,335.00	\$7,410.00
1/3 PAGE	\$6,530.00	\$5,875.00	\$5,225.00
IFC/IBC	\$15,920.00	\$14,330.00	\$12,735.00
OBC	\$17,845.00	\$15,995.00	\$14,190.00



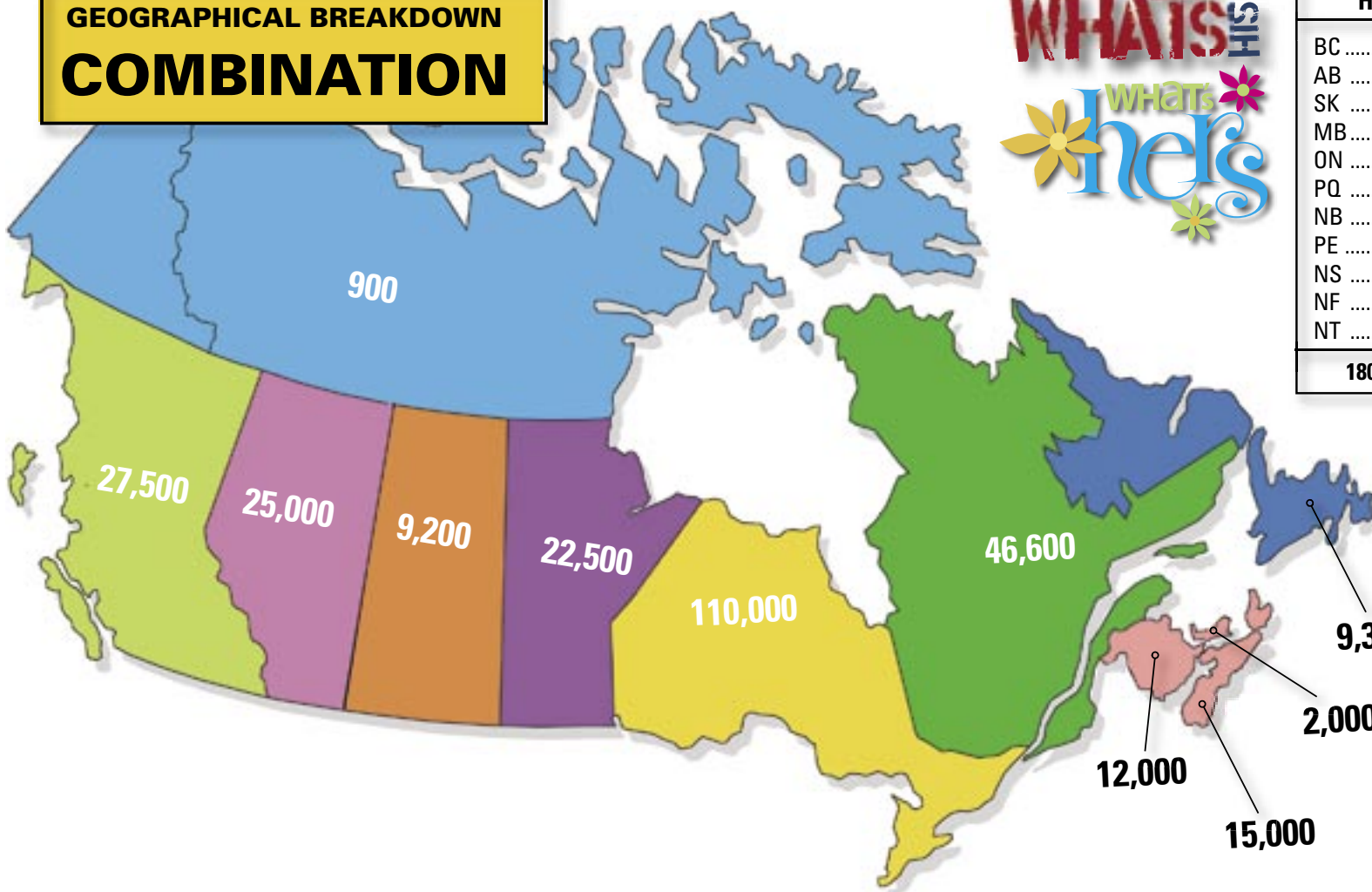


# DEADLINES

ISSUE	MATERIAL CLOSING	SPACE CLOSING	IN SCHOOLS
Fall 2004	August 20	August 13	September 10
Holiday 2004	October 22	October 15	November 19
Spring 2005	February 1	January 24	February 22
School's Out 2005	April 1	March 24	April 29
Back to School 2005	July 8	June 30	August 5
Fall 2005	August 12	August 5	September 9
Holiday 2005	October 21	October 14	November 18



**GEOGRAPHICAL BREAKDOWN  
COMBINATION**



HERS		HIS	
BC .....	17,000	BC .....	10,500
AB .....	15,800	AB .....	9,200
SK .....	5,600	SK .....	3,600
MB .....	14,400	MB .....	8,100
ON .....	71,000	ON .....	39,000
PQ .....	31,100	PQ .....	15,500
NB .....	7,900	NB .....	4,100
PE .....	1,200	PE .....	800
NS .....	9,700	NS .....	5,300
NF .....	5,800	NF .....	3,500
NT .....	500	NT .....	400
<b>180,000</b>		<b>100,000</b>	

SCHOOLS PER PROVINCE	
BC .....	160
AB .....	148
SK .....	64
MB .....	122
ON .....	507
PQ .....	155
NB .....	50
PE .....	7
NS .....	73
NF .....	47
NT .....	6
<b>1,339</b>	

# HERS & HIS MECHANICALS

## FILE FORMATS

**WHAT'S HERS** and  
**WHAT'S HIS**  
magazines use the CTP  
(computer to plate)  
process, A.K.A. direct to plate.

## MECHANICALS

Printed sheet fed offset; saddle stitched

**TRIM SIZE:** 7.875" x 10.75" (+ .125" bleed)

**TYPE SAFETY:** 1/4" in on all sides

**LINE SCREEN:** 120 lpi

**COLOUR:** 4 colour process (CMYK)

**PLATFORM:** Macintosh

For up-to-date file submission information please go to our website:  
[WWW.WHATPUBLICATIONS.COM/MEDIAKIT/CORPORATE.PDF](http://WWW.WHATPUBLICATIONS.COM/MEDIAKIT/CORPORATE.PDF)

Accepted File Formats: We accept PDF files for advertising submissions. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

- PDF files should be sent on a CD-ROM
- All High-resolution images and fonts must be embedded when the PDF file is saved
- Only use Type 1 Fonts - No TrueType fonts or Font Substitutions
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 230 and 400 dpi.
- Total area density should not exceed SWOP 300% TAC
- No RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images
- All required image trapping must be included in the file(s)
- Right Reading, Portrait Mode, 100% Size, No Rotations
- Standard Trim, Bleed and Center Marks in all separations, 1/4" outside Trim (No marks included in the "live" image area)
- Include maximum dimensions, including all Marks, Color Bars, and Agency info: Trim Size (single page): 7.875" x 10.75" (add .125" bleed)
- Also include a printed proof (colour preferred) which represents the final digital file
- Naming Conventions: Please keep your file names to 9 characters or less whenever possible, do not use extra characters. (ie: !@#\$%^&\*)

DPS	15 3/4" x 10 3/4"
1/2 DPS	15 3/4" x 5 1/4"
Full Page	7 7/8" x 10 3/4"
2/3 Page	4 11/16" x 10 3/4" (vertical) 7 7/8" x 7" (horizontal)
1/2 Page	3 13/16" x 10 3/4" (vertical) 7 7/8" x 5 1/4" (horizontal)
1/3 Page	2 7/16" x 10 3/4" (vertical) 4 7/8" x 4 7/8" (square) No bleed required



**\*PLEASE ADD 1/8" BLEED AROUND YOUR MATERIAL, EXCEPT WHERE NOTED.**

**Please forward all advertising material (digital data, colour proofs, instructions etc.) to:**

**Production Manager  
What Publishers Inc.  
108-93 Lombard Avenue  
Winnipeg, Manitoba  
R3B 3B1**

**Or e-mail to: Geoff Yuen  
Senior Designer  
g.yuen@m2ci.mb.ca**

**QUESTIONS? PLEASE CALL GEOFF YUEN AT (204) 985-8171**

**HERS & HIS  
MECHANICALS**



# To reach the youth market we're what you need



**Check Out:** [www.whatshers.com](http://www.whatshers.com)  
[www.whatshis.com](http://www.whatshis.com)

**FOR INFO ON MAGAZINE  
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SALES,  
PROMOTIONS AND  
SAMPLING PROGRAMS,  
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