



THE WALRUS

MEDIA KIT 2010

Publication Overview

The Walrus is Canada's leading national magazine of ideas—a general interest publication that informs and engages influential readers by offering sophisticated, in-depth journalism on topics ranging from politics and the economy to technology and the arts. *The Walrus* also entertains: fiction, poetry, visual art, and a wry sense of humour reward readers seeking a lively literary experience.

The Walrus enters its seventh year with a paid circulation of 60,000 which is a remarkable achievement. We have attracted readers who are highly educated, affluent, and difficult to reach through mainstream media. They are community-minded opinion leaders who appreciate intelligent and thought-provoking long-form journalism and investigative reporting.

The Walrus Foundation, which publishes *The Walrus*, hosts conferences and charitable, non-profit seminars, sponsors literary events across Canada, and runs first-rate editorial and art internship programs.

Through all of these activities, our mandate is to inform, educate, and encourage discussion and debate on issues of importance to Canadians.

The Walrus is building a community of opinion leaders and creating a forum for discussing Canada and its place in the world. We invite you to participate in this mission.

Editorial Overview

NEWSSTAND CATEGORY:

News, Business & General Interest
10 issues per year

The Walrus is a forum for the best Canadian and international writers and artists:

POLITICS & SOCIETY

Michael Adams
Joan Bryden
Deborah Campbell
Ron Graham
Allan Gregg
Susan Harada
Mark Kingwell
J. B. MacKinnon
Roger Martin
Marci McDonald
Chris Turner
John Vaillant

ARTS & CULTURE

Marianne Ackerman
Wendy Dennis
Charles Foran
Don Gillmor
Adam Gopnik
Pico Iyer
Marni Jackson
Pasha Malla
Hal Niedzviecki
Adam Sternbergh
Timothy Taylor

FICTION & POETRY

Margaret Atwood
Joseph Boyden
Dionne Brand
Leonard Cohen
Douglas Coupland
Helen Humphreys
Wayne Johnston
Lisa Moore
Miriam Toews
Michael Winter

PHOTOGRAPHY

Edward Burtynsky
Eamon Mac Mahon
Lana Šlezić
Larry Towell

ILLUSTRATION

Bruce McCall
Graham Roumieu
Seth
Jillian Tamaki

DESIGN

Bruce Mau

Since launching in 2003, *The Walrus* has won more awards than any other Canadian periodical:

2009 NATIONAL MAGAZINE AWARDS

Five Gold, One Silver

2009 UTNE INDEPENDENT PRESS AWARD

Best Writing



2008 NATIONAL MAGAZINE AWARDS

Six Gold, Four Silver

ARTHUR KROEGER COLLEGE OF PUBLIC AFFAIRS

Award for Public Discourse

2007 NATIONAL MAGAZINE AWARDS

Magazine of the Year, Six Gold, Ten Silver

2006 NATIONAL MAGAZINE AWARDS

Fourteen Gold, Three Silver

2006 CANADIAN ASSOCIATION OF JOURNALISTS

Photojournalism Award

2005 NATIONAL MAGAZINE AWARDS

Four Gold, Two Silver

2005 UTNE INDEPENDENT PRESS AWARD

Best New Title

Demographics

TOP LINE INFORMATION

| AGE | WALRUS | CANADA | INDEX |
|------------|--------|--------|-------|
| 15 – 24 | 7 % | 16 % | 43 |
| 25 – 34 | 25 % | 17 % | 151 |
| 35 – 44 | 23 % | 18 % | 126 |
| 45 – 54 | 18 % | 19 % | 95 |
| 55 – 64 | 15 % | 14 % | 107 |
| 65 + | 12 % | 16 % | 73 |
| Median Age | 41 | 43 | 95 |

GENDER

| | | | |
|--------|------|------|-----|
| Male | 62 % | 49 % | 127 |
| Female | 38 % | 51 % | 75 |

HOUSEHOLD INCOME

| | | | |
|-------------|----------|----------|-----|
| Average HHI | \$82,000 | \$65,134 | 126 |
| HHI \$100k+ | 31 % | 18.1 % | 171 |

EDUCATION

| | | | |
|----------------------|--------|--------|-----|
| Undergraduate Degree | 81.5 % | 16.9 % | 482 |
| Graduate Degree | 43 % | 5.2 % | 827 |

HOME OWNERSHIP

| | | | |
|-------------|--------|--------|-----|
| Home Owners | 73.6 % | 60.9 % | 121 |
|-------------|--------|--------|-----|

SOURCES

2008 mail-in reader survey, sample size 1,053; MapInfo Corporation 2005;
Statistics Canada 2007

Consumer Habits

Walrus readers tend to be frequent travellers, heavy readers, and wine & scotch drinkers. They are culturally sophisticated and socially active, an urban and urbane audience with money to invest in worthy causes, quality products, and enriching experiences.

Likely to invest in or purchase over the next twelve months:

| | |
|---------------------------------|------|
| Travel | 78 % |
| Charitable Donations | 70 % |
| Furniture | 64 % |
| Consumer Electronics | 64 % |
| Education | 57 % |
| Home Renovations | 51 % |
| Health Care Products & Services | 50 % |
| Financial Products | 38 % |
| New Automobile | 21 % |

Travelled by air in the past twelve months:

| | |
|-----------------|------|
| Within Canada | 61 % |
| Internationally | 57 % |

Cultural activities accessed in the past month:

| | |
|-----------------------|----------|
| Restaurant | 95 % (5) |
| Movie | 70 % (3) |
| Art Gallery or Museum | 64 % (3) |
| Music Concert | 77 % (2) |
| Live Theatre | 66 % (1) |

Parentheses denote average visits

Purchased in the past six months:

| | |
|-------|----------|
| CDs | 84 % (3) |
| Books | 98 % (7) |

Parentheses denote average purchases

Consumed in the past week:

| | |
|---------|----------|
| Wine | 77 % (5) |
| Beer | 64 % (4) |
| Spirits | 51 % (2) |

Parentheses denote average glasses consumed

Spirits preferred:

| | |
|--------|------|
| Scotch | 26 % |
| Vodka | 15 % |
| Gin | 13 % |

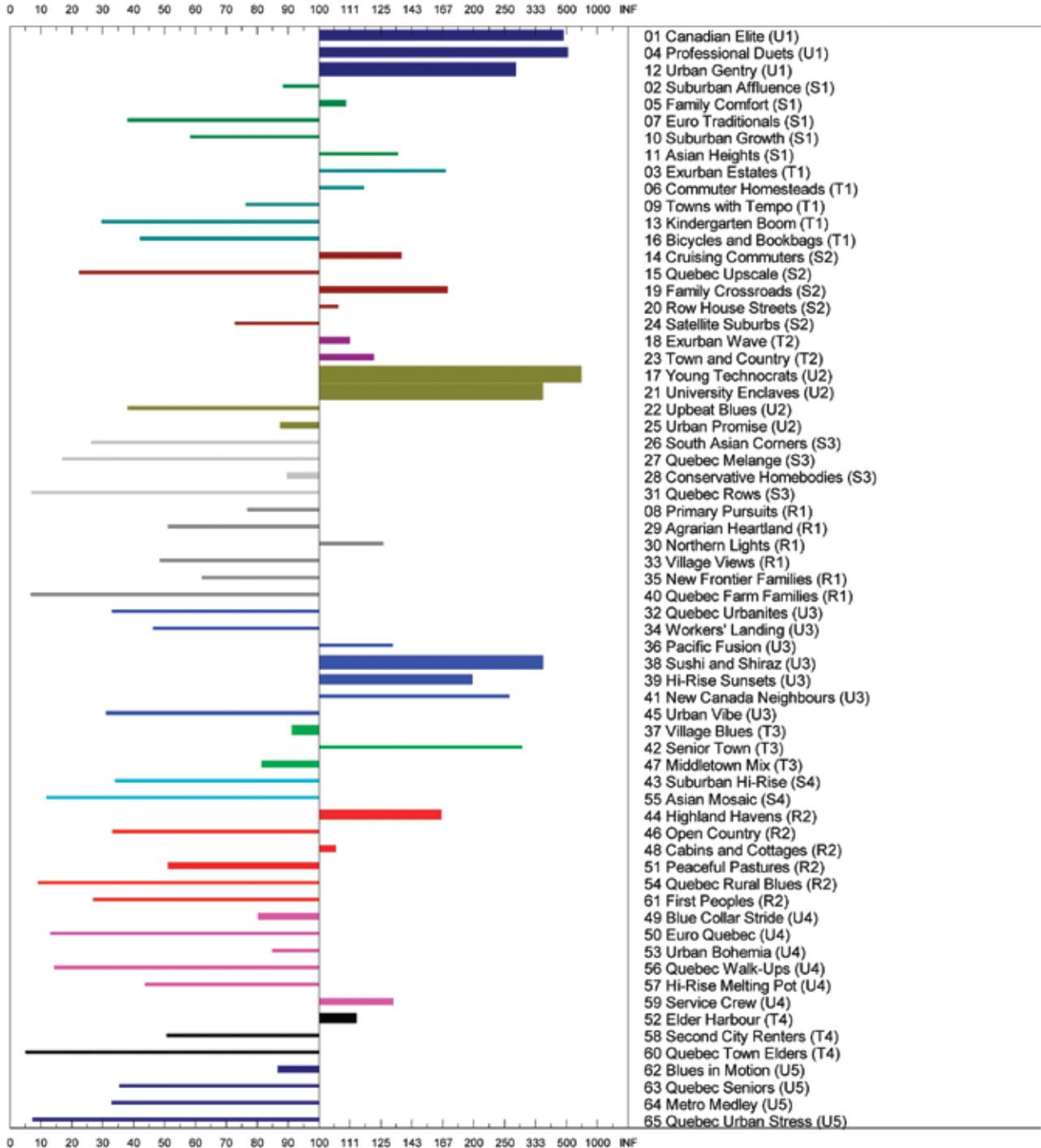
Financial products owned:

| | |
|-------------------|------|
| Mutual Funds | 55 % |
| Stocks & Equities | 39 % |
| GICs & Bonds | 31 % |

Advantage Two-Profile Bar Chart



The Walrus Customers vs. Canada



First 66 clusters are shown
 Copyright © 2005 by MapInfo Corporation
 PSYTE Canada Advantage is a trademark of MapInfo Canada.

SOURCE:
 MapInfo Corporation

PSYTE Cluster Profile

A PSYTE cluster profile of subscriber postal codes conducted in December 2005 found that *Walrus* readers tend to be concentrated in the urban clusters that index highest for income, education, and MOPES. Ranked according to index, the clusters *The Walrus* reaches best are:

YOUNG TECHNOCRATS (*Walrus Index 658*)

Young urban professionals, high index for university degree, HHI \$100k+, and employment in cultural and information industries.

| | CLUSTER | CANADA | INDEX |
|-------------------|----------|----------|-------|
| Median Age | 36.9 | 39 | 95 |
| Average HHI | \$82,336 | \$65,134 | 126 |
| HHI \$100k+ | 36.6 % | 18.1 % | 213 |
| University Degree | 38.6 % | 16.9 % | 228 |

PROFESSIONAL DUETS (*Walrus Index 512*)

Double-income, no kids, highest index for university with degree, and high index for HHI \$100k+, and professional and managerial employment.

| | CLUSTER | CANADA | INDEX |
|-------------------|-----------|----------|-------|
| Median Age | 39.7 | 39 | 101 |
| Average HHI | \$131,638 | \$65,134 | 202 |
| HHI \$100k+ | 49.9 % | 18.1 % | 276 |
| University Degree | 53.9 % | 16.9 % | 319 |

CANADIAN ELITE (*Walrus Index 477*)

The wealthiest 0.7% of Canadian households with the highest index for household income, and professional and managerial employment.

| | CLUSTER | CANADA | INDEX |
|-------------------|-----------|----------|-------|
| Median Age | 41.9 | 39 | 107 |
| Average HHI | \$250,776 | \$65,134 | 385 |
| HHI \$100k+ | 62.4 % | 18.1 % | 345 |
| University Degree | 52.5 % | 16.9 % | 311 |

SOURCE

MapInfo Corporation, PSYTE Cluster Profile, *Walrus Magazine Customers vs. Canada*, December 2005

SUSHI & SHIRAZ (*Walrus Index 363*)

Young urban professionals, high index for university with degree, and employment in arts, culture, and entertainment industries.

| | CLUSTER | CANADA | INDEX |
|-------------------|----------|----------|-------|
| Median Age | 35.8 | 39 | 92 |
| Average HHI | \$61,118 | \$65,134 | 94 |
| HHI \$100k+ | 19.6 % | 18.1 % | 108 |
| University Degree | 42.3 % | 16.9 % | 250 |

UNIVERSITY ENCLAVES (*Walrus Index 362*)

Campus neighborhoods, average HHI of \$73k reflects the bi-polar range of students and professors.

| | CLUSTER | CANADA | INDEX |
|-------------------|----------|----------|-------|
| Median Age | 37.9 | 39 | 97 |
| Average HHI | \$73,459 | \$65,134 | 113 |
| HHI \$100k+ | 26.6 % | 18.1 % | 147 |
| University Degree | 32 % | 16.9 % | 189 |

URBAN GENTRY (*Walrus Index 275*)

Financially secure households with a conservative lifestyle, and high index for business, finance, administrative, and sales employment.

| | CLUSTER | CANADA | INDEX |
|-------------------|----------|----------|-------|
| Median Age | 43.4 | 39 | 111 |
| Average HHI | \$95,587 | \$65,134 | 147 |
| HHI \$100k+ | 41.5 % | 18.1 % | 229 |
| University Degree | 31.3 % | 16.9 % | 185 |

Readership Habits

Walrus readers spend time with the magazine—they read it thoroughly, discuss what they read, and recommend the magazine to others. Word of mouth is the principal driver of circulation growth.

How would you describe your first impression of *The Walrus*?

| | |
|-----------|--------|
| Excellent | 66.0 % |
| Good | 31.7 % |

Where did you first hear of *The Walrus*?

| | |
|--------------------------------|--------|
| Word of mouth | 25.6 % |
| Newsstand | 21.6 % |
| Promotion in newspaper or mail | 15.6 % |
| Media coverage | 11.6 % |

What do you think of the editorial content?

| | |
|-------------------------------------|--------|
| Excellent. I read it cover-to-cover | 23.1 % |
| Very good. I read most articles | 57.8 % |

The Walrus has set out to cover national and international stories from a Canadian perspective. What do you think of this mission?

| | |
|---------------------|--------|
| Extremely important | 66.3 % |
| Important | 29.1 % |

What do you think about the magazine's commitment to long-form & investigative journalism?

| | |
|---------------------|--------|
| Extremely important | 64.8 % |
| Important | 33.2 % |

Do you find the advertising to be?

| | |
|-------------------------------------|--------|
| Interesting and attractive | 11.6 % |
| An accepted part of the publication | 84.9 % |

How many people read your copy of *The Walrus*?

| | |
|--------------|--------|
| One | 22.6 % |
| Two | 42.7 % |
| Three | 24.1 % |
| Four or more | 10.5 % |

How often do you pick up the same issue of *The Walrus*?

| | |
|---------------------|--------|
| Three to five times | 58.8 % |
| Six times or more | 27.6 % |

How does *The Walrus* impact your social relationships?

| | |
|------------------------------------------------|--------|
| I discuss the magazine with family and friends | 75.9 % |
| I would like others to know and read it | 25.1 % |
| By reading it I feel I belong to a community | 20.1 % |

Would you recommend *The Walrus* to a friend?

| | |
|-----------------|--------|
| I already have! | 57.3 % |
| Certainly | 41.2 % |

What other publications do you read regularly?

| | SUBSCRIBE | READ MOST ISSUES |
|-------------------|-----------|------------------|
| Globe and Mail | 15 % | 21 % |
| Macleans | 10 % | 5 % |
| Toronto Star | 7 % | 8 % |
| National Post | 4 % | 5 % |
| TIME | 2 % | 2 % |
| Canadian Business | 1 % | 2 % |

SOURCE

Mail-in Reader Survey, May 2008, sample size 1,053

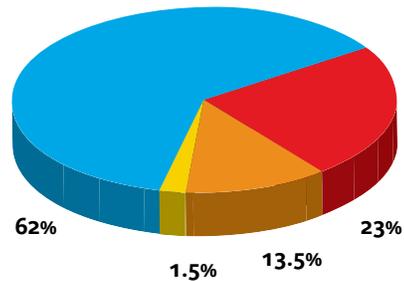
Circulation

The Walrus is committed to building paid circulation. Paid circulation is the best measure of our value to readers and guides us in shaping an editorial package of the highest quality and greatest relevance.

Paid circulation is also the best measure of our value for advertisers, offering certainty that your media investment will have a return.

GUARANTEED RATE BASE OF 60,000

| | | |
|-----------------|--------|--------|
| Subscribers | 38,000 | 62 % |
| Newsstand | 14,400 | 23 % |
| Bulk & Sampling | 7,600 | 13.5 % |
| Comp List | 1,000 | 1.5 % |
| Total | 61,000 | 100 % |

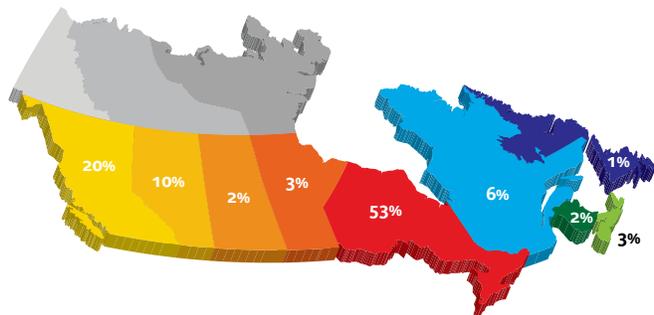


BULK & SAMPLING DETAILS

5,600 copies distributed via Air Canada 1,000 copies distributed via Walrus-sponsored events
 1,000 copies distributed via hotel partner * based on Dec 2008/Jan 2009 issue

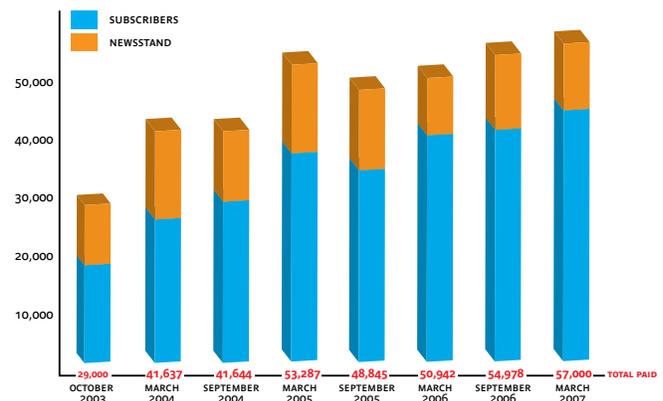
GEOGRAPHICAL BREAKOUT

| | |
|------------------------------|-----|
| Ontario | 53% |
| British Columbia | 20% |
| Alberta | 10% |
| Quebec | 6% |
| Nova Scotia | 3% |
| Manitoba | 3% |
| Saskatchewan | 2% |
| New Brunswick | 2% |
| Newfoundland & Labrador, PEI | 1% |



PAID CIRCULATION TREND

| ISSUE | TOTAL PAID | SUBSCRIBER | NEWSSTAND |
|----------|------------|------------|-----------|
| Oct 2003 | 29,000 | 17,000 | 12,000 |
| Mar 2004 | 41,637 | 25,786 | 15,851 |
| Sep 2004 | 41,644 | 28,978 | 12,666 |
| Mar 2005 | 53,287 | 37,433 | 15,854 |
| Sep 2005 | 48,845 | 34,466 | 14,379 |
| Mar 2006 | 50,942 | 40,695 | 10,247 |
| Sep 2006 | 54,978 | 41,608 | 13,370 |
| Mar 2007 | 57,000 | 45,000 | 12,000 |



Site & User Profile

walrusmagazine.com

TRAFFIC:

Monthly visitors: 75,000–80,000

Monthly unique visitors: 60,000–65,000

Monthly page views: 150,000–200,000

Average time on site per visit: 2.5–3 minutes

MOST POPULAR FEATURES OF SITE:

1. Articles and online exclusives (about 65 % of traffic)
2. Blogs (about 12–18 % of traffic)
3. Print subscription pages
4. News and Events pages
5. Splash pages for partnerships and special promotions
6. Walrus Foundation pages

AVAILABLE AD UNITS:

LEADERBOARD BANNER 728 x 90 pixels — appears on all pages; CTR 1.0–2.0 %; generates > 150,000–200,000 monthly impressions

BIG BOX (RIGHT COLUMN) 300 x 250 — appears on all pages in the right column, above or below the fold; CTR 0.5 %; generates > 150,000–200,000 monthly impressions

BIG BOX (ARTICLE) 300 x 250 — appears on all magazine article and online exclusive article pages; CTR 0.5 %; generates 40,000–55,000 monthly impressions

SKYSCRAPER 160 x 600 — appears on all pages in the right column, below the fold; CTR 0.5 %; generates > 150,000–200,000 monthly impressions; run of site (ROS) capability

BIG BLOG BOX 336 x 280 — appears on all blog pages at walrusmagazine.com/blogs; CTR 0.75 %; generates 20,000–35,000 monthly impressions

BUTTON ADS 120 x 90 — run of site (ROS) capability; CTR 0.03–0.05 %; capable of 100,000–200,000 monthly impressions

SPLASH/EVENTS PAGES — custom sizing; e.g. walrusmagazine.com/cafesci. Please inquire with our ad department

E-NEWSLETTER AD — custom sizing; can accommodate up to 500 pixels wide. E-newsletter list has 7,500+ subscribers, 32% open rate; 12% click rate

PHOTO GALLERY BANNER 468 x 60 — appears on magazine articles or online exclusives with a gallery; generates 20,000–50,000 monthly impressions

Custom sizing is available. All online rates are available upon request. Please speak to our sales representative for further details.

User Profile

walrusmagazine.com

GENDER: 55 % men, 45 % women

AGE GROUP: 34 % aged 25-34; 17 % 35-44;
16 % 45-54; 15 % 55-64; 10 % 18-24; 8 % 65+

RELATIONSHIP STATUS: 48 % married/common law;
24 % single; 20 % in a relationship;
6 % divorced/separated; 2 % widowed

GEOGRAPHIC LOCATION: 45-55 % of visitors in
any given month are in Canada; 25-35 % in USA;
15-25 % international

AVERAGE ANNUAL INCOME: 6 % earn more than
\$150,000 annually; 15 % more than \$100,000;
25 % more than \$75,000; 50 % more than \$50,000

TYPICAL OCCUPATIONS: Professionals, educators,
media workers, arts workers, writers, students,
managers, administrators, business owners,
IT staff, retired professionals

HIGHEST EDUCATION LEVEL: 85 % of users have at
least a college or bachelor's degree; 33 % at least a
master's or Ph.D.; 5 % of users have Ph.D.;
6 % have professional degrees

INTERNET USE: 96 % spend at least 1 hour daily
online; 41 % at least 3 hours

SMARTPHONE USERS: 16 % use a BlackBerry or
other smartphone (iPhone, Pre, etc.)

BLOGGERS: 49 % have a blog; 7 % intend to start one

FACEBOOK/SOCIAL NETWORKS: 48 % use Facebook;
15 % Flickr; 12 % LinkedIn; 11 % MySpace;
4 % Twitter

INSTANT MESSAGING (MESSENGER, GCHAT, ETC.):

44 % use instantmessaging services

MOST LIKELY TO SPEND ON: travel, books, entertain-
ment/concert tickets, charitable donations, educa-
tion, computers, home renovations, furniture, art or
antiques, health care, investment advice

DRINKING HABITS: 80 % drink wine at least once
a week; 66 % beer; 25 % scotch; 20 % vodka;
12 % rum

LEISURE HABITS: 98 % go to restaurants at least
once monthly; 67 % cinema; 52 % art galleries;
45 % museums; 55 % concerts; 33 % theatre;
53 % fine dining; 28 % fundraising events

TRAVEL: 77 % travelled to a Canadian destination
last year; 62 % to US; 44 % internationally

READING: 90 % read 5 or more books in a year;
53 % read 16 or more books in a year

TOP ONLINE PURCHASES IN THE LAST YEAR:
books (75 %), music/entertainment (51 %),
travel (50%), computer software/hardware (40 %),
clothing (35 %)

E-NEWSLETTER SUBSCRIBERS: 63 % of regular
(weekly to daily) users also receive *The Walrus*
e-newsletter

SOURCE

Data based on *walrusmagazine.com* survey conducted August 2008. Statistics provided by Google Analytics

Testimonials

“SINCE ITS INCEPTION *The Walrus* has grown tremendously, reaching a highly intellectual and sought-after target for a luxury brand. I have been more than pleased not only with the quality of the magazine, but with the service provided by its staff, and I will continue to include them in my planning for years to come.”

Chad Galbraith
Senior Supervisor, Starcom

“JUST LIKE OUR distinctive Pilsner Urquell beer brand, *The Walrus* is widely regarded as a distinctive choice for a discerning, distinguished community, which makes it an effective medium for us. In addition, actively participating in The Walrus Foundation’s series of sophisticated events has created a mutually beneficial partnership, going beyond the traditional media buy and helping our common audience to live a rewarding and memorable brand experience.”

Frederic Aubry, General Manager
Imported Brands, Miller Canada

“AS AN INVESTMENT manager, strong tracking against affluent/investor attributes is key. Viewed quantitatively as a print advertising program component, *The Walrus* provides an excellent match with our target audience profile in carving out a unique and rapidly growing space for itself. However, *The Walrus* offers more than a media opportunity—it offers a firm like ours a partnership in the evolution of the Canadian landscape of ideas.”

Shaun Little
VIP of Marketing, AIM Trimark

“FREE SPEECH AND free thought and new ideas and different ideas and controversial ideas—it’s about ideas. That’s what a magazine should be about, that’s what journalism should be about, and that’s what thinking people should want a magazine to be about.”

Pamela Wallin
Senator

In Good Company

NATIONAL ADVERTISERS

Alliance Atlantis • Anansi Press • Bombay Sapphire • Bennett Jones LLP
BMO • Cayman Islands Tourism • CBC • Chivas Regal
Churchill Cellars • Enbridge • EPCOR • Fairmont Hotels & Resorts
Grey Goose • HSBC • India Tourism • Invesco Trimark • Ireland Tourism
Kenneth Cole • Nissan Infiniti • Johnnie Walker • Land Rover • Lincoln
Mercedes • Ontario Centres of Excellence • Palazzetti • Pilsner Urquell
Puerto Vallarta Tourism • Porsche • Random House • RBC • RIM
Rolex Saab • Stratford Tourism • TD Financial Group
Universal Music • Zales Jewellers

MUSEUMS & GALLERIES

ACA Gallery • AGO • Canadian Clay & Glass Gallery
Canadian Museum of Civilization • Gardiner Museum
McMaster University Museum of Art
Museum of Contemporary Canadian Art • ROM
Tom Thomson Memorial Art Gallery • Thompson Landry Gallery
The War Museum

REGIONAL, RETAIL & PUBLISHING HOUSES

AbeBooks • Anansi Press • The Banff Centre • Biblioasis
Bishop Strachan School • Borealis • CHF • Coach House Books
Cormorant Books • DK Books • ECW Press • First Air • Freehand Books
Galiano Island Books • Goose Lane Editions • HarperCollins
Key Porter Books • Mansfield Press • McArthur & Co.
New Society Publishers • Palazzetti • Penguin Books
Raincoast Books • Random House • The Rose Theatre Brampton
Thomas Allen & Son Ltd. • University of Toronto

Advertising Rates

CIRCULATION RATE BASE OF 60,000

ACROSS CANADA NET (FOUR COLOUR)

| SIZE | 1-TIME | 3-TIME | 6-TIME | 10-TIME |
|--------------------|--------|--------|--------|---------|
| Double page spread | 15,895 | 15,090 | 14,325 | 13,600 |
| Full page | 8,695 | 8,260 | 7,895 | 7,500 |
| 2/3 page vertical | 6,595 | 6,265 | 5,950 | 5,650 |
| 1/2 page | 5,725 | 5,425 | 5,125 | 4,875 |
| 1/3 page | 4,385 | 4,165 | 3,925 | 3,725 |
| 1/6 page | 2,190 | 2,080 | 1,975 | 1,875 |
| 1/12 page * | 1,090 | 1,025 | 975 | 925 |
| 1/24 page * | 900 | 700 | 525 | 375 |

* Available in B&W or black plus one CMYK spot color

ONTARIO RATES (FULL PAGE ONLY; FOUR COLOUR)

| | | | | |
|-----------|-------|-------|-------|-------|
| Full page | 6,095 | 5,795 | 5,500 | 5,225 |
|-----------|-------|-------|-------|-------|

NEWSSTAND OVERCOVER

| | | | | |
|------------------------|-------|-------|-------|-------|
| 1/2 page IFC overcover | 5,725 | 5,425 | 5,150 | 4,895 |
|------------------------|-------|-------|-------|-------|

* Black-and-white rates less 10%

* Outside back cover add 25%

* Inside front cover add 20%

* Insert rates upon request (sample required)

* Special creative units (gatefold covers, etc.) rates upon request

The Walrus offers in-house design services at an extra charge. Please contact our account manager for details. Note that all ads designed by our in-house designer must be booked one week prior to the closing date listed below. Closing dates are for final creative only.

PUBLISHING SCHEDULE 2010

| ISSUE | FULL PAGE AD CLOSE | CREATIVE DUE | PUBLISH DATE | ON SALE |
|-------------|--------------------|--------------|--------------|---------|
| Dec '09 | Sep 23 | Sep 30 | Oct 29 | Nov 9 |
| Jan/Feb '10 | Oct 23 | Oct 30 | Nov 25 | Dec 9 |
| Mar '10 | Dec 11 | Dec 18 | Jan 19 | Feb 1 |
| Apr '10 | Jan 29 | Feb 5 | Mar 3 | Mar 15 |
| May '10 | Feb 26 | Mar 5 | Mar 31 | Apr 12 |
| June '10 | Mar 26 | Apr 1 | Apr 28 | May 10 |
| Jul/Aug '10 | Apr 30 | May 7 | Jun 2 | Jun 14 |
| Sep '10 | Jun 25 | Jul 2 | Jul 27 | Aug 9 |
| Oct '10 | Jul 30 | Aug 6 | Aug 31 | Sep 13 |
| Nov '10 | Aug 27 | Sep 3 | Sep 29 | Oct 11 |
| Dec '10 | Sep 24 | Oct 1 | Oct 27 | Nov 8 |
| Jan/Feb '11 | Oct 22 | Oct 29 | Nov 24 | Dec 6 |

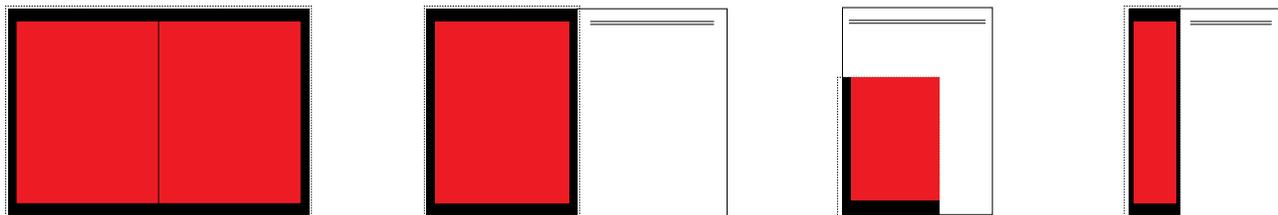
Ad Sizes & Mechanical Requirements

AD SIZES

| AD FORMAT | NON-BLEED AD | TRIMMED BLEED MATERIAL SIZE | BLEED MATERIAL SIZE |
|--------------------------------------------------------------------------------------------------------------|----------------|-----------------------------|---------------------|
|  Double page spread | 14.86" × 9.52" | 15.75" × 10.88" | 16.00" × 11.13" |
|  Full page | 7.03" × 9.52" | 7.88" × 10.88" | 8.13" × 11.13" |
|  2/3 page vertical | 4.63" × 9.52" | 5.07" × 10.88" | 5.32" × 11.13" |
|  1/2 page horizontal spread | 14.86" × 4.63" | 15.75" × 5.39" | 16.00" × 5.64" |
|  1/2 page horizontal | 7.03" × 4.63" | 7.88" × 5.39" | 8.13" × 5.64" |
|  1/2 page island | 4.63" × 6.45" | 5.07" × 7.20" | 5.32" × 7.46" |
|  1/3 page horizontal spread | 14.86" × 3.14" | 15.75" × 3.89" | 16.00" × 4.14" |
|  1/3 page horizontal | 7.03" × 3.14" | 7.88" × 3.89" | 8.13" × 4.14" |
|  1/3 page vertical | 2.22" × 9.52" | 2.67" × 10.88" | 2.92" × 11.13" |
|  1/6 page vertical | 2.22" × 4.69" | — | — |
|  1/12 page | 2.22" × 2.25" | — | — |
|  1/24 page | 2.22" × 1.04" | — | — |
|  Overcover ad position | — | 4.25" × 10.88" | 4.5" × 11.13" |

Type safety 1/4", bleed material allowance 1/8"

 Non-bleed ad  Trimmed bleed material size  Bleed material size



Mechanical Requirements

PRODUCTION PROCESS

High-speed, heat-set, web-offset lithography at 150 lpi. Saddle-stitch bindery method.

COLOUR PROOFS

Ads must be accompanied by MACS digital press proofs. Laser proofs or PDFs are not acceptable press proofs. Should a press proof not be provided, *The Walrus* will run to MAC standards. Colour variation with MAC tolerances must be expected. *The Walrus* can output a proof for an additional charge of \$50.

DIGITAL FILES

Send PDF or PDF/X-1A digital files that follow MAC standards, available at www.magazinescanada.ca. Look for the dMACS spec sheet. Ads must be sized as indicated, otherwise revisions will be requested.

CHECK LIST:

- Correct trim and bleed (1/8" added for bleed trim)
- Trim, bleed, centre marks, and colour bars included
- All spot colours converted to CMYK
- All RGB images converted to CMYK
- All high-resolution images are 300 dpi (minimum for size-as images)
- All fonts are embedded
- All Illustrator text has been converted to outlines
- All Illustrator item attributes set to 2400 dpi (min. 1200 dpi)
- All images saved as .tiff or .eps
- Double page PDF files saved as single pages

- MAC standards contract proof supplied with colour bars
- UCR: 300 % maximum
- GCR: 75 % maximum
- Live area is 1/4" inside trim
- Bleed area is 1/8" outside trim (use trim marks!)

Note: if you are preparing a bleed ad, add the 1/8" bleed allowance around all four sides of the ad outside the trim size. Use trim marks.

SUBMIT DIGITAL FILES BY EMAIL

Sharon Coates

Production Director

sharon@sharoncoates.com

FTP SERVER UPLOAD INFORMATION

Please notify by email at sharon@sharoncoates.com once the ad has been uploaded.

Include *The Walrus* issue date and advertiser/product name in your file name.

Using Fetch or Cyberduck on Macs:

Address: [ftp.dollco.com](ftp://ftp.dollco.com)

Username: WalrusAds

Password: Market1

INSERTS

Mechanical specifications for all supplied inserts—sizes, quantities required, shipping instructions, due dates, etc.—must be confirmed with the magazine production department.

Gatefold mechanical specifications are available upon request.

Advertising Policy

Acceptance of any advertisement in *The Walrus* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

CONTRACTS

The publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with the rate card or the publisher's policies. Contracts must be completed within one year (10 issues). In the case of a lawsuit by any party against or enjoining *The Walrus* relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character, or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless *The Walrus* from all costs, damages, and demands.

TERMS

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

RATE REVISIONS

The publisher reserves the right to make revisions to these rates at any time. Existing contract rates are guaranteed only for the next three issues from the date of acceptance of contract.

PAYMENT

Payment is due in Canadian funds at closing date unless credit has been granted.

CREDIT

Where credit has been granted by the publisher, payment is due 30 days from the date of invoice. If the advertiser owes the publisher an excess amount of credit, the publisher retains the right to cancel any additional advertisements.

AGENCY COMMISSION

15% to recognized advertising agencies.

CANCELLATION

All magazine ads must be cancelled 5 business days prior to ad closing date. Failure to do so will result in a 25% cancellation fee.

THE WALRUS

DIRECTOR OF NATIONAL SALES

Rose Giles Media
t: (416) 953-9053
rose@walrusmagazine.com

RETAIL AND ONLINE ACCOUNT MANAGER

Joseph Connolly
t: (416) 971-5004 ext. 233
joseph.connolly@walrusmagazine.com

PRODUCTION QUERIES TO:

Sharon Coates, Production Director
t: (416) 716-3194
sharon@sharoncoates.com

SHIP ADVERTISING MATERIAL TO:

Production Department, *The Walrus*
19 Duncan Street, Suite 101
Toronto ON M5H 3H1
t: (416) 971-5004 f: (416) 971-8768