



# 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 % |

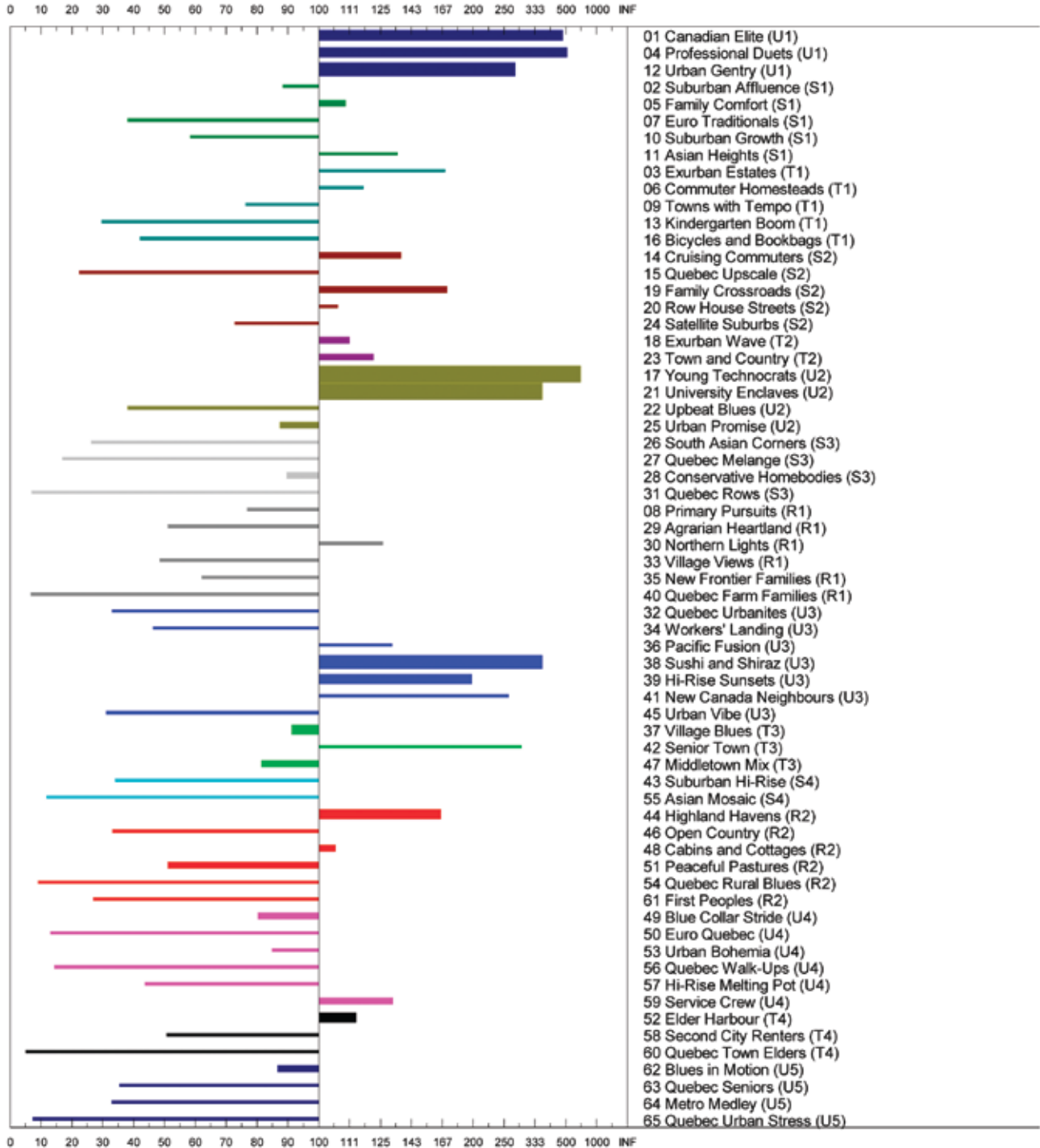
## Financial products owned:

|                   |      |
|-------------------|------|
| 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 MOSES. 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



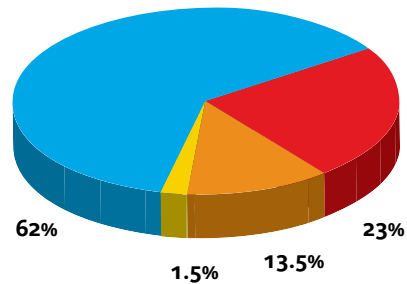
# Circulation

*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 %  |

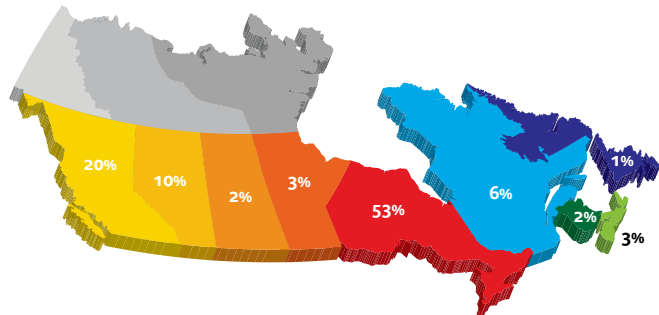


### BULK & SAMPLING DETAILS

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

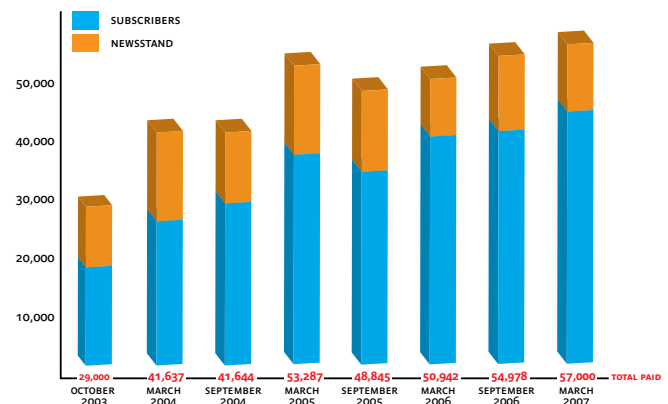
## GEOGRAPHICAL BREAKOUT

|                              |     |
|------------------------------|-----|
| 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   |

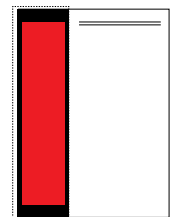
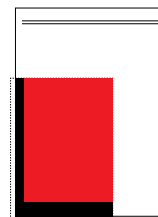
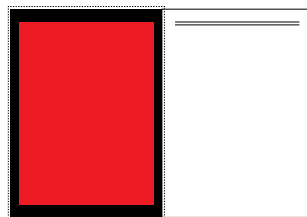
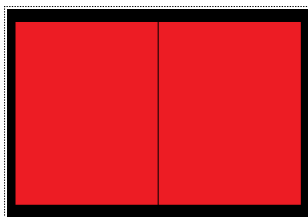
# Ad Sizes & Mechanical Requirements

## 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](http://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 ( $\frac{1}{8}$ " 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  $\frac{1}{4}$ " inside trim
- Bleed area is  $\frac{1}{8}$ " outside trim (use trim marks!)

Note: if you are preparing a bleed ad, add the  $\frac{1}{8}$ " 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](mailto:sharon@sharoncoates.com)

## FTP SERVER UPLOAD INFORMATION

Please notify by email at [sharon@sharoncoates.com](mailto: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](mailto:rose@walrusmagazine.com)

## RETAIL AND ONLINE ACCOUNT MANAGER

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

## PRODUCTION QUERIES TO:

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