

2010 Media Kit



MARKETING

The Marketing Group Now Includes...

MARKETING  ^{MC}

Canadian
PRINTER

canadian advertising rates & data

CARDonline
www.cardonline.ca



Ask us about the other members of our Marketing family.

MARKETING

The voice of Canada's marketing industry

Subscribers spend almost **TWICE** as much time with *Marketing* magazine than other industry publications*

PUBLICATION	AVERAGE MINUTES
Marketing	37.5
Strategy	19.7
Advertising Age	12.5
Infopresse	2.7

*2008 Readership study

MARKET POSITION

Marketing magazine is a national publication dedicated to the businesses of marketing, advertising, public relations and media. Launched in 1908, *Marketing* has a long history of engaging readers with provocative, analytical and thoughtful content. Along with *Marketing* magazine's regular coverage and commentary about all aspects of the marketing industry, across Canada and globally, *Marketing* also produces *Marketing Daily*, *Marketing* online (marketingmag.ca), *Marketing* custom publishing and events.

COVER STORIES, FEATURES AND SPECIAL REPORTS

Marketing's readers are engaged in the marketing, agency and media businesses, and they need valuable consumer insights every day. *Marketing's* team of award-winning journalists helps readers understand key consumer groups and provides strategic analysis of trends in areas like social media, digital and wireless marketing, public relations, promotions, direct marketing, and evolving traditional media such as television, radio, out-of-home and print.

ACCESS AN INFLUENTIAL CROWD

If our ability to engage your prospects with the help of outstanding editorial coverage isn't enough to influence your media buy, consider this: We're 100% paid. In other words, our subscribers have consciously chosen to pay for and receive *Marketing* magazine. They understand the value of Canada's leading marketing, advertising and media journal.

We reach the players who make the decisions; the ones with the authority to choose or recommend your products and services over those of your competition.

Our readers rank us highest in news quality!

On a scale of 0 to 10, please rate your degree of satisfaction with the following publication's treatment of each of these areas

	Marketing magazine	Strategy	Advertising Age	Infopresse
Marketer/client news	8.0	6.3	6.2	3.6
Agency news	8.0	6.6	6.2	3.5
Media company news	7.9	6.6	6.0	3.6
Interactive and digital news	7.5	6.5	6.1	3.5
Public Relations news	8.0	6.3	5.6	3.5

2008 COMPARATIVE READERSHIP SURVEY
Ask your account manager to share these exceptional results

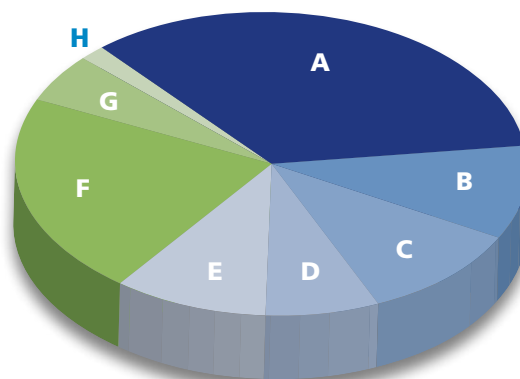
An outstanding average of 13.4 readers per copy!

Who's subscribing?

Classification by Business & Industry

A	Advertisers and Marketers	34.2
B	Media	10.1
C	Advertising Agencies	10.6
D	Education, Government	7.2
E	Advertising Services	9.6
F	Others Allied to the Field	TK
G	Other Paid Circulation Subscriptions	5.1
H	Single Copy Sales	1.6

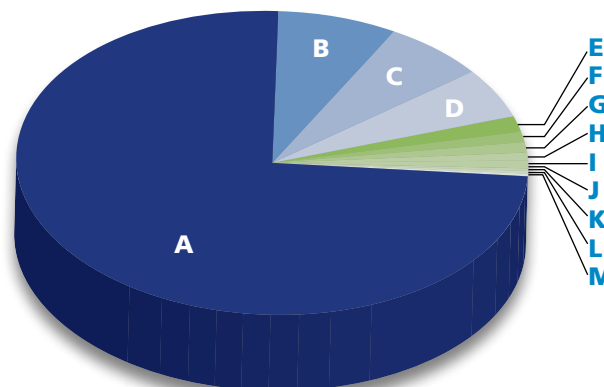
Based on ABC statement and Subscriber data, June 2008



Classification by Geographic Area

A	Ontario	72.4%	H	Saskatchewan	0.9%
B	Quebec	8.2%	I	New Brunswick	0.8%
C	British Columbia	7.5%	J	Newfoundland/ Labrador	0.3%
D	Alberta	5.5%	K	Northwest Territories	0.1%
E	International - US	1.3%	L	Prince Edward Island	0.1%
	International - Foreign	0.2%	M	Yukon	0.1%
F	Manitoba	1.3%	N	Nunavut	0%
G	Nova Scotia	1.3%			

Based on ABC statement, June 2008



2009 Readership Study conducted by Rogers Business and Professional Publishing Group.

OURS READERS TAKE ACTION!

79% Discussed an article or called one to someone else's attention

68% Clipped, copied or filed an article for future reference

53% Visited the website of an advertiser or supplier mentioned in the publication

TOTAL READERSHIP

- Read by 111,877 industry professionals and top decision makers including Presidents and Vice-Presidents of Advertising and Marketing, Brand Managers, Agency Executives, Media Buyers and Planners, and their suppliers.
- Reader-per-copy rating of 13.4, the highest figure in the market.

CIRCULATION

- Total: 8,349
- 100%, Paid ABC audited (June 30, 2009)

*2009 Readership Study.
Conducted by Rogers BPPG.

Custom Publishing

EDITORIAL SUPPLEMENTS & SPECIAL REPORTS

Marketing's editorial supplements are a specialized format published separately from, but complementary to, the core magazine. These supplements provide a forum to explore industry topics in-depth, providing unbiased editorial features and articles written by professional journalists to the high standards established by *Marketing* magazine. Presented by *Marketing* or in partnership with an industry association, the content provides great value for our readers.

MADE-TO-MEASURE MARKETING AND MORE

Managing concept development, final production and everything in between, our custom publishing division is your one-stop shop for custom solutions to your business challenges.

Whether you have news to announce, knowledge to share or something special to celebrate, our creative team welcomes your ideas and looks forward to helping you transform them into a publication that captures your unique marketing vision.

If you favour ready-to-wear over made-to-measure, consider the high impact advertising and sponsorship opportunities that await you in one of our custom publications.

CONTACT

Lucy Collin

DIRECTOR OF SALES

416.764.1582, lucy.collin@marketingmag.rogers.com

MARKETING

SUMMER 2007

2009 MARKETING AWARDS

2010

Canadian Media Directors' Council

MEDIA DIGEST

09/10

FALL 2009
Television
preview

PRESENTED BY THE BRITISH ADVERTISING COUNCIL AND MARKETING

Marketing Hall of
Legends



2009

CLYBERG
TERRY RILEY
WAYNE SALLS
KATHLEEN TYLER
REINHARDT

MARKETING Events

Marketing is proud to bring an outstanding number of industry professionals together with their peers, prospects and potential partners, through a series of prestigious awards events as well as an extensive list of educational conferences.

Our three awards shows honour and celebrate the best practices among advertising creative, interactive media, media planning and buying, and marketing and advertising organizations.

MARKETING AWARDS

When it comes to producing creative, Canada is brimming with talent and we believe that's cause to celebrate. Enter the Marketing Awards, where we honour breakthrough, world-class advertising.

DIGITAL MARKETING AWARDS

The Digital Marketing Awards recognizes the best in digital marketing and advertising creative. What does it take to impress our jury of experts? Creativity and innovation, but only when accompanied by results.

MEDIA INNOVATION AWARDS

How successful would advertising be without effective media buying, planning and implementation? At the Media Innovation Awards, we honour those responsible for the selection, deployment and implementation of dynamic media programs.

Sponsor one or more of these esteemed events and come face-to-face, business-to-business with the people you want to meet

***Marketing* is committed to educating Canadian marketers and communication professionals on the issues that matter most.**

Rogers Business & Professional Publishing Group (BPPG) Conference & Event team, is a large group of meeting/event planning professionals with expertise in planning and executing events for as few as 10 and as many as 30,000 attendees. Through their dynamic and extensive event planning experience, the team has developed exceptional attendee/delegate marketing strategies and implemented best event planning practices to develop and deliver consistently high standards. Do you have something to say to influential decision-makers in Canada's marketing industry? *Marketing* welcomes your ideas. If you believe our industry has a knowledge gap that needs filling, name it and let's discuss partnering to create new and exciting custom events. Custom events can be negotiated on an exclusive basis or open to the broader marketplace for sponsorship.

Attend. Sponsor. Impress. Make an Impact.

As a sponsor, you'll have the opportunity to make an impact on the proud winners and nominees of our awards programs, as well as those who look to them for inspiration. Your participation as a *Marketing* events sponsor buys you more than brand recognition. It affords you the opportunity to meet your prospects in person, foster genuine relationships, sow seeds for the future, showcase your wares and stand out from the crowd.

NEW Custom Research

Competitive intelligence
strategic industry insight
benchmarking and trending

Marketing has the brand, experience, expertise and the reach to conduct custom marketing research for your organization

DO YOU NEED TO KNOW

- What your current brand preference and brand equity is?
- The depth of your own client base among competitors?
- How well you are communicating with your market?
- The effectiveness of your overall marketing communications program?
- Your overall presence in markets like Quebec or Alberta?
- How Creative is going to be received before presenting the pitch to your client?
- Quick turnaround ad testing before proceeding to focus groups or launch?

DO YOU WANT

- Research that will assist you in developing new products?
- Information that will guide you through your next course of action with confidence?
- Actionable research results that will take your brand and products to the next level?
- Want to access Canadian media buyers, marketers, business leaders, professionals, trade workers, parents, manufacturers, women, sports viewers etc.?

Marketing magazine, in partnership with the Rogers Business and Professional Research team, has the expertise and reach to conduct top notch, actionable and custom research for your organization. Our research team can assist you in understanding your current and potential markets. We offer a complete turnkey research service along with best in class turnaround time to meet your needs... all exclusive, confidential and at a price you can afford.

CONTACT

Lucy Collin

DIRECTOR OF SALES

416.764.1582, lucy.collin@marketingmag.rogers.com

2010 Print Rate Card

2010

**NEW SIZE
AVAILABLE
=Mini Page**

Four Colour

SIZE	1X	4X	7X	12X	15X	18X
DPS	\$15,560	\$14,620	\$14,205	\$13,550	\$13,300	\$13,035
Page	7,785	7,345	7,110	6,780	6,665	6,515
Mini Page DPS	12,450	11,695	11,220	10,840	10,640	10,430
Mini Page	6,200	5,875	5,680	5,425	5,330	5,200
1/2 Page	5,310	5,115	4,865	4,690	4,625	4,540
1/3 Page	4,420	4,185	4,075	3,925	3,870	3,775
1/4 Page	3,635	3,460	3,375	3,290	3,255	3,210

Black & White

SIZE	1X	4X	7X	12X	15X	18X
DPS	12,325	11,700	10,970	10,315	10,065	9,800
Page	6,170	5,725	5,490	5,160	5,045	4,900
Mini Page DPS	9,860	9,360	8,775	8,250	8,050	7,840
Mini Page	4,930	4,580	4,390	4,125	4,035	3,920
1/2 Page	3,695	3,495	3,250	3,045	3,007	2,925
1/3 Page	2,800	2,570	2,455	2,305	2,250	2,160
1/4 Page	2,020	1,845	1,755	1,675	1,635	1,590

Colour

1 Standard Colour	610
4 Colour Process	1,615

All rates are net

Polybag

1-4 Side(s)	3,740
5-8 Sides	4,115
9+ Sides	5,045
Sample Magazine	8,230

Additional postage charges of up to \$5,000 apply.

Ad Sizes*

SIZE	LIVE (W X H)	TRIM (W X H)	BLEED (W X H)
Double Page Spread (DPS)	17.50" x 11.125"	18" x 11.625"	18.25" x 11.875"
Full Page	8.50" x 11.125"	9" x 11.625"	9.25" x 11.875"
Mini Page DPS	11.60" x 7.625"	n/a	n/a
Mini Page	5.375" x 7.625"	5.75" x 8"	6" x 8.25"
Half Page Horizontal DPS	17.50" x 5.375"	18" x 5.625"	18.25" x 5.875"
1/2 Page - Horizontal	8.5" x 5.125"	9" x 5.625"	9.25" x 5.875"
1/2 Page - Vertical	4" x 10.75"	4.375" x 11.625"	4.625" x 11.875"
1/3 Page - Horizontal	8.125" x 3.50"	9" x 3.875"	9.25" x 4.125"
1/3 Page - Vertical	2.625" x 10.75"	3" x 11.625"	3.25" x 11.875"
1/4 Page - Horizontal	8.125" x 2.50"	9" x 2.875"	9.25" x 3.125"
1/4 Page - Vertical	1.875" x 10.75"		
1/4 Page - Square	4" x 5.25"		

*All ad dimensions given width x depth. Non-bleed ads follow Live Specs

MATERIAL SUBMISSION OPTIONS:

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com. Check www.rogersdigitalads.com, or contact Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour trapping. Production charges apply for material not to spec. or for alterations.

Special Treatments

- 1/2 Page Vertical Split Cover (inside flap)
- Z Fold
- French Gatefold
- Inside Front Cover Gatefold
- Inside Back Cover Gatefold
- 8 Page Double Gatefold
- Right Hand Gatefold
- Left Hand Gatefold
- Belly Band Horizontal Wrap
- Inside Tip On
- Bind in Insert
- Checkerboard
- Special Cover Treatments

Please call your
Sales Manager
for more details.

Outsert/Insert Shipping

RBW Graphics
Transcontinental - Owen Sound Division
2049 20th St. E.
Owen Sound, ON N4K 5R2
ATTN: Vanessa Davies
RE: Marketing Magazine, Issue Date
and Advertiser Name.

CONTACT

Lillian Maksymyszyn
DIRECTOR, PRODUCTION SERVICES
416.764.1690
lillian.maksymyszyn@rci.rogers.com

Our readers prefer Marketing Daily over Media in Canada!

How satisfied are you with the e-bulletins or e-newsletters?

PUBLISHING/E-NEWSLETTER	VERY/SOMEWHAT SATISFIED %
Marketing	92.5
Strategy (Media In Canada)	60.2
Ad News	57.5
Infopresse	26.0

*2008 Readership Study

MARKETING Daily

Marketing Daily is an e-newsletter that shapes the industry stories everyone will be talking about. Delivered to inboxes each business day by 7:30am and every afternoon at 3:30pm. The Daily offers an insightful review of the news, developments and trends shaping the fast-paced world of marketing, advertising and media. And, unlike Media In Canada, the Daily is delivered free-of-charge to industry professionals from coast to coast and around the globe.



Leaderboard

Big Box

1/2 Box

MARKETING Mobile Daily

Exclusive sponsorship advertising opportunities for banner positions on the Marketing Daily Mobile Newsletter which is available both in a Blackberry and iPhone application. Currently with 600+ subscribers. The mobile daily's forecasted to reach 1,000+ subscribers by end of 2010.

* Average click-through rate of 1.75% * Average monthly impressions of 70,000 * Offering e-mail/share, twitter and facebook functions



Rates & Sizes

ONLINE REAL ESTATE	MARKETING	SPECIFICATIONS
Leaderboard	\$3,000/wk	728 pixels x 90 pixels, maximum file size 40k
Top Banner	2,200/wk	468 pixels x 60 pixels, maximum file size 30k
Big Box	2,600/wk	300 pixels x 250 pixels, maximum file size 40k
1/2 Box	1,800/wk	300 pixels x 100 pixels, maximum file size 30k
Text Box Ad	2,500/wk	plain text, maximum 150 words and logo in EPS or high quality JPG
Button ad	850/wk	120 pixels x 90 pixels, maximum file size 20k
Mobile Daily (app)	\$3,000/mth	available upon request

All rates are net

*All online material to be supplied to bpggcreative.rci.rogers.com one week prior to posting date.

Newsletters support animated GIF, 3x loops.

*NOTE: Animated GIFs are NOT universally accepted by all E-mail clients. It may not display all frames. Commonly, only the first or last frame is shown. Please adjust your material accordingly or submit a static GIF.

Late creative: Marketing adheres to the IAB late creative policy where all material must be submitted with a minimum of 3 working days prior to campaign start. Late material will result in missed campaign start with full campaign being charged to advertiser

www.marketingmag.ca

Marketingmag.ca is the online meeting place for Canada's most influential marketing, advertising and media professionals. As for what draws them here, the content goes way beyond that of its print counterpart. It's a constantly evolving, real-time marketing community and it's rich with news, resources, contacts and tools that professionals need to handle their day-to-day business effectively and competitively.

marketingmag.ca MONTHLY ACTIVITY

Based on monthly average, June - Nov 2009

Impressions	1,354,820
Visits	165,779
Unique Visitors	75,925
Average Site Page Views	291,932
Average Total Page Views	370,463

CALL YOUR SALES MANAGER
about customized web
programs and branded
contest opportunities

The screenshot shows the homepage of marketingmag.ca. Annotations point to specific advertising areas:

- Top Leaderboard:** Located at the very top of the page, above the main navigation.
- Big Box:** A large advertisement area on the right side of the page, featuring a blue and white graphic.
- Button:** A small rectangular advertisement located in the middle-right section of the page.
- Bottom Leaderboard:** A horizontal advertisement strip at the bottom of the page, featuring a black background with white text and a logo.

Rates & Sizes

All rates are net

ONLINE REAL ESTATE	AVAILABLE MONTHLY IMPRESSIONS	CPM/RATE	SPECIFICATIONS (W X H)
Top Leaderboard	200,000	\$60.00	728 pixels x 90 pixels, maximum file size 40k
Top Rollover Expandable leaderboard	200,000	75.00	728 pixels x 90 pixels, maximum file size 40k Expands downwards to 728 pixels x 160 pixels
Bottom Leaderboard	200,000	25.00	728 pixels x 90 pixels, maximum file size 40k
Bottom Rollover Expandable leaderboard	200,000	30.00	728 pixels x 90 pixels, maximum file size 40k Expands upwards to 728 pixels x 160 pixels
Big Box	200,000	45.00	300 pixels x 250 pixels, maximum file size 40k
Voken + Big Box Ad Combo	200,000	55.00	300 pixels x 250 pixels, maximum file size 40k
Pop-up	Unlimited	700/day	550 pixels x 480 pixels, maximum file size 40k
Transitional Page	Unlimited	800/day	640 pixels x 480 pixels
Button ad	170,000	20.00	120 pixels x 90 pixels, maximum file size 20k

- *Flash banners loop endlessly
- *GIF ads loop a maximum 3 times
- *Transitional & Pop-ups limited to 3-days/week

Late creative: Marketing adheres to the IAB late creative policy where all material must be submitted with a minimum of 3 working days prior to campaign start. Late material will result in missed campaign start with full campaign being charged to advertiser

*Submit to bpgg creative: bpgg.creative@rci.rogers.com
Subject Line: Publication Title - Advertiser Name - Creative Type - Campaign Start Date

Careers – Print

Marketing magazine's Classifieds is the industry-specific career section, reaching qualified marketing, advertising and media professionals that you want to hire. Whether you're filling an existing position or expanding your staff, *Marketing's* Career Classified section offers you targeted exposure.

Booking Deadline: Please refer to editorial schedule

Material Deadline: Please refer to editorial schedule

Material: high resolution PDF or Adobe Illustrator EPS

Requirements: all images should be 300 dpi, all text in Illustrator EPS files converted to outlines

E-mail to: aldo.russo@marketingmag.rogers.com

Cancellations: must be received Monday (material deadline date) by 12:00 pm in writing

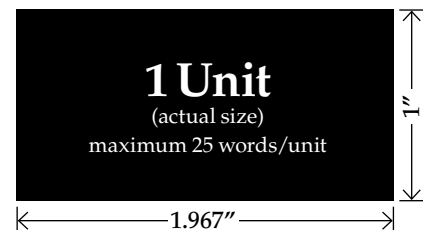
Rates

Black & White	\$160/unit
1 Colour	190/unit
4 Colour	215/unit

All rates are net

Sizes

VERTICAL OPTIONS	HORIZONTAL OPTIONS
1 unit tall = 1.000"	1 unit wide = 1.967"
2 units tall = 2.212"	2 units wide = 4.144"
3 units tall = 3.424"	3 units wide = 6.321"
4 units tall = 4.635"	4 units wide = 8.498"
5 units tall = 5.847"	
6 units tall = 7.061"	
7 units tall = 8.273"	
8 units tall = 9.483"	



CONFIDENTIAL REPLY SERVICE

Purchase a confidential file number for \$75 and all resumes will be redirected from classifieds@marketingmag.ca to your inbox without disclosing your company email address in your classified ad.

Appointment notices/RFP- Print

Once your company's position has been filled, make the move from Classifieds to *Marketing* magazine's display space. Show over 75,000 marketing, advertising and media professionals that your business is better with your recent company appointment.

Book your classifieds advertisement and appointment listing together and you receive **15% off** the total cost.

FOR MORE INFORMATION CONTACT

Aldo Russo

416.764.1597

aldo.russo@marketingmag.rogers.com

Rates & Specifications

Size	Measurement (W x H)	4C	BW
Full page	9" x 11.625"	\$5,600	\$4,630
1/2 page – horizontal	8.125" x 5.25"	3,258	2,770
1/2 page – vertical	4" x 10.75"	3,258	2,770
1/3 page – horizontal	8.125" x 3.50"	2,425	1,780
1/3 page – vertical	2.625" x 10.75"	2,425	1,780
1/4 page – horizontal	8.125" x 2.5"	2,100	1,535
1/4 page – square	4" x 5.25"	2,100	1,535
1/4 page – vertical	1.875" x 10.75"	2,100	1,535

All rates are net

Careers – online

2010

MARKETING DAILY AM AND PM

What better place to post your career opportunities than an industry-specific daily e-newsletter? Not only will you reach those on the hunt for new employment, but you'll also capture the wandering eyes of passive job seekers.

Rates

Basic Posting	Maximum 150 words	\$550/wk
Posting with Logo	Maximum 150 words, plus company logo linked to your site	650/wk

Double your dosage in the marketplace!

For an additional \$100 add Marketing Daily PM to your classified listing package.

Material Requirements

Text	Microsoft Word
Logo	JPG or GIF at 72 dpi

TO BOOK YOUR DAILY LISTING PLEASE CONTACT

Aldo Russo, 416.764.1597
aldo.russo@marketingmag.rogers.com



Appointment notices/RFP-online

Rates

Posting with Logo	Maximum 150 words, plus company logo linked to your site	650/wk
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Double your dosage in the marketplace!

For an additional \$100 add Marketing Daily PM to your classified listing package.

Material Requirements

Text	Microsoft Word
Logo	JPG or GIF at 72 dpi

Marketingmag.ca CAREER ZONE

To post your ad please visit marketingmag.ca in partnership with Workopolis Niche Network

Marketingmag.ca's Career Zone is a key source for job searching. This classified resource centre is a great place to post your employment opportunities and attract a pool of qualified candidates.

Single Job Posting (7 days)	\$375
3 – Job Package	1,014
5 – Job Package	1,500
8 – Job Package	2,825

Material Requirements

Post your classified listing at marketingmag.ca

Resume Database Access Fees

2 Weeks (14 days) Resume Database Access	\$375
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FOR FURTHER INFORMATION AND PRICING PLEASE CONTACT 1.888.641.4047 or sales@workopolis.com

Products and Services

2010

PRINT

TARGETED. EFFECTIVE. AFFORDABLE.

Found in every issue of *Marketing*, the Product and Services directory is designed for small to mid-sized advertisers who are looking to reach *Marketing's* audience in a low cost, high impact environment. This section is organized by company category making it easy for readers to source their supplier needs.

Booking Deadline: Please refer to editorial schedule

Material Deadline: Please refer to editorial schedule

Material: high resolution PDF or Adobe Illustrator EPS

Requirements: all images should be 300 dpi, all text in Illustrator EPS files converted to outlines

All rates are net

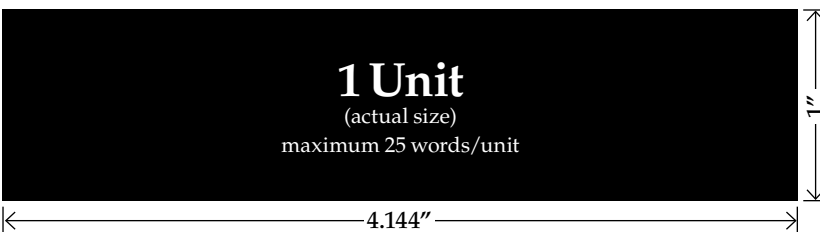
Rates & Sizes

FOUR COLOUR

Size	Specifications	4x rate	8x rate	16x rate
1 unit	4.144" x 1"	\$255/issue	\$235/issue	\$215/issue
2 units	4.144" x 2.212"	380/issue	350/issue	330/issue
3 units	4.144" x 3.424"	505/issue	465/issue <td 435/issue	
4 units	4.144" x 4.636"	630/issue	580/issue	540/issue

BLACK & WHITE

Size	Specifications	4x rate	8x rate	16x rate
1 unit	4.144" x 1"	165/issue	145/issue	125/issue
2 units	4.144" x 2.212"	290/issue	260/issue	240/issue
3 units	4.144" x 3.424"	415/issue	375/issue	355/issue
4 units	4.144" x 4.636"	540/issue	490/issue	470/issue



ONLINE NEW!

Products & Services Online is a dedicated marketplace putting you in touch with *Marketing's* well-established online community. See your ad online accessible via *Marketing Daily* and marketingmag.ca, giving you greater exposure and direct links to your corporate site.

Rates

1 month commitment (4 weeks): Online Banner \$350/per unit

Print & Online Package

1 Month online \$200/per unit net based on 3 issue print ad commitment (1-4 unit ad size)

Online ad specs

Marketing is keeping it simple in these busy times. We can take your print material as is, and upload it directly to our site hassle free.



Categories

- Advertising Specialties
- Calendars
- Consulting
- Copywriting
- Creative Services
- Database Marketing Agencies
- Digital Photography
- Duplication
- Email Services
- Executive Recruitment
- Exhibits & Displays
- Fullfillment & Distribution
- Graphic Design
- Large Format Printing
- Meeting Facilities & Services
- Music & Sound
- Staffing Services
- Translation Services
- Visual Services

Don't fit into one of our categories?
Create your own!

BOOK A PRODUCTS AND SERVICES AD TODAY

Call Aldo Russo

416.764.1597

aldo.russo@marketingmag.rogers.com



CIRCULATION INFORMATION

Marketing is indexed in the Canadian Business Index by Micro-media Limited. Back copies are available in microform from Micromedia Limited, 20 Victoria St., Toronto, ON M5C 2N8, tel: (416) 362-5211; and from the University of Michigan Micro Films International, 300 North Zeeb Rd., Ann Arbor, MI, 48106. *Marketing*, USPS 010-574 is published by Rogers Media. U.S. office of publication: 2221 Niagara Falls Blvd., Niagara Falls, NY 14304-5709. Periodicals Postage Paid at Niagara Falls, NY. U.S. postmaster: Send address changes to *Marketing*, PO Box 4541, Buffalo, NY 14240. ISSN #1196-4650

Audited by the Audit Bureau of Circulations (ABC). **Character of Circulation:** marketing, advertising and sales executives. Circulation is national in Canada and 100% paid by subscribers.

SINGLE COPY SALES ONLY (416) 764-1596

Current issue (in Canada) \$4.95 plus GST and postage and handling (P&H). Back issues \$10 plus GST and P&H. Outside Canada \$10 plus P&H.

SUBSCRIBER CUSTOMER SERVICE

Tel: (416) 932-5082; Fax: (416) 932-2488; Toll Free 1-800-222-5029
marketingmagazine@cstonecanada.com

Marketing subscription prices include: *Marketing* magazine, the Marketing Daily e-mailed newsletter and full access to Marketing Online (www.marketingmag.ca)

Subscription Rates: In Canada \$95 (one year), \$160 (two years). Group/Bulk rates (2 or more subs): \$65 per subscription per year. Student rate (one year): \$55.00. U.S.: \$120. Other foreign: \$180. Please add 5% GST. 8% HST applicable in New Brunswick, Nova Scotia and Newfoundland. (Reg.# 137813424RT001). In Quebec, add 7.5% QST (Reg.# 101662-4728TQ1) Printed in Canada. Member Canadian Business Press and Audit Bureau of Circulations.

Mail Preference: Occasionally we make our subscriber list available to reputable companies and organizations whose products or services may be of interest to you. If you do not want your name to be made available, please call, write or e-mail us.

LIST RENTAL ENQUIRIES

Cornerstone List Brokerage
Tel: (416) 932-9555 Fax: (416) 932-9566

COMMISSION AND CASH DISCOUNT

- Agency Bookings:** add 15% to net total on space, colour, bleed, position and charges for special insert stock.
- Payment:** accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- If first insertion does not run within 60 days of contract date, any revised rates published within same timeframe will apply. Rates based on total amount of space used within 12 months of date of first insertion.
- All advertising copy subject to approval of publishers.
- Advertiser and advertising agency assume liability for all content of advertisements (including text, representation and illustrations) and are solely responsible for any related claims against the publisher.

GENERAL

- Publisher reserves the right to add the word(s) "advertisement" or "advertising supplement" to the top or bottom of advertisements, paid or sponsored content that could be confused with *Marketing* magazine's editorial content.
- Advertiser and advertising agency agree that *Marketing* magazine shall be under no liability in the event of failure to insert any advertisement, for any cause.
- Any production items made for advertisers are charged separately.
- Verbal agreements are not recognized by the company.
- Rates subject to change without notice.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, in the event of a conflict with policies covered by this rate card.
- Publisher reserves the right to not publish an ad for any reason.

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