

# MARKETING MEDIA KIT 2011



Canadian advertising rates & data  
**CARDonline**  
www.cardonline.ca

**CP** CANADIAN  
PRINTER

**MARKETING** MC  
LA COMMUNICATION SOUS TOUTES SES FORMES

# MARKETING

## THE VOICE OF CANADA'S MARKETING INDUSTRY

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*Marketing* readers spend an average of 28 minutes\* with each issue AND pass their issues onto others!

### 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](http://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.

### 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 actively choose — and find value in subscribing to *Marketing* magazine. They understand the value of Canada's leading marketing, advertising and media journal.

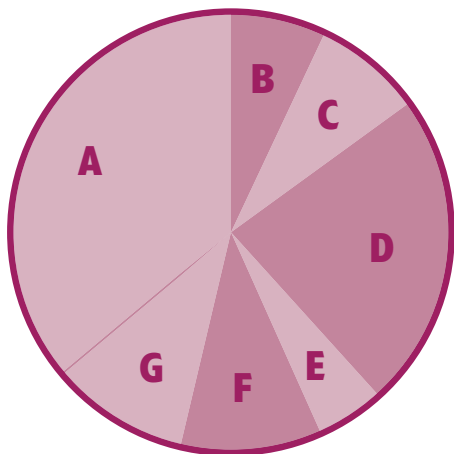
We reach the players who make the decisions; the ones with the authority to choose or recommend your products and services over those of your competition.

\*2010 Readership Study

## Classification by Business & Industry

<b>A</b>	Advertisers and Marketers	27.3
<b>B</b>	Media	8.8
<b>C</b>	Advertising Agencies	10.2
<b>D</b>	Education, Government	10.4
<b>E</b>	Advertising Services	5.0
<b>F</b>	Others Allied to the Field	23.3
<b>G</b>	Single Copy Sales	8.0

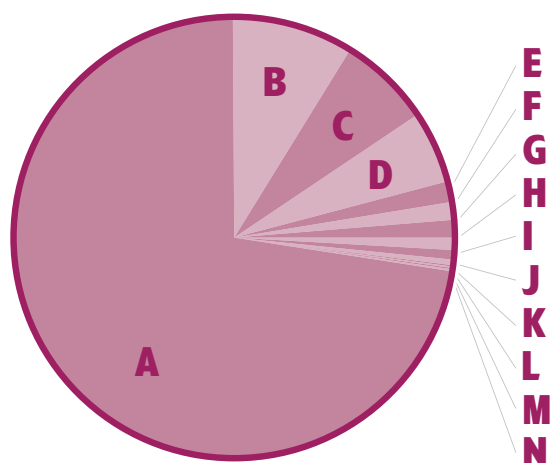
Based on ABC June 2010 Publisher's Statement.



## Classification by Geographic Area

<b>A</b>	Ontario	72.8%	<b>H</b>	Saskatchewan	0.9%
<b>B</b>	Quebec	8.9%	<b>I</b>	New Brunswick	0.7%
<b>C</b>	British Columbia	6.8%	<b>J</b>	Newfoundland/Labrador	0.4%
<b>D</b>	Alberta	5.3%	<b>K</b>	Northwest Territories	0.1%
<b>E</b>	International	1.5%	<b>L</b>	Prince Edward Island	0.1%
<b>F</b>	Manitoba	1.3%	<b>M</b>	Yukon	0.1%
<b>G</b>	Nova Scotia	1.3%	<b>N</b>	Nunavut	0%

Based on ABC June 2010 Publisher's Statement.



# AN OUTSTANDING AVERAGE OF 16.6 READERS PER COPY!

## Who's subscribing?

2010 Readership Study conducted by Rogers Business and Professional Publishing Group.

### OUR READERS TAKE ACTION!

**83%** Discussed an article or called one to someone else's attention

**66%** Clipped, copied or filed an article for future reference

**61%** Visited the website of an advertiser or supplier mentioned in the publication

### TOTAL READERSHIP

- Read by 128,069 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 16.6, the highest figure in the market.

### CIRCULATION

- Total: 7,715
- Paid circulation: 100%

\*2010 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**

PUBLISHER

(416) 764-1582, [lucy.collin@marketingmag.rogers.com](mailto:lucy.collin@marketingmag.rogers.com)



# 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.

**FOR MORE ON EVENTS, CONTACT  
Kellie Smith**

GM MARKETING CONFERENCES AND EVENTS  
(416) 764-1390, [kellie.smith@rci.rogers.com](mailto:kellie.smith@rci.rogers.com)

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.

The Marketing Events team, through their dynamic and extensive event planning experience, provide the 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.

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

## CUSTOM RESEARCH

### 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.

# 2011 PRINT RATE CARD FREQUENCY

## 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

## OUTSERT/INSERT SHIPPING

RBW Graphics

Transcontinental - Owen Sound Division

2049 20th St. E.

Owen Sound, ON N4K 5R2

ATTN: Gary Jenks

RE: Marketing Magazine, Issue Date  
and Advertiser Name.

## 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](http://addirect.sendmyad.com). Check [rogersdigitalads.com](http://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.

Please call your  
Sales Manager for  
more details.

## FOUR COLOUR

SIZE	1X	4X	7X	12X	15X	18X
DPS	\$15,870	\$14,900	\$14,480	\$13,800	\$13,560	\$13,300
Page	7,900	7,500	7,250	6,900	6,800	6,650
Mini Page DPS	12,700	11,900	11,450	11,050	10,850	10,640
Mini Page	6,325	6,000	5,800	5,530	5,440	5,300
1/2 Page	5,400	5,200	4,960	4,780	4,700	4,630
1/3 Page	4,500	4,270	4,150	4,000	3,950	3,850
1/4 Page	3,700	3,525	3,440	3,355	3,320	3,275

## BLACK & WHITE: 30% LESS

ALL RATES ARE NET

## POLYBAG\*

1-4 Side(s)	3,900
5-8 Sides	4,320
9+ Sides	5,300

\*Additional postage charges may apply, based on Canada Post rates.

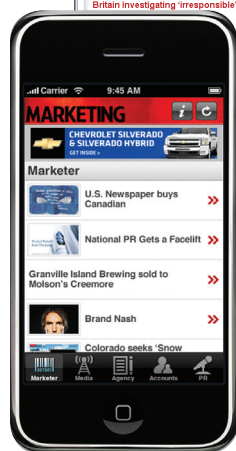
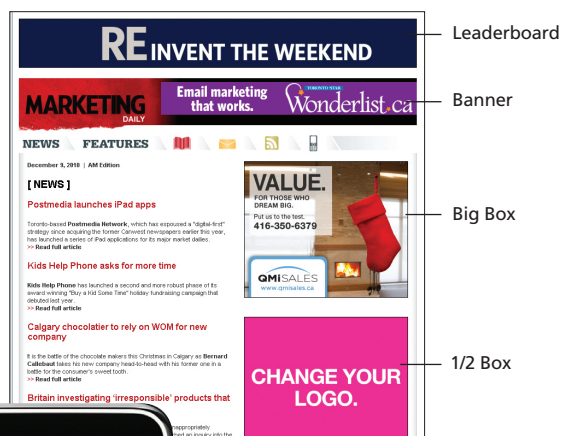
## AD SIZES\*

SIZE	LIVE (W X H)	TRIM (W X H)	BLEED (W X H)
Double Page Spread (DPS)	15.25" x 10.25"	15.75" x 10.75"	16" x 11"
Full Page	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"
2/3 Page DPS	9.5" x 10.25"	10" x 10.75"	10.25" x 11"
1/2 Page Horizontal DPS	15.25" x 4.75"	15.75" x 5.25"	18.25" x 5.875"
2/3 Page - Vertical	4.5" x 10.25"	5" x 10.75"	5.25" x 11"
1/2 Page - Horizontal	7.375" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Page - Vertical	3.5" x 10"	3.875" x 10.75"	4" x 11"
1/3 Page - Horizontal	7.375" x 3.125"	7.875" x 3.625"	8.125" x 3.875"
1/3 Page - Vertical	2.125" x 10.25"	2.625" x 10.75"	2.875" x 11"
1/4 Page - Horizontal	7.375" x 2.25"	7.875" x 2.75"	8.125" x 3"
1/4 Page - Square	3.375" x 4.75"	3.875" x 5.25"	4.125" x 5.5"

\*All ad dimensions given width x depth.  
Please contact your Sales Manager for non-bleed specs.

## CONTACT

**Lillian Maksymyszyn**  
DIRECTOR, PRODUCTION SERVICES  
(416) 764-1690  
[lillian.maksymyszyn@rci.rogers.com](mailto:lillian.maksymyszyn@rci.rogers.com)



## RATES & SIZES

ONLINE REAL ESTATE	MARKETING AM OR PM	SPECIFICATIONS
<b>Leaderboard</b>	\$3,000/wk	728 pixels x 90 pixels, maximum file size 40k
<b>Top Banner</b>	2,200/wk	468 pixels x 60 pixels, maximum file size 30k
<b>Big Box</b>	2,600/wk	300 pixels x 250 pixels, maximum file size 40k
<b>1/2 Box</b>	1,800/wk	300 pixels x 125 pixels, maximum file size 30k
<b>Text Box Ad</b>	2,500/wk	plain text, maximum 150 words and logo in EPS or high quality JPG
<b>Button ad</b>	850/wk	120 pixels x 90 pixels, maximum file size 20k
<b>Mobile Daily (app)</b>	3,000/mth	available upon request

**ALL RATES ARE NET**

## OUR READERS PREFER MARKETING DAILY OVER MEDIA IN CANADA!

### MARKETING DAILY

*Marketing Daily* is an e-newsletter that shapes the industry stories everyone will be talking about. Delivered to inboxes twice a day. The *Daily* offers an insightful review of the news, developments and trends shaping the fast-paced world of marketing, advertising and media.

■ 7,830 Marketing Daily AM Edition Recipients<sup>†</sup>

■ 7,134 Marketing Daily PM Edition Recipients<sup>†</sup>

Advertising & Marketers	31%
Advertising Agencies	19%
Media	14%
Advertising Services	5%
Education & Government	7%
Others allied to the Field	24%

### 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 nearly 2,000 subscribers.

■ Average monthly page views of 12,000

■ Highly engaged audience — 12% of our subscribers tweeted an article and 10% sent a article to a friend

\* All online material to be supplied to [bppgcreative@rci.rogers.com](mailto:bppgcreative@rci.rogers.com) 5 business days prior to posting date.

\* NOTE: Newsletters support animated GIF's and JPG's only. Animated GIF's will loop a maximum of 3 times and end on last frame of animation sequence. Animated GIFs are NOT universally accepted by all E-mail clients and therefore may not display all frames. Commonly, only the first or last frame is shown. Please adjust your material accordingly or submit a static GIF.

<sup>†</sup> Successful Recipients reported as November 2010

**Late creative:** All material must be submitted with a minimum of 5 business days prior to campaign start date. Late material will result in missed campaign start date with full campaign being charged to advertiser.



# 85% OF MARKETING READERS ALSO USE... 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

Impressions	2,094,449
Visits	147,859
Unique Visitors	72,969
Average Site Page Views	273,771
Average Total Page Views	359,864

Based on monthly average, October 2009 - Oct 2010

Call your Sales Manager  
about customized web  
programs and branded  
content opportunities

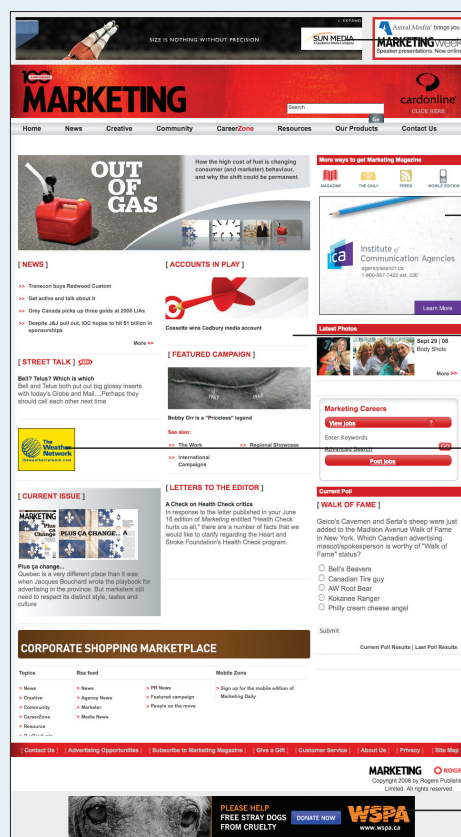
■ All online material to be supplied to BPPG Creative:  
**bppgcreative@rci.rogers.com**  
Subject Line: Marketing Magazine - Advertiser  
Name - Creative Type - Campaign Start Date

■ NOTE: Flash SWF's must adhere to BPPG Flash instructions. Please contact your Account Manager. Animated GIF's may only loop 3 times, ending on the last frame. 3rd Party Ad Tags are accepted for ROS (run-of-site) only. Clients must supply click-through URL separately. Only 1 click-through URL can be used per image file. Ads should not click through to files, i.e., PDF's, Word, etc., and should not click through to email addresses.

† Transitional & Pop-ups limited to 3-days/week

† Third party ad serving extra

**Late creative:** All material must be submitted with a minimum of 5 business days prior to campaign start date. Late material will result in missed campaign start date with full campaign being charged to advertiser.



## RATES & SIZES

ONLINE REAL ESTATE	AVAILABLE MONTHLY IMPRESSIONS	CPM/RATE	SPECIFICATIONS (W X H)
Top Leaderboard	200,000	\$60	728 pixels x 90 pixels, maximum file size 40k
Top Rollover Expandable Leaderboard	200,000	75	728 pixels x 90 pixels, maximum file size 40k Expands downwards to 728 pixels x 160 pixels
Bottom Leaderboard	200,000	25	728 pixels x 90 pixels, maximum file size 40k
Bottom Rollover Expandable Leaderboard	200,000	30	728 pixels x 90 pixels, maximum file size 40k Expands upwards to 728 pixels x 160 pixels
Big Box	200,000	45	300 pixels x 250 pixels, maximum file size 40k
Voken + Big Box Ad Combo	200,000	55	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	120 pixels x 90 pixels, maximum file size 20k
Branded eDirect	40,000* 27,000*	9,000 7,000	150 words, jpeg image & URL

\*Distribution; for details contact your sales manager.

ALL RATES ARE NET

## CLASSIFIEDS – PRINT

### CAREERS

*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.

#### Confidential Reply Service

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

### APPOINTMENT NOTICES

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.

### RFP

#### Issuing an invitation for suppliers?

Use *Marketing* to promote and start the bidding process.

**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](mailto:aldo.russo@marketingmag.rogers.com)

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

## CLASSIFIEDS

CONTACT ALDO RUSSO | E-MAIL: [aldo.russo@marketingmag.rogers.com](mailto:aldo.russo@marketingmag.rogers.com) | TEL: (416) 764-1597 | FAX: (416) 764-1722

# WagJag.com

## Are you the REAL DEAL?

### NOW HIRING

WagJagger (Inside Sales Rep)  
ProductJagger  
DeveloperJagger  
Member Experience Guru  
Deal Guru  
Product Merchandiser  
Online Editor  
Media Buyer/Trafficker

Analytical Guru  
Social Media Manager  
Campaign Analytics Guru  
Creative Guru  
SEO/SEM Guru  
Email Marketing Coordinator  
Acquisitions Manager  
Marketing Coordinator

Get more info at [WagJag.com](http://WagJag.com)

This is an excellent opportunity to join **WagJag.com**, Canada's fastest growing daily deal website

### WHAT'S IN IT FOR YOU?

- The opportunity to be part of a company at the cutting edge of the digital media industry
- An innovative and forward-thinking culture fostered by learning and development
- Real-time recognition for your achievements
- Work/life balance: flexible business hours including closing early on the Friday before a long weekend!
- Lo-fi style, open concept work environment...not to mention our uber-casual dress code
- A comprehensive benefits package including a minimum of 3 weeks vacation and a group RRSP
- And let's not forget the awesome people!

### INTERESTED?

go to **[www.WagJag.com](http://www.WagJag.com)**  
for more details and full job specs

## RATES & SPECIFICATIONS

Size	Measurement (W x H)	4C	BW
Full page	7.875" x 10.75"	\$5,712	\$4,723
1/2 page – horizontal	7.875" x 5.25"	3,323	2,825
1/2 page – vertical	3.5" x 10"	3,323	2,825
1/3 page – horizontal	7.875" x 3.625"	2,474	1,816
1/3 page – vertical	2.625" x 10.75"	2,474	1,816
1/4 page – horizontal	7.875" x 2.75"	2,142	1,566
1/4 page – square	3.875" x 5.25"	2,142	1,566
1 unit	3.5" x 2.25"	1,070	785

ALL RATES ARE NET

### FOR MORE INFORMATION CONTACT

**Aldo Russo**

(416) 764-1597

[aldo.russo@marketingmag.rogers.com](mailto:aldo.russo@marketingmag.rogers.com)

# CAREERS – ONLINE



## 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.

## MATERIAL REQUIREMENTS

Text	Microsoft Word
Logo	JPG or GIF at 72 dpi

## RATES

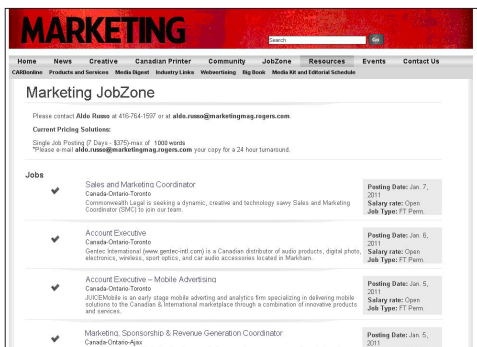
Basic Posting	Maximum 150 words	\$550/wk
Posting with Logo	Maximum 150 words, plus company logo linked to your site	650/wk

\*Rates are for single deployment. Includes listing on either the AM or PM Daily

**DOUBLE YOUR DOSAGE!** For an additional \$100 your ad will appear in both Marketing Daily AM & PM

**PLUS, add the web!** For an additional \$100,\* your ad will appear on JobZone on [marketingmag.ca](http://marketingmag.ca)

\*logo not included on website



# JOBZONE ON MARKETINGMAG.CA

## RATES

Single Job Posting (7 days) - max. 1000 words, text only	\$375
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## MATERIAL

Please supply word document or listing form, and indicate start date, postings will be live 24 hours after receipt of material

# APPOINTMENT NOTICES/RFP-MARKETING DAILY

## RATES

Posting with Logo	Maximum 150 words, plus company logo linked to your site	\$650/wk
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\*Rates are for single deployment. Includes listing on either the AM or PM Daily

**DOUBLE YOUR DOSAGE!** For an additional \$100 your ad will appear in both Marketing Daily AM & PM

## MATERIAL REQUIREMENTS

Text	Microsoft Word
Logo	JPG or GIF at 72 dpi

## [ REQUEST FOR PROPOSAL ]



### REQUEST FOR PROPOSAL

BCLC (British Columbia Lottery Corporation) is seeking a professional and experienced Marketing Services provider to deliver marketing services in two areas: Traditional Advertising Services and Digital Services.

Traditional Advertising Services include planning, creative development, production, and media buying for print, radio, and television.

Digital Services include account management, website development, production, mobile, and social media marketing strategies with traditional advertising.

BCLC is using the BC Government's effective December 15, 2010. Interested parties should submit their proposals to [www.bclbid.gov.bc.ca](http://www.bclbid.gov.bc.ca) by the deadline of December 15, 2010.

## [ APPOINTMENT NOTICE ]



"Astral Media Outdoor is pleased to announce the appointment of Joanne Cooper as Director of Sales in Vancouver. As Director of Sales, Ms. Cooper will oversee the development of sales for the city's new outdoor Digital Network. She will be working in the Vancouver office alongside the Astral Media Broadcast Sales group.

Joanne comes to Astral Media Outdoor with a wealth of knowledge and expertise in Out-of-Home advertising, most recently having worked at CBS for the past 11 years as a Senior Account Executive. Prior to that position, in a similar capacity, Joanne was with Pattison Outdoor."

## TO BOOK YOUR DAILY/ONLINE LISTING PLEASE CONTACT

**Aldo Russo**, (416) 764-1597  
[aldo.russo@marketingmag.rogers.com](mailto:aldo.russo@marketingmag.rogers.com)





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## TORONTO SALES OFFICE

One Mount Pleasant Road, 7th Floor,  
Toronto, ON M4Y 2Y5

## CONTACT

### Lucy Collin

Publisher  
(416) 764-1582  
lucy.collin@marketingmag.rogers.com

### Aldo Russo

Inside Sales Representative, Classifieds,  
Products and Services & Event Ticket Sales  
(416) 764-1597  
aldo.russo@marketingmag.rogers.com

### Hayley Humenick

Sales Manager  
Marketing Magazine  
(416) 764-1575  
hayley.humenick@rci.rogers.com

### Carol Leighton

Sales Manager, Ontario & Western Canada  
Marketing Magazine  
(416) 764-1544  
carol.leighton@marketingmag.rogers.com

### Lindsay Thompson

Sales & Marketing Coordinator  
Marketing Magazine  
(416) 764-1625  
lindsay.thompson@marketingmag.rogers.com

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## CIRCULATION INFORMATION

Audited by the Audit Bureau of Circulations (ABC).

For subscription and single copy sales information, please call: 416-764-1620

## SUBSCRIBER CUSTOMER SERVICE

Tel: (416) 932-5071; Toll Free 1-866-236-0608  
Fax: (416) 932-1602  
marketingmagazine@estonecanada.com

## LIST RENTAL ENQUIRIES PRINT

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

## COMMISSION AND CASH DISCOUNT

- a) **Agency Bookings:** add 15% to net total on space, colour, bleed, position and charges for special insert stock.
- b) **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

- a) 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.
- b) All advertising copy subject to approval of publishers.
- c) 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

- a) 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.
- b) 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.
- c) Any production items made for advertisers are charged separately.
- d) Verbal agreements are not recognized by the company.
- e) Rates subject to change without notice.
- f) 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.
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