

Advertising Rates

Rate Card No. 5 Effective January 2010

FOUR-COLOUR	1-2 TIMES	3-5 TIMES	6 TIMES
1 page	\$3,935	\$3,545	\$3,150
DPS	\$7,170	\$6,460	\$5,740
2/3 page	\$3,235	\$2,920	\$2,595
1/2 page	\$2,760	\$2,485	\$2,215
1/3 page	\$1,770	\$1,600	\$1,420
1/6 page	\$870	\$790	\$705

PREMIUM POSITIONS (FOUR COLOUR PROCESS)

OBC	\$4,730	\$4,255	\$3,785
IFC, IBC	\$4,530	\$4,075	\$3,640

BLACK ONLY

Subtract 10% off all display rates.

MATCHED PMS COLOURS

Add \$550 per colour.

BLEED PAGES

Accepted for full pages or DPS only. No extra charge.

CONTRACT ADVERTISERS

90 day protection for contract advertisers after new rates come into effect. Commission and Cash Discounts: Agency commission 15% allowed to recognized agencies only. Cash discounts 2%, 10 days from date of invoice.

INSERTS & OUTSERTS

2-pg insert	\$3,640	\$3,280	\$2,930
4-pg insert	\$4,565	\$4,110	\$3,660
8-pg insert	\$6,380	\$5,740	\$5,095
BRC	\$1,640	\$1,485	\$1,330

7,800 pieces required (national).

Please ask for mechanical specifications.

Position 40% extra when available.

Regional rates available.

RESOURCE DIRECTORY

	1-2 times	3-5 times	6 times
1" x 1 col.	\$195	\$185	\$170
2" x 1 col.	\$300	\$270	\$220
4" x 1 col.	\$450	\$395	\$325

Per 4-colour process: included

Independent photographers and illustrators: 10% discount

SPECIFICATIONS

Printed offset, sheet fed, coated stock, saddle-stitched, 150 line screen

Type page: 7 1/4" wide x 10" deep

Trim size: 8 1/4" wide x 11" deep

Bleed size: 8 1/2" wide x 11 1/4" deep

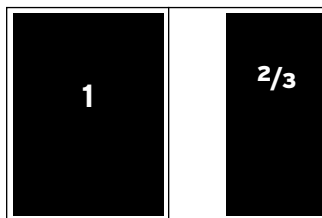
Column width: 2 1/4" (13 picas)

Number of columns: 3

MATERIAL ACCEPTED

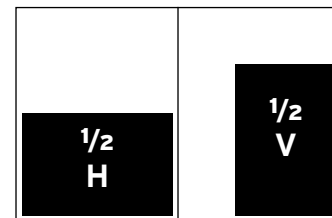
Digital: QuarkXPress file, supply all fonts and images used.

Call us for discount package rates for reaching the design, printing and publishing markets



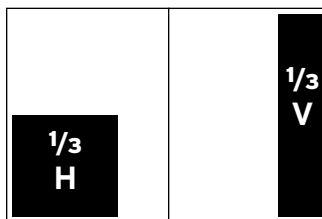
1 page

2/3 page



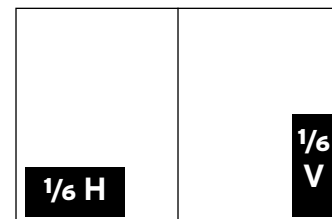
horizontal 1/2 page

vertical 1/2 page



horizontal 1/3 page

vertical 1/3 page



1/4 page

1/6 page

A colour proof must be provided.

Additional charges made for final art, modification of existing art, photography, special typesetting and conversion to acceptable digital format.

	WIDE	DEEP		WIDE	DEEP
1 page	7 1/4"	10"	1/3 page (H)	4 5/8"	5"
2/3 page	4 5/8"	10"	1/3 page (V)	2 1/4"	10"
1/2 page (H)	7 1/4"	5"	1/6 page (H)	4 5/8"	2 1/2"
1/2 page (V)	4 5/8"	7 1/2"	1/6 page (V)	2 1/4"	5"

Circulation 7,500, ABC audited

DESIGNEDGE CANADA
GRAPHIC DESIGN NEWS & TRENDS

Your contacts at Design Edge Canada

ADVERTISING



Doug Bennet

PUBLISHER

905-625-7070, ext. 233

dbennet@designedgecanada.com



Kim Carmichael

ACCOUNT MANAGER

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CIRCULATION

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Editorial Calendar 2010

Editorial Profile

Design Edge Canada is the source for graphic design news and trends. It's an essential read for graphic designers who want to stay informed on the issues affecting their industry, the strategies growing their business and the trends shaping their craft. Design Edge also profiles the industry's newsmakers,

tracks job movement across the country, reviews the latest products and technologies, highlights trends, showcases innovative work, conducts industry surveys and market forecasts, and reports on design themes such as colour and type—all in a fun, informative and attractive package.

Issue	Cover Feature Package	Notable Events	Ad Closing	Material Due	Mailing
Jan/Feb 2010	The games issue Design at the Olympics	Vancouver Winter Olympics Feb 12 - 28	Nov 20	Nov 25	Jan 7
March/April 2010	International outlook A look at design from around the world	Icograda Design Week Apr 26 - 29	Jan 21	Jan 27	Feb 26
May/June 2010	The sales issue How to sell design (and prove ROI)	FITC Show Apr 25 - 27	Mar 11	Mar 17	Apr 15
Jul/Aug 2010	The awards issue Introducing the Regional Design Awards		May 18	May 21	Jun 23
Sept/Oct 2010	NEW! Top 50 Our ranking of the Top 50 design agencies in Canada, plus Top 10 designers to watch	DesignThinkers Nov 11 - 12	Jul 22	Jul 28	Aug 27
Nov/Dec 2010	The type issue A typographic tutorial for print and web, plus Design City show guide	Print World Nov 20 - 22	Sept 23	Sept 29	Oct 29
Jan/Feb 2011	Before and after Strategically (and financially) successful redesigns		Nov 29	Dec 2	Jan 10

**Editorial calendar subject to change



Voted Magazine Of The Year (Trade Category), Canadian Society of Magazine Editors, 2008 & 2009

FEATURES EACH ISSUE

Newsmakers: a profile on a designer

Case Study: insider's look at design project

COLUMNS

Mind Your Business by Craig Swistun: how-to's on running a successful design practice

Tool Tips by Bob Atkinson: reviews on the latest software and hardware for design professionals

DEPARTMENTS

Short Takes: a Top 10 list, events calendar, typography contest and logo redesign feature

News on Design: the latest news in Canada's graphic design industry

Trendspotting: social and market trends affecting design

Creatives on the Move: a listing of recent job appointments and promotions

Resource Directory: our classified ad section for industry suppliers

International Edge: graphic design from around the world

Your contacts at Design Edge Canada

EDITORIAL



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DESIGNEDGE CANADA
GRAPHIC DESIGN NEWS & TRENDS

Online Advertising Rates

Number 1 Website for Graphic Designers

DesignEdgeCanada.com is home to graphic design news, jobs and trends from across the country, updated frequently by our editors. Website features include a popular job board, name that font contest, interactive community forums, green resources and many other extras that take full advantage of the web medium.

Rate Card No. 3 Effective October 2008

For our full online rate kit, including our Green Resources pages and Design Edge Express biweekly e-bulletin, contact us. Rates per month. See key, right.

HOME PAGE	1-3 months	4-6 months	7-9 months	10-12 months
Top Bar Double Banner A	\$1,575	\$1,375	\$1,175	\$975
Top Bar Mini Banner B	\$1,175	\$975	\$775	\$575
Side Bar Double Banner C	\$1,375	\$1,075	\$975	\$775
Side Bar Mini Banner D	\$1,075	\$875	\$675	\$475
Big Box (after first news story) E	\$1,575	\$1,375	\$1,175	\$975
Sponsor Buttons (bottom, all pages) F			\$575	\$375

DESIGN EDGE EXPRESS – direct to your prospect's in-box

Biweekly news and jobs e-bulletin. Circulation: 6,500 (September 2008)

Rates per insertion	1-2	3-5	6 or more
Top Bar Double Banner	\$695	\$595	\$495
Top Bar Mini Banner	\$595	\$495	\$395
Big Box	\$795	\$695	\$595

Traffic & Circulation

Website monthly visits:	19,822
Monthly page views:	88,783
Express e-bulletin circulation:	6,500

Figures as of September 2008; contact us for current traffic



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GRAPHIC DESIGN NEWS & TRENDS

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Readership

Our Readers

Design Edge Canada's ABC-audited circulation is 100% qualified and includes senior graphic designers, creative directors, art directors, web designers, production managers and others in the graphic design industry in Canada. Readers work for advertising agencies, in-house corporate design departments, retailers, governments, publishers, independent design studios and design schools.

Distribution

Design Edge Canada has the largest circulation to Canadian professional graphic designers of any magazine. *Design Edge Canada* is distributed as a free request circulation magazine to graphic designers in Canada.

Circulation - National

7,500 Request: 74.3%; Controlled: 25.7% (ABC June 2008 Audit)

Reader Profile (ABC June 2008 Audit)

Job Titles:

Owner/partner/principal	28%
Executive/manager	13%
Graphic designer	32%
Creative director/art director	15%
Production manager/buyer	4%
Student/instructor/other	7%

Region:

Ontario	71%
Western Canada	21%
Eastern Canada	8%

Business Types:

Graphic design firm/studio	37%
Ad agency	15%
Corporate/gov't design dept.	8%
Freelance/consulting designer	20%
Publishing firm	6%
Print or packaging firm	6%
Art school	3%
Supplier/manufacturer	4%
Other	1%

Goods & Services Used*:

Computers - MAC	76%
Computers - PC	47%
Digital Camera	79%
Scanners	79%
Design Software	83%
Proofers/Printers - Inkjet	42%
Proofers/Printers - Laser	50%
Specify Printing	44%
Specify Paper	43%
Purchase Stock Photography	58%

*Not audited. Figures based on *Design Edge Canada* requested-circulation subscriber demographics as of August 2008.

Selected Reader Feedback

"I like how you cover topics large and small, because the small things are sometimes the most inspiring. Please keep up the good work."

—Scott McFarland RGD, Associate and Design Director, *The Works*, Toronto

"I really enjoy *Design Edge*. Every issue has had a nice variety of topics to keep it from getting too buried in my should-read, but probably-never-will pile. Keep up the good work!"

—Judy Snaydon, Creative Director, *Mountain Equipment Co-op*, Vancouver

"I'm personally very pleased with how your magazine has come together and become a serious force to be reckoned with in Canada."

—Mark Busse, Partner, Design Director, *Industrial Brand Creative*, Vancouver

"*Design Edge* rocks!"

—Lionel Gadoury, Principal, Creative Director, *Context Creative*, Toronto

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About Us



A History of Success

Design Edge Canada is a division of North Island Publishing in Mississauga, Ontario, Canada. With over 28 years of publishing expertise, North Island is also publisher of award-winning *Graphic Monthly Canada* for the commercial printing industry and *Masthead* for the magazine publishing industry.

Design Edge Canada launched in March 2006 as a trade publication for the graphic design industry in Canada. Its website designedgecanada.com was launched simultaneously to complement the print magazine. *Design Edge Canada* is also the official publication of Design City Show, a new trade show for graphic designers.

Experts in Integrated Marketing

North Island Publishing has a long history of providing effective media solutions for suppliers in three markets—graphic design, printing, and publishing. In addition to three industry-leading magazines, North Island offers advertising opportunities in print, in person, and online. Projects produced by North Island include:

OTHER PUBLICATIONS

Graphic Monthly Canada
Masthead
Estimators & Buyers Guide

Look Like A Hero
Canadian Paper Finder

WEBSITES

DesignEdgeCanada.com: updated twice weekly with headline news
PrintCAN.com: Canadian Printing Industry news
MastheadOnline.com: Canadian Magazine Industry news and reference

TRADE SHOWS

Print World: www.printworldshow.com
Design City: www.designcityshow.com
Magazines University: www.magsu.com

Design Edge Canada is a proud sponsor of



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