

DESIGNEDEDGE CANADA

Circulation and Readership Quick Facts



Design Edge Canada reaches **MORE** ad agencies than Marketing magazine

ABC audited, **100%** qualified circulation

Largest circulation to Canadian professional graphic designers of any magazine

- 43%** of readers specify paper
- 44%** of readers specify printing services
- 58%** of readers purchase stock photography
- 83%** of readers purchase design software

Readers want more Design Edge...

"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 buried in my should-read, but probably-never-will pile."

—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

"Thank you for publishing a great resource for the design community. Hopefully you can expand by getting more ad revenue."

Michael Nelson, brands+, Toronto

"Design Edge rocks!"

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

Design Edge also reaches **all** major Canadian publishers: books, magazines, newspapers

Almost 700 corporate in-house creative department subscribers, including senior designers from this small sample:

Bombardier	CBC
SNC Lavalin	House of Commons
Mercedes Benz	Microsoft
City of Toronto	Royal Ontario Museum
Stratford Festival	Vancouver Olympic Committee
Telus	WestJet
Royal Bank of Canada	Research in Motion
Manulife Financial	Ernst and Young
The Globe and Mail	

and hundreds more blue-chip multinational, national and regional organizations with significant design budgets.

Estimated 15,375 total readership based on 2.05 readers per copy.

The most detailed readership breakdown of any magazine serving the graphic design market: business types, job titles, location and more...

2008 Reader Survey: more than 200 responses within three hours, almost 700 responses in total!

Reach senior creative professionals with buying power... advertise in Design Edge Canada

DESIGNEDEDGE CANADA

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