



CANADIAN

capital

PLAN PROSPER PROVIDE

2012



Canadian Capital Overview

WHAT IS CANADIAN CAPITAL?

- *Canadian Capital* is our newest magazine and the only publication written exclusively to help successful presidents, CEOs and business owners plan for their succession, prosper from their wealth, and provide a meaningful, lasting legacy to their families and communities.
- Published quarterly, with two additional special issues scheduled for 2012.
- Our content is divided into three themes: Plan, Prosper and Provide. 'Plan' is about building a concrete succession plan to ensure that wealthy individuals recoup and grow personal and business capital. 'Prosper' focuses on managing, growing & protecting wealth. 'Provide' looks at ways to leave a lasting legacy and deploy social capital to family, community and country.

AUDIENCE DEMOGRAPHICS:

- Wealthy business owners, presidents and CEOs
- Average annual business revenues: \$24.7 million
- Average personal investable assets: \$2.1 million
- Average age: 52 years old
- Gender: 80% male / 20% female
- They represent 16 different business segments from construction, manufacturing & logistics to healthcare, pharmaceutical & legal

CIRCULATION:

- 40,000 controlled circulation
- Frequency: Six issues
- Average time spent with magazine: 46 minutes

“Canadian Capital has useful information on how to manage my wealth, provide for my family and plan my legacy”

In every issue of *Canadian Capital*:

Columns and Departments:

Fair Factor/Anatomy of a Deal: Our quarterly multiples table with commentary from a certified business valuator, followed by a deeper dive into a recently closed transaction

Peter C. Newman on Family Wealth: Canada's sage writer on wealthy business families shows readers the passions and perils of this country's entrepreneurial ruling class.

In Transition: A business owner talks about handing over the company, and the complexities encountered during that process.

What Gives: A look at charitable vehicles and estate planning that ensures legacy.

Investment Spotlight: A one page breakdown of a different financial instrument each quarter.

Working with Wealth Managers: Examining how business owners and other wealthy Canadians can better collaborate with money managers to produce good returns and address lifestyle needs.

By the Numbers: A step-by-step look at wealth stewardship.

Unmingling: Separating business and personal expenditures.

Tax Tactics: How to shelter assets, protect heirs, and stay onside with Revenue Canada.

Cover Your Assets: Using insurance as an estate planning tool.

Luxury: A peek at pricy purchases and worthwhile indulgences.

Wise Investing: A venture capitalist helps business owners evaluate angel and startup investing opportunities.

Special Issues:

The Ranking Issue (May/June)

The Family Issue (October)



Advertising Specs & Schedule

CONTACT

Donna Kerry
Publisher, *Canadian Capital*
416-764-3805
donna.kerry@rci.rogers.com

Trim Size of Magazine: 7-7/8" width x 10-3/4" depth

UNIT	WIDTH x DEPTH
Double page spread	15-3/4" x 10-3/4"
Full page	7-7/8" x 10-3/4"
2/3 page vertical	5" x 10-3/4"
1/2 double page spread	15-3/4" x 5-3/8"
1/2 page island	5-1/8" x 7-1/8"
1/2 page horizontal	7-7/8" x 5-3/8"
1/3 page vertical	2-5/8" x 10-3/4"
1/3 page square	5" x 5-3/8"
1/4 page square	3-7/8" x 5-3/8"

BLEED: For ads intended to bleed, please add an 1/8" beyond trim size

LIVE: Please allow 1/4" of type safety inside trim size

IMPORTANT NOTE: Hold all type matter or illustrative material not intended to trim a minimum of 1/4" from outside trim edges and include a 1/4" gutter allowance for spreads. Publisher is NOT responsible for line-up of type or image running through the gutter on spreads or single pages to adjacent insert. Running type or image through the gutter is STRONGLY discouraged. Folding and trimming are subject to variation.

Production schedule

EDITION	SPACE	MATERIAL	ISSUED
Feb/March	January 20	January 31	February 27
April	March 9	March 20	April 16
May/June	April 16	May 1	May 28
September	August 3	August 14	September 10
October	September 14	September 25	October 22
Nov/Dec	October 19	October 30	November 26

MECHANICAL SPECIFICATIONS

Format Magazine
Live Area: 7-5/8" x 10-1/2"
Trim Size: 7-7/8" x 10-3/4"
Bleed Size: 8" x 10-7/8"
Number of Columns: 3
Printing Process:
HeatSET Web OffSET
Binding Method:
Perfect

MATERIAL SUBMISSIONS



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. Platform(s): MAC.

Electronic File Formats Accepted: PDF
Communications Protocols: FTP

Advertising Rates

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Advertising Rates

AD FORMAT (4-colour)	1x (net)	4x (net)
Double page spread profile	12,500	11,875
Double page spread	11,000	10,450
Full page	8,000	7,600
2/3 page vertical	6,000	5,700
1/2 double page spread	9,000	8,550
1/2 page island	5,750	5,463
1/2 page horizontal	5,250	4,988
1/3 page vertical	4,500	4,275
1/3 page square	4,500	4,275
1/4 page square	4,000	3,800

COVER RATES	1x (net)	4x (net)
Inside front cover spread	17,600	16,720
Outside back cover	12,800	12,160
Inside back cover	10,665	10,132

INSERTS

Rates on request

CREATIVE OPPORTUNITIES

Special print opportunities (gatefolds, inserts, etc) are available upon request.

EDITORIAL ADJACENCIES

Canadian Capital offers several editorial adjacencies as key anchored advertising positions. These advertising positions are available at a 10% premium.

REGIONAL TARGETING

Regional splits are available upon request

