

# Drugstore canada

## 2012 MEDIA KIT



## OUR MANDATE

*Drugstore Canada* is the self-care, business and retail resource for the pharmacy industry. Our respected, industry-insider roster of writers and columnists keep pharmacists in community drugstores up-to-date on nonprescription and natural health products, retailing trends, health and beauty news and business best practices.

## KEY FACTS ABOUT OUR READERS

**86%** of pharmacists say they are being asked more questions about OTC options.\*

**89%** say NHPs are a valid option for some patients.\*

**13 times a day**  
pharmacists counsel on nonprescription products.\*\*

**9 times in 10**, when our readers recommend a self care product, the consumer buys it.\*\*

**97%** of readers say they want to know about new products coming on the market.\*\*\*

## NEW! 10 x Frequency

**10 issues** per year to better serve our readers with information and education

## READERSHIP

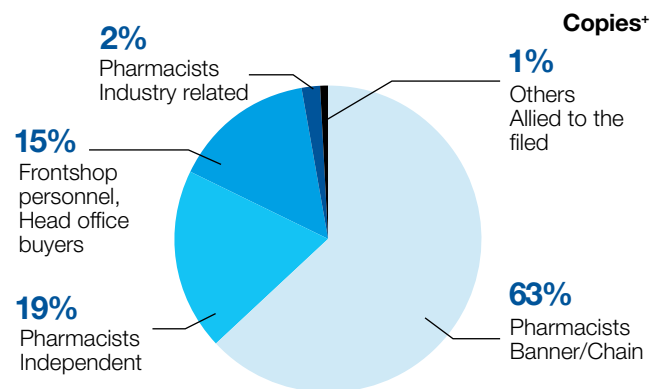
**27,855\*\*\*\*** Total readership

**21 minutes\*\*\*\***  
is the average time spent reading *Drugstore Canada*

\* *Drugstore Canada* 2011/2012 Survey on OTC Counselling & Recommendations.  
 \*\* *Drugstore Canada* 2010/2011 Survey on OTC Counselling & Recommendations.  
 \*\*\* August 2011 *Drugstore Canada* online reader survey.  
 \*\*\*\* BPPG 2009 Readership Study

## CIRCULATION

- 17,018 total circulation
- 14,000 community pharmacist/owners/manager
- 2,468 frontshop personnel, head office buyers and head office executives



PROVINCE	CIRCULATION	SITES
Alberta	2,659	955
British Columbia	2,258	1,004
Manitoba	851	322
New Brunswick	503	196
Newfoundland & Labrador	435	189
Northwest Territories	13	8
Nova Scotia	765	282
Nunavut	4	3
Ontario	8,116	3,277
Prince Edward Island	118	40
Québec	422	46
Saskatchewan	853	341
Yukon	15	6
US/Foreign	6	
<b>Total</b>	<b>17,018</b>	<b>6,669</b>

INDUSTRY	SITES**	PERCENT
Banner/Chain etc... pharmacists/owners/managers	4,833	72%
Independent pharmacists	1,727	26%
Other related Pharmacists and Industry professionals	109	2%
<b>Total</b>	<b>6,669</b>	<b>100%</b>

+ Based on Sept 2011 ABC Statement (and percentage assumptions)  
 ++ Based on Oct 2011 Database Report from Dendrite

# “Why I Read *Drugstore Canada*”



### On how we are read:

“I love the articles about new OTCs that customers will be asking about/reading about, so I can be informed and ready when they ask me for information.”

*Rexall pharmacist*

### On being essential reading:

“I love the information about what is going on in other provinces, please keep it coming.”

*Loblaws pharmacist*



### On our variety of offerings:

“I think the mix you currently offer in *Drugstore Canada* is great!”

*Pharmasave pharmacist*

# 2012 SCHEDULE



ISSUE	SPECIAL REPORTS	SPACE CLOSE	MATERIAL CLOSE	SUPPLEMENTS	SUPPLEMENT CLOSE	MAIL DATE
February		January 10	January 17			February 13
March	Report from Business 2.0 event	February 7	February 14	Pharmacist's Guide to Natural Health Products	January 23	March 12
April	OTC Market Report	March 20	March 27	OTC #1 Brands	March 1	April 23
May	Summer self care report, NHP Symposium Report	April 17	April 24	Pharmacist's Guide to Skin Health	March 16	May 22
June	ABCs of OTCs	May 8	May 14			June 11
July/August	State of the Industry	July 3	July 10	Pharmacist's Guide to OTC Health Management	June 20	August 7
September		August 7	August 14	Pharmacist's Guide to Nutritional Health	July 15	September 10
October		September 4	September 11			October 9
November	Report from NCPA annual conference, Report from Solutions Conference	October 23	October 30	CACDS Annual Report	August 30	November 27
Dec/Jan 2013	Commitment to Care	November 20	November 27			December 27

# SUPPLEMENTS & REPORTS



## SUPPLEMENTS

- **Pharmacist's Guide to NHPs (March)** This special supplement provides pharmacists with the information they need to counsel patients on NHPs. Includes website posting for 3 months.
- **The Pharmacist's Guide to Skin Health (May)** A supplement providing pharmacists with information they need to counsel patients on skin health and the use of skincare products, including cosmeceuticals.
- **Pharmacist's Guide to OTC Health Management (July/Aug)** This supplement provides pharmacists with the information they need to provide counsel on the use of OTCs in key health conditions. Includes website posting for 3 months.
- **Pharmacist's Guide to Nutritional Health (September)** A supplement providing pharmacists with information they need to counsel patients on the use of nutritional supplements and vitamins.



## REPORTS

- **Survey on OTC Counselling & Recommendations/OTC Market Report (April)** annual survey that captures trends in pharmacists' counselling for OTC products PLUS pharmacists' #1 recommended brands.
- **State of the Industry Report (July/Aug)** This 'must-read' issue wraps up all of the major policy, professional and legislative updates in pharmacy each year. Includes select banner profiles--an ideal vehicle for recruitment initiatives.
- **Community Pharmacy Report** Rogers Publishing, the Canadian Association of Chain Drugstores (CACDS) and the Canadian Association for Pharmacy Distribution Management, partner to produce the *Community Pharmacy Report – The Complete Report on Trends and Insights in Canada*. Exclusive partnership includes exclusive advanced data and analysis presented to sponsor's key customers.
- **CACDS Annual Report (November)** A special report from the Canadian Association of Chain Drug Stores. Distributed to all senior executives at the CACDS Conference, in October and to frontline pharmacist and head-office personnel with the November issue of *Drugstore Canada*.

# EVENTS, SPECIAL PROJECTS, & AWARD PROGRAMS



## EVENTS

- **The ABCs of OTCs (April, November)** practical education symposiums to educate pharmacists on what they should know and what's new about non prescription and self care products. Sponsorship includes exhibit space, a full page ad in the print report and more.
- **Solutions in Drug Plan Management Conference (September)** An annual conference and online newsletter facilitate communication and partnering between the benefits community (employers, benefits consultants, insurers and pharmacy benefits managers) and healthcare groups (pharmacists, physicians, wellness consultants and patient groups). Partnership includes, complementary registrations, table top exhibit, e-newsletter advertising and more.
- **Business 2.0 Educational program (January 22)** Live events and webinars designed to help pharmacy owners and prospective owners move to a business model based on pharmacy services and focused on patient health.
- **Natural Health Products Symposium (February)** An educational event provides pharmacists with the latest research and knowledge on the use of nutritional supplements and vitamins.



## SPECIAL PROJECTS

- **OTC Q&A** PAAB approved answers to pharmacists questions about OTC brand products. Includes website posting for 3 months.
- **OTC Patient Profiler** A PAAB-approved advertising feature that focuses on what pharmacists need to know to care for the patients based on key OTC brand information. Includes website posting for 3 months.
- **OTC Print and Online National CE Lesson**  
A CCCEP-accredited, 4 or 8-page print and online continuing education lesson for OTC products.



## AWARDS

- **Commitment to Care & Service Awards (November)**  
Canada's premier awards program recognizing excellence in pharmacy. Partnership includes, print & web promotion and advertising, award presentation and more.

WINNER  
BEST  
WEBSITE  
2010 CANADIAN  
PHARMACEUTICAL  
DIGITAL AWARDS



## Canadian HealthcareNetwork.ca

*Drugstore Canada's* online home is CanadianHealthcareNetwork.ca. This unique gated healthcare portal is the online community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers, where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the CanadianHealthcareNetwork.ca web media kit for more information, including:

- banner ads
- newsletters ads
- newflash ads/exclusive advertising
- bulletin/text/image newsletter ads
- edirects/email
- therapeutic category exclusive advertising/keyword bundles
- custom poll exclusive advertising
- microsites/profile pages
- content section exclusive advertising
- plus custom solutions - ask your account manager

\* Source: PMB Medical Media Study 2011, English

### In Print & Online

Our one-of-a-kind healthcare portal, *Canadianhealthcarenetwork.ca* welcomes over 35,000 English pharmacists, technicians, and pharmacy students into a conversation, right from their computer, smartphone or other mobile device.

With more than 32,000 english subscribers, our e-newsletters are the #1 source for pharmacy industry news. We are constantly updating the site with news, new clinical guidelines, new drug and product launches, as well as plenty of thought-provoking, insightful features and series.

Canadian pharmacists connect with each other, share ideas and express their opinions via our interactive blogs, our *Ask the Expert* help service and our online forums.

# ROGERS ONLINE RESEARCH

The Rogers Healthcare inter-professional portal, [CanadianHealthcareNetwork.ca](http://CanadianHealthcareNetwork.ca) has 80,000 registrants on this gated site, including physicians (GPs, Specialists, Residents), pharmacists (community, hospital plus pharmacy technicians and pharmacy students), nurses/nurse practitioners, and Healthcare Managers (hospital executives, government). Use the Rogers Research Division to survey any or all of the above target audiences.



**Use research to build original content into effective, insightful and engaging intelligence, communications, marketing or loyalty programs**

**Rogers Market Research and Client Services Group offers turnkey solutions to position our clients as industry leaders through:**

- Access to the right audiences
- Collection of actionable data
- Credible third-party research
- Brand positioning through sponsorship

**Rogers Market Research and Client Services Group customizes market research to meet clients' intelligence needs, including:**

- Informing corporate or sales strategy
- Market share
- Competitive intelligence

**The only research group of its kind in Canada with incomparable B2B vertical and Consumer expertise  
Over 1,000 B2B and consumer projects conducted since 2004**

- Extensive team of research professionals
- Knowledge to create unique research opportunities
- Led by Tricia Benn, Senior Director Market Research, Board of Directors for National MRIA B2B Committee

**Access to an extensive team of research professionals to support any materials developed based on the research:**

- Advisory boards and roundtables
- Advertorials
- Creative development
- E-bulletins
- Editorial content
- Events
- Social media
- Web development

**Research forms the foundation for positioning our clients as a leaders in providing value to their customers. Specifically, the research will be used to create:**

- Relevancy
- Editorial involvement and credibility
- Consumer engagement that is not Client centric messaging
- Thought leadership
- Promotional and in-person opportunities

## OTC RESEARCH

Find out what hundreds of Pharmacists are saying about your brands.

**Rogers Research surveys over 900 pharmacists across the country!**

Let us provide you with the insights you need to better understand your customers' perceptions regarding your brands.

**Where is your brand the strongest?**

- What percent of each population is recommending your brand and how often (by region, age, gender, pharmacy type, job title). Undertand your brand equity among healthcare professionals through fact-based insights
- Track year over year brand equity growth and decline
- Proactively identify growing competitive threats across categories
- Determine additional factors that could be impacting on recommendation for your brands (e.g. age, gender, region)
- Identify the drivers of recommendation intent based on direct feedback from healthcare professionals

## CE RESEARCH

Conduct a pre and post-research survey to pharmacists CE participants. Pre-test questions measuring pharmacist's knowledge and awareness of the CE topic will be asked and post-test questions pertaining to the usefulness and relevance of the CE lesson. As well questions regarding their engagement and overall perceived effectiveness of the program. Results will include average scores from other recent CEs providing comparison points.

# 2012 ADVERTISING RATES

B&W (Gross Rates)	1x	4x	7x	10x
Full page	\$ 4,700	\$ 4,550	\$ 4,250	\$ 4,050
2/3 page	\$ 4,000	\$ 3,850	\$ 3,600	\$ 3,425
1/2 page (vert. or horiz)	\$ 3,050	\$ 2,905	\$ 2,665	\$ 2,495
1/3 page (vert. or horiz)	\$ 2,495	\$ 2,355	\$ 2,125	\$ 1,980
1/4 page (vert. or horiz)	\$ 2,250	\$ 2,175	\$ 2,000	\$ 1,915

**4 colour rate..... \$ 1,965**  
 Each additional 4 colour in the same issue ..... \$ 1,865  
 Standard colour..... \$ 1,100  
 Matched colour ..... \$ 1,200

## PREMIUM POSITIONS

Preferred positions charged at 20% on space over earned b&w rate.  
 Covers and preferred positions are non-cancellable for duration of contract.

## OTC Q&A

DPS Includes 4 colour content/writing, design, website posting for 3 months and PAAB approval.

*Drugstore Canada* ..... \$ 18,895\*

Add *L'actualité pharmaceutique*..... \$ 12,550\*

\* Prescribing information extra.

## OTC PATIENT PROFILER

DPS Includes 4 colour content/writing, design, website posting for 3 months and PAAB approval.

*Drugstore Canada* ..... \$ 18,895\*

*L'actualité pharmaceutique* ..... \$ 12,550\*

\* Prescribing information extra.

## SUPPLIED OUTSERTS:

	1 pg/2 sides	2 pgs/4 sides	3 pgs/6 sides
<b>OPTION 1</b>	\$ 7,480 net	\$ 8,360 net	\$ 10,450 net

*Drugstore Canada* (English 16,700)

One per Pharmacist, head office, and buyers

<b>OPTION 2</b>	\$10,890 net	\$ 12,100 net	\$ 15,290 net
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*Drugstore Canada* (English 16,700)

*L'actualité pharmaceutique* (French 8,000)

Total circulation: 24,700

Rates for supplied inserts available on request.

## CE RATES

4 page.....\$ 47,000 net

Distributed in *Drugstore Canada* and *L'actualité pharmaceutique*

8 page.....\$ 67,000 net

Distributed in *Drugstore Canada* and *L'actualité pharmaceutique*

## CLASSIFIEDS

Rates include Print and 1 month web posting

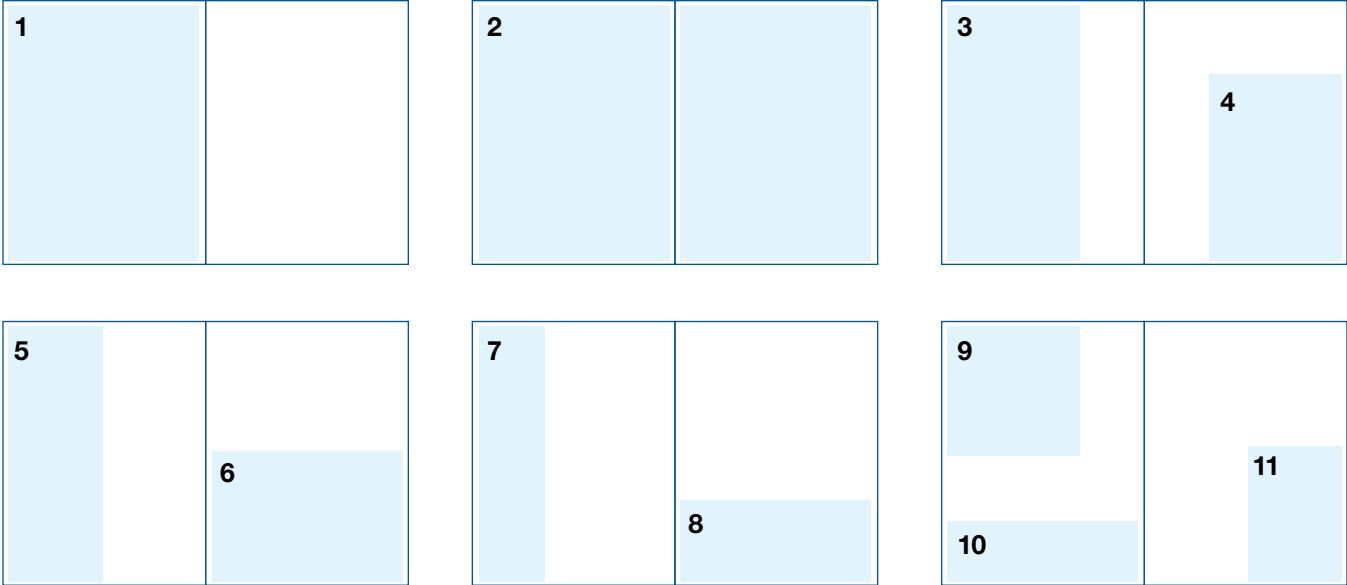
AD SIZE (NET RATES)	1x	4x	7x	10x
1/2 page (vert. or horiz.)	\$ 3,420	\$ 3,078	\$ 2,907	\$ 2,736
1/3 page (vert. or horiz.)	\$ 2,610	\$ 2,349	\$ 2,218	\$ 2,080
1/4 page (vert. or horiz.)	\$ 1,776	\$ 1,598	\$ 1,509	\$ 1,420
1/6 Page	\$ 1,026	\$ 923	\$ 872	\$ 820

- Rates includes colour
- Contact Scott Tweed (416-764-3906, Scott.Tweed@rci.rogers.com)
- Add HST to rates

- Careers
- New Products
- Services
- Equipment
- Store Design



# MECHANICAL SPECIFICATIONS 1



## STANDARD UNIT SIZE IN INCHES

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"
<b>MAGAZINE TRIM SIZE:</b>		7-7/8"	10-3/4"

For ad templates, visit [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com)

# MECHANICAL SPECIFICATIONS 2

## FOR FULL PAGE ADVERTISERS

- Allow 1/8" (3 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-1/8" W x 11" D (206 mm x 279 mm)
- Double page ad size including bleed measures 16" W x 11" D (406 mm x 279 mm)

## TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

## METHOD OF PRINTING

Offset

## METHOD OF BINDING

Saddle stitch

## DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF /X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com). Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com) or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Ad material not to specifications will not be used and must be resupplied with correctly.

## SHIP PROOFS TO

Drugstore Canada  
Attention: Ajay Masih  
One Mount Pleasant Road  
7th Floor  
Toronto, Ontario  
M4Y 2Y5

## STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

## INSERT/POLYBAG

Rates and quantities are available upon request.

## ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit [http://www.rogerspublishing.ca/about\\_us/environmental\\_policy.shtml](http://www.rogerspublishing.ca/about_us/environmental_policy.shtml)

## COMMISSIONS

- Agency commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- 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

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representa-

tion, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.

- Preferred positions, contracted for 12 months, non-cancellable.

## GENERAL

- Advertiser and agency agree that Drugstore Canada shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.



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**Drugstore**  
canada

**ROGERS™**  
**HealthcareGroup**

A division of Rogers Publishing

The Medical Post

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ProfessionSanté.ca