

# 2012 Advertising Information and Specifications

## Mechanical Requirements

	<b>Bleed Ads:</b> Build Documents to TRIM Size Add .125" Bleed BEYOND Trim on ALL Sides Live Area is .25" in from ALL Sides			<b>Non-Bleed Ads:</b> Build Documents to LIVE Area		
Double Page Spread	15.75"	x	10.75"	15.75" x 10.75" (Live Area is .25" in from ALL Sides)		
Full Page	7.875"	x	10.75"	7.875" x 10.75" (Live Area is .25" in from ALL Sides)		
2/3 Page Vertical	5.125"	x	10.75"	4.625"	x	10.25"
1/2 Double Page Spread	15.75"	x	5.375"	N/A		
1/2 Page Horizontal	7.875"	x	5.375"	7.375"	x	4.875"
1/2 Page Island	5"	x	7.875"	4.5"	x	7.375"
1/2 Page Vertical	4"	x	10.75"	3.5"	x	10.25"
1/3 Page Horizontal	7.875"	x	3.5625"	7.375"	x	3.0625"
1/3 Page Square	4.875"	x	5.375"	4.375"	x	4.875"
1/3 Page Vertical	2.75"	x	10.75"	2.25"	x	10.25"

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .25" gutter allowance for spreads. Publisher is NOT responsible for the line-up of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

### Methods for Material Submission

**AdDirect** - AdDirect - PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using MagazinesCanada AdDirect at [adirect.sendmyad.com](http://adirect.sendmyad.com). For further information regarding Rogers Publishing specifications refer to [www.rogersdigitalads.com](http://www.rogersdigitalads.com), or contact Sales Coordinator at (416) 764-2875. Rogers Publishing does not accept responsibility for material content, or colour trapping.



**FTP** – Important note: Production does not receive automatic notification from FTP file transfers. Please email the filename to [Natalie.Russell@tpg.rogers.com](mailto:Natalie.Russell@tpg.rogers.com) to confirm the file name and date/time of file transfer. In order to ensure proper reproduction of colour and material content, please supply contract colour proof.

FTP: [transcontinental.ca](http://transcontinental.ca)

User ID: Enfants

Password: E8nf2nts

**CD-ROM** – Please send colour proof and ad material to the following address. Please note this address is for *Enfants Quebec* material only and is different than the *Today's Parent* address.

Attn: Sylvie Payette

*Enfants Quebec* Production

300 Rue Arran

Saint-Lambert, PQ

J4R 1K5

## Today's Parent Group 2012 Rates (Gross)



Edition	4 Colour	1-2X	3-6X	7-9X	10-12X	13+	Circulation
<b>National</b>	DPS	\$37,307	\$36,185	\$35,440	\$34,323	\$33,201	160,000
	1/2 Page DPS	\$29,014	\$28,142	\$27,560	\$26,694	\$25,821	
	1 Page	\$20,726	\$20,104	\$19,686	\$19,069	\$18,442	
	2/3 page	\$17,615	\$17,085	\$16,738	\$16,208	\$15,677	
	Digest Size	\$17,615	\$17,085	\$16,738	\$16,208	\$15,677	
	1/2 Page	\$15,545	\$15,076	\$14,765	\$14,300	\$13,836	
	1/3 Page	\$10,776	\$10,455	\$10,241	\$9,915	\$9,588	
	Inside Spread	\$44,768	\$43,421	\$42,529	\$41,183	\$39,841	
Covers	\$25,908	\$25,128	\$24,613	\$23,832	\$23,057		
<b>Ontario</b>	DPS	\$26,642	\$25,847	\$25,316	\$24,516	\$23,715	89,000
	1 Page	\$14,805	\$14,362	\$14,066	\$13,617	\$13,173	
	1/2 Page	\$11,103	\$10,771	\$10,547	\$10,215	\$9,884	
	1/3 Page	\$7,701	\$7,467	\$7,313	\$7,084	\$6,849	
<b>Western</b>	DPS	\$16,958	\$16,448	\$16,111	\$15,601	\$15,091	55,000
	1 Page	\$9,420	\$9,139	\$8,951	\$8,665	\$8,384	
	1/2 Page	\$7,064	\$6,854	\$6,712	\$6,503	\$6,288	
<b>Toronto</b>	1 Page (Cover)	\$5,693	\$5,491		\$5,187		55,000
	1 Page	\$4,928	\$4,767		\$4,364		
	2/3 Page	\$4,048	\$3,956		\$3,801		
	1/2 Page	\$2,829	\$2,720		\$2,582		
	1/3 Page	\$1,938	\$1,852		\$1,771		
	1/4 Page	\$1,518	\$1,478		\$1,409		
	1/6 Page	\$949	\$903		\$868		
	1/12 Page	\$569	\$558		\$512		
Marketplace	\$230	\$224		\$219			



	1-3X	4-6X	7-9X	10+	Circulation
DPS	\$15,330	\$14,872	\$14,413	\$13,954	60,000
1/2 Page DPS	\$11,924	\$11,567	\$11,210	\$10,848	
1 Page	\$8,517	\$8,262	\$8,007	\$7,752	
2/3 Page	\$7,237	\$7,018	\$6,803	\$6,584	
Digest Size	\$7,237	\$7,018	\$6,803	\$6,584	
1/2 Page	\$6,385	\$6,196	\$6,003	\$5,814	
1/3 Page	\$4,422	\$4,289	\$4,156	\$4,024	
Covers	\$10,215	\$9,909	\$9,604	\$9,297	



	1X	3X	Circulation
DPS	\$36,695	\$35,595	130,000
1/2 Page DPS	\$28,540	\$27,685	
1 Page	\$20,385	\$19,770	
1/2 Page	\$15,290	\$14,830	



	1x	2x	Circulation
DPS	\$27,090	\$26,280	110,000
1/2 Page DPS	\$21,075	\$20,440	
1 Page	\$15,050	\$14,595	
1/2 Page	\$11,290	\$10,950	



	1x	2x	Circulation
DPS	\$30,855	\$29,930	137,000
1/2 Page DPS	\$23,995	\$23,275	
1 Page	\$17,140	\$16,625	
1/2 Page	\$12,855	\$12,470	



	1x	2x	Circulation
DPS	\$10,850	\$10,525	33,000
1/2 Page DPS	\$8,440	\$8,185	
1 Page	\$6,030	\$5,850	
1/2 page	\$4,520	\$4,380	



	1x	2x	Circulation
DPS	\$13,425	\$13,020	45,000
1/2 Page DPS	\$10,445	\$10,130	
1 Page	\$7,460	\$7,235	
1/2 Page	\$5,595	\$5,425	

\* All 2012 rates are subject to change

\*\* Circulation based on ABC statements from Dec. 31, 2011 & CCAB statement from March 2011

Updated: January 2012

## Today's Parent Group - Production Schedule 2012



	Sales Close	Material Close	Inserts Due	Impact Date	On-Sale Date
January	17-Nov	23-Nov	25-Nov	6-Dec	19-Dec
February	8-Dec	14-Dec	16-Dec	4-Jan	16-Jan
March	19-Jan	25-Jan	27-Jan	7-Feb	20-Feb
April	16-Feb	22-Feb	24-Feb	6-Mar	19-Mar
May	15-Mar	21-Mar	23-Mar	3-Apr	16-Apr
June	19-Apr	25-Apr	27-Apr	8-May	21-May
July	17-May	23-May	25-May	5-Jun	18-Jun
August	14-Jun	20-Jun	22-Jun	3-Jul	16-Jul
September	12-Jul	18-Jul	20-Jul	31-Jul	13-Aug
October	9-Aug	15-Aug	17-Aug	28-Aug	10-Sep
November	13-Sep	19-Sep	21-Sep	2-Oct	15-Oct
December	18-Oct	24-Oct	26-Oct	6-Nov	19-Nov
January 2013	15-Nov	21-Nov	23-Nov	4-Dec	17-Dec



	Sales Close	Material Close	Inserts Due	Impact Date	On-Sale Date
February/March	8-Dec	14-Dec	16-Dec	9-Jan	16-Jan
April	16-Feb	22-Feb	24-Feb	6-Mar	19-Mar
May/June	15-Mar	21-Mar	23-Mar	3-Apr	16-Apr
July/August	17-May	23-May	25-May	5-Jun	18-Jun
September	12-Jul	18-Jul	20-Jul	31-Jul	13-Aug
October	9-Aug	15-Aug	17-Aug	28-Aug	10-Sep
November	13-Sep	19-Sep	21-Sep	2-Oct	15-Oct
December/January 2013	18-Oct	24-Oct	26-Oct	6-Nov	19-Nov



Pregnancy	Sales Close	Material Close	Impact Date
Spring	2-Feb	8-Feb	23-Mar
NEW Pregnancy Workbook	29-Mar	5-Apr	18-May
Fall	31-May	6-Jun	20-Jul
Winter	4-Oct	10-Oct	21-Dec



Newborn/ Poupon	Sales Close	Material Close	Impact Date
Spring	1-Mar	7-Mar	20-Apr
Fall	30-Aug	5-Sep	19-Oct



Baby & Toddler/ Bout de Chou	Sales Close	Material Close	Impact Date
Spring	12-Apr	18-Apr	1-Jun
Fall	30-Aug	5-Sep	19-Oct

\* All 2012 dates are subject to change

Updated: November 2011