



CANADIAN GROCER



READ COVER TO COVER FROM COAST TO COAST

2012 MEDIA KIT



OUR READERS SAY IT BEST

***Canadian Grocer* magazine has been the voice of the grocery industry since 1886 and is Canada's only national grocery publication.** Our readership of 70,000 consists of head office executives and store-level managers in a wide range of food outlets such as grocery, club, mass and convenience stores.

Retailers count on *Canadian Grocer* to keep them informed about the grocery industry both here and abroad. As the most requested magazine in the industry, we offer insightful, credible editorial that covers industry issues, while offering solutions and ideas for retailers to better run their businesses.



BILL McEWAN

President, Sobeys Inc., Stellarton, N.S.

"Canadian Grocer provides a regular snapshot of ideas, changes, developments and issues in the Canadian food industry. Canada is a large and diverse country...Canadian Grocer is a communications bridge."



CLAUDIO GEMMITI

Vice-president, Loblaw brands, Loblaw Cos. Ltd. & brand development lead, PC G.R.E.E.N.

"The publication delivers sound coverage of important issues and trends affectin every level of the grocery sector. We have always been aware of the quality and thorough nature of the material delivered to CG readers, but after being featured as leaders in environmental sustainability initiatives, it became truly apparent, the breadth and scope of the *Canadian Grocer* audience—the feedback to the story was incredibly far-reaching, supportive and, overall, very impressive."



FRANÇOIS BOUCHARD

Owner, Ottawa's Country Grocer

"*Canadian Grocer* is my best single source of information for new food products. The associated product and market information contained in the magazine truly impacts my buying behaviour. In many instances I have asked my suppliers to immediately source the product. It's all about innovation, speed to the market and consumer choice."



MIKE LONGO

Vice-president, fresh merchandising, Longo's.

"*Canadian Grocer* provides us with the great insight on the sector, not only on what's happening in the industry in our area, but nationally. I often pass the trends, merchandising and display pictures presented in the magazine to store staff for inspiration."

CANADIAN GROCER IS:

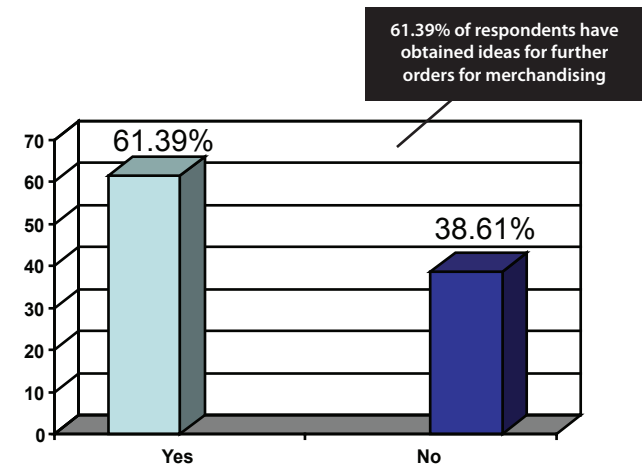
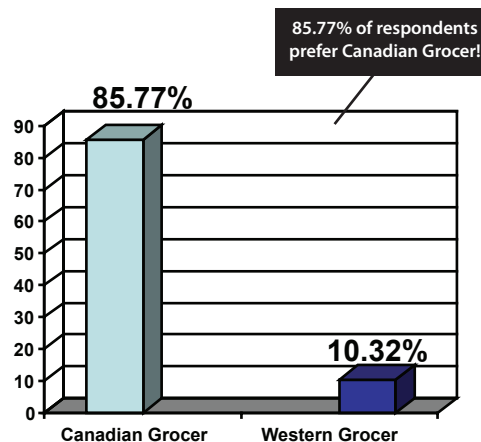
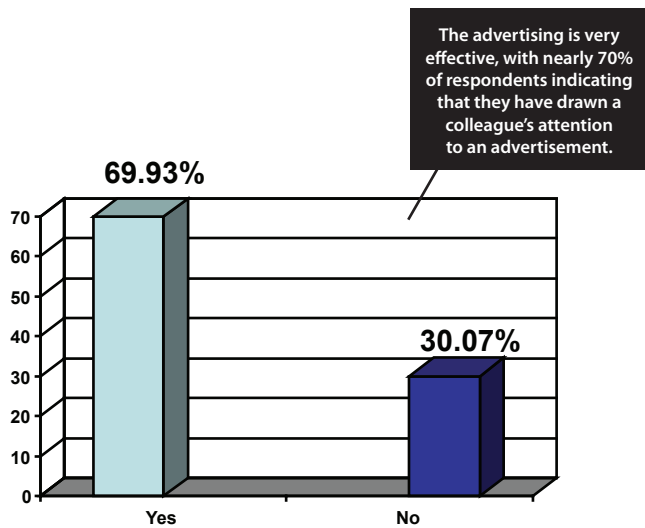
#1—We are Canada’s only national grocery publication, and the voice of the industry since 1886. Everywhere—Distributed to the grocery, convenience, mass, wholesale and drug channels.

Preferred—With the highest circulation in the country, Canadian Grocer is the most read and requested magazine in the industry.

A Resource—For head office and decision makers to keep up to date on industry issues and trends. For retailers by providing merchandising tips to help front line managers maximize in-store selling opportunities.

Involved—With strategic partnerships with key industry associations such as CCGD, CFGI, CPMA, FCPC.

More than 75% of retailers have learned about new products via consumer advertising or customer inquiries rather than from their own head office at least once.*



*Instore Focus Survey, 2010

CUSTOM MARKETING SOLUTIONS

Canadian Grocer magazine works with the best writers, editors and designers in the industry, to help create leadership reports that reinforce your message to the trade.

We can help you gain customer insights. *Canadian Grocer* magazine has access to best-in-class research facilities and we can assist you in gaining key insights into both your customer and consumer relationships. We offer events, round tables and conferences to help reach your target customers.

Please talk to your *Canadian Grocer* representative if you would like more information.



CATEGORY CAPTAINS

Canadian Grocer's annual Category Captains report includes key insights as well as Nielsen data on a wide range of retail categories. Published each November, Category Captains is an opportunity for you to promote your brands as category leaders. Contact us to see if your category is available for sponsorship.



THE FRESH REPORT

Each December Canadian Grocer publishes its definitive produce category report that delivers key Nielsen category data—everything from sales numbers to growth rates to seasonality information and more. This is a go-to report that retailers will be referencing all year long as they look for ways to build profit and merchandise their fresh categories. Reinforce your company as a Leader in Fresh—contact us to see if your category is available.



RETAIL INTELLIGENCE

Each of these sole sponsor reports provides in-depth information on a single retail category. These reports inform readers on the state of a particular category and provide information on such things as key trends, consumer insights as well as expert merchandising advice. The Retail Intelligence reports are an excellent opportunity to demonstrate your category expertise and promote your brands to retailers.

EXECUTIVE REPORT

Published every two years, Canadian Grocer's Executive Report plays a key role in helping members of the grocery retailing industry stay on top of the trends. This in-depth report is broken out into national, consumer, retail and manufacturing sections, providing answers to the most frequently asked questions about the industry.



CUSTOM OR ANNIVERSARY SUPPLEMENTS

Is your company about to mark a significant milestone or do you have a compelling story about your business or products that you want to tell our retail readers? With our custom publications our editors and writers will work closely with you to bring your story alive on the pages of Canadian Grocer.



INTERNATIONAL AND REGIONAL SUPPLEMENTS

Canadian Grocer brings a taste of the world to its readers with special international/regional supplements. From Australia to Great Britain to Italy, California and beyond, these special supplements introduce readers to products new to the Canadian market. These supplements also educate readers on what makes products from a particular region unique while highlighting the opportunities they offer retailers in their stores.



2012 ADVERTISING RATES #71

FOUR COLOUR RATES—DOLLARS, GROSS

	1 TIME	4 TIMES	7 TIMES	10 TIMES
Double Page Spread	\$17,640	\$17,430	\$16,485	\$16,170
Outside Back cover	\$11,760	\$11,655	\$11,445	\$11,130
Inside Front cover	\$11,498	\$11,393	\$11,183	\$10,868
Inside Front cover spread	\$20,554	\$20,449	\$20,239	\$19,924
Inside Back cover	\$11,235	\$11,130	\$10,920	\$10,605
Full page	\$9,135	\$9,030	\$8,820	\$8,505
2/3 page	\$8,925	\$8,610	\$8,295	\$7,980
1/2 page island	\$7,770	\$7,245	\$7,140	\$6,930
1/2 horizontal/vertical	\$6,720	\$6,300	\$5,985	\$5,775
1/3 page	\$6,090	\$5,775	\$5,355	\$5,145
1/4 page	\$5,040	\$4,725	\$4,620	\$4,515
1/6 Appt. notice (B&W)	\$2,152			

For B&W ads subtract \$1,800

WHAT'S NEW & IMPROVED

1 page (6-7/8" wide x 8-3/4" deep)	\$8,190
1/2 page horizontal (6-7/8" wide x 4-1/4" deep)	\$5,040
1/3 page horizontal (6-7/8" wide x 2-3/4" deep)	\$4,095

Please EMAIL your What's New ads to your sales representative.

SPECIAL REPORTS

Category Captains (2 pages)	\$16,695
Retail Intelligence (8 pages)	\$38,000
Leaders in Fresh (2 pages)	\$8,295

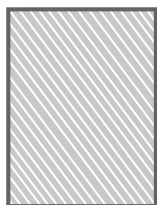
ADDITIONAL COLOUR OPTIONS

- Black plus one-colour **subtract \$1,800** from the earned frequency four colour rate and **add \$800** (one-colour charge)
- Matched colour **subtract \$1,800** from the earned frequency four colour rate and **add \$900** (matched colour charge)
- Metallic inks quoted upon request
- Printed inserts and advertising rates available upon request

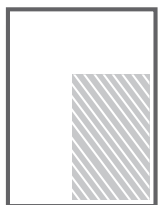
2012 KEY DATES

ISSUE	CLOSE DEADLINE	MATERIAL DUE	MAILING
February	January 20	January 24	February 21
March	February 24	February 28	March 26
April	March 23	March 27	April 23
May	April 20	April 24	May 22
June/July	May 25	May 29	June 25
August	July 20	July 24	August 20
September	August 23	August 27	September 24
October	September 14	September 18	October 15
November	October 19	October 23	November 19
Dec/Jan	November 16	November 20	December 17

CANADIAN GROCER MECHANICAL REQUIREMENTS



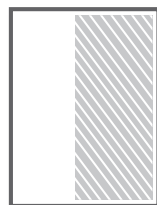
Full Page
7-7/8" x 10-3/4"



1/2 Page Island
5" x 8-3/8"



1/2 Page Horizontal
7-7/8" x 5-3/4"



1/2 Page Vertical
4" x 10-3/4"



1/3 Page Horizontal
7-7/8" x 3-5/8"



1/3 Page Vertical
2-5/8" x 10-3/4"



1/3 Page Square
5" x 5-3/4"



1/4 Page Horizontal
7-7/8" x 3"

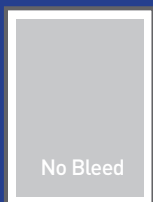


1/4 Page Square
3-7/8" x 5-3/4"

What's New & Improved sizes

All supplied ads must be supplied as **high resolution PDF with all fonts embedded.**

Please **EMAIL** your What's New ads directly to your sales representative



No Bleed
Full Page What's New
6-7/8" x 8-3/4"



No Bleed
1/2 What's New
6-7/8" x 4-1/4"



No Bleed
1/3 What's New
6-7/8" x 2-3/4"

SUPPLIED MATERIAL:

HIGH RESOLUTION PDF ads can be uploaded to **AdDirect** at addirect.sendmyad.com
Ads can be preflighted, approved and automatically delivered through this free, web-based ad preflight portal.

For more information contact our Production Manager, Karen Richards
T: 416-764-1688 or 1-800-268-9119 x1688 E: karen.richards@rci.rogers.com

Every attempt is made to verify the supplied file to the supplied proof, however, **Rogers Publishing does not accept responsibility for material content or colour trapping.** Production charges apply to material not to spec or for alterations.

AD SIZES & MECHANICAL SPECIFICATIONS

	LIVE		BLEED		TRIM	
	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)
Double Page Spread	15"	10"	16-1/4"	11-1/4"	15-3/4"	10-3/4"
Full page	7"	10"	8-3/8"	11-1/4"	7-7/8"	10-3/4"
2/3 page	4-5/8"	10"	5-3/4"	11-1/4"	5-1/2"	10-3/4"
1/2 page island	4-5/8"	7-1/2"	5-1/4"	8-5/8"	5"	8-3/8"
1/2 horizontal	7"	4-7/8"	8-3/8"	6"	7-7/8"	5-3/4"
1/2 vertical	3-3/8"	10"	4-1/4"	11-1/4"	4"	10-3/4"
1/3 square	4-1/2"	4-7/8"	5-1/4"	6"	5"	5-3/4"
1/3 horizontal	7"	3-1/4"	8-3/8"	3-7/8"	7-7/8"	3-5/8"
1/3 vertical	2-1/4"	10"	2-7/8"	11-1/4"	2-5/8"	10-3/4"
1/4 square	3-3/8"	4-7/8"	4-1/8"	6"	3-7/8"	5-1/4"
1/4 horizontal	7"	2-3/8"	8-3/4"	3-1/4"	7-7/8"	3"
1/6 Appt. notice	2-1/4"	4-7/8"				

Gatefold specifications available upon request

2012 ONLINE RATES & REQUIREMENTS

E-NEWSLETTER RATES

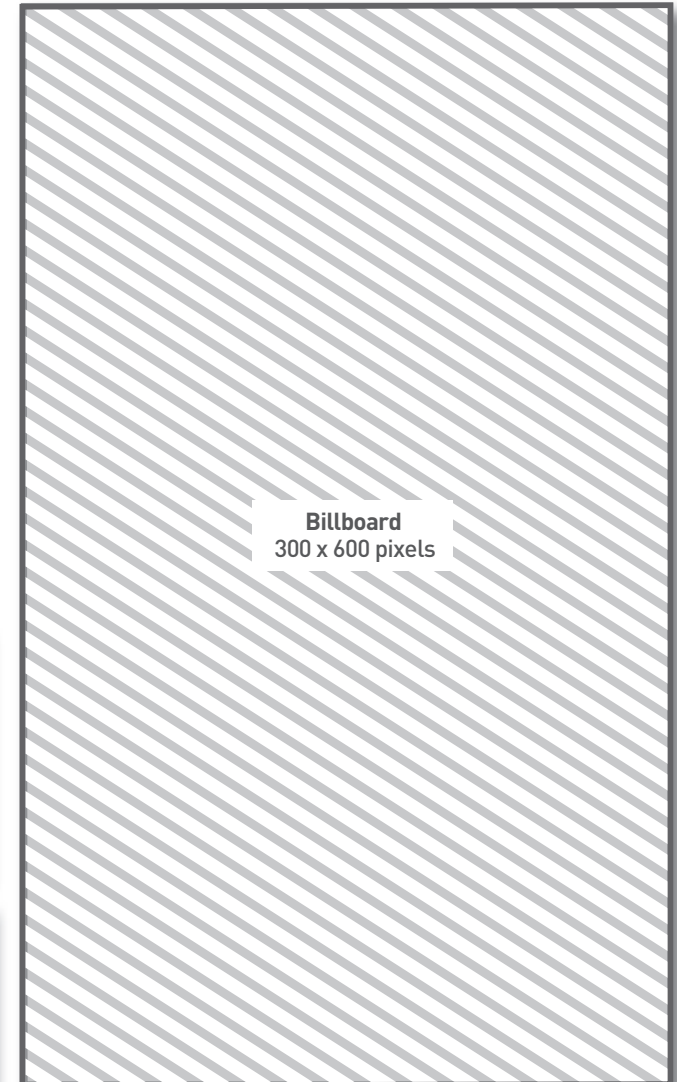
	FOUR WEEKS (Consecutive)	PER WEEK
AD UNITS		
Leaderboard	\$3,900	\$1,065
Billboard	\$4,290	\$1,175
Big Box	\$2,805	\$800
Exclusive Single E-Blast	\$3,500	
CLASSIFIED (E-NEWSLETTER)		
Text only		\$750/week

Microsite development and Website sponsorship quotes upon request

SUPPLIED MATERIAL:

Material should be sent in a **websafe jpg or gif format**. It should have a **resolution of 72 dpi** and use **websafe colours (RGB mode)**.

All material can be e-mailed directly to your sales representative.



CONTACT US

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CANADIAN GROCER HAS BEEN DELIVERING THE GOODS FOR 125 YEARS!



- *Canadian Grocer* has been the voice of the grocery industry in Canada since 1886.
- Our almost 70,000 readers from coast to coast rely on *Canadian Grocer* to keep up to date on industry trends and issues—10 times per year.
- More than 80% of our readers said that at least once in the past year they did not learn about new products or promotions from their own head office or manufacturer rep—retailers rely on *Canadian Grocer* to keep up with what's new in the industry.
- Regular category reports and merchandising tips help frontline managers to maximize their in-store selling opportunities.
- *Canadian Grocer* has strategic partnerships with key industry associations (CCGD, CFGI, CPMA and FCPC) to help us stay ahead of industry trends

SUBSCRIBE NOW TO CANADIAN GROCER!

Please contact our Group Circulation Manager, **Michelle Iliescu** to order your subscription or our directories:

Toll Free 1-800-268-9119, ext. 1441 or michelle.iliescu@rci.rogers.com

JOINT ROGERS OPPORTUNITIES

Contact your sales representative for more information on joint opportunities with the family of Rogers publications

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LOU**

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Parent

Chatelaine

The
Medical Post

**Drugstore
canada**

**pharmacy
practice**