

## 2012 Advertising Rates

### National Rates (gross)

NOTE: All print advertisers have the opportunity to buy space in the Maclean's tablet editions.

|  | A        | B             | C              | D              | E        |
|--|----------|---------------|----------------|----------------|----------|
| <b>VOLUME (PAGES)</b>                                    | Under 7  | 7 to under 14 | 14 to under 21 | 21 to under 27 | 27+      |
| <b>FREQUENCY (ISSUES)</b>                                | 1-6      | 7-13          | 14-20          | 21-26          | 27+      |
| <b>Four Colour</b>                                       |          |               |                |                |          |
| Full Page  | \$38,940 | \$37,400      | \$36,220       | \$35,040       | \$33,870 |
| Double Page Spread                                       | 70,080   | 67,280        | 65,180         | 63,080         | 60,990   |
| 2/3 Page Horizontal or 2 Column                          | 31,170   | 29,920        | 28,980         | 28,050         | 27,090   |
| 1/2 Page Hor. or Ver. or Double 3/4 Column (Junior Page) | 29,210   | 28,060        | 27,160         | 26,300         | 25,410   |
| Banner   | 22,960   | 22,050        | 21,360         | 20,690         | 19,990   |
| 1/3 Page Vertical Column or 1/3 Page Square              | 20,250   | 19,440        | 18,830         | 18,220         | 17,620   |
| Inside Front Cover                                       | 44,780   | 43,010        | 41,650         | 40,300         | 38,950   |
| Inside Front Cover / Page 1 (IFC DPS)                    | 77,090   | 74,010        | 71,700         | 69,390         | 67,090   |
| Inside Back Cover  | 42,840   | 41,130        | 39,830         | 38,560         | 37,260   |
| Outside Back Cover                                       | 46,740   | 44,870        | 43,460         | 42,060         | 40,650   |
| <b>Black &amp; One Colour</b>                            |          |               |                |                |          |
| Full Page  | 34,270   | 32,900        | 31,870         | 30,850         | 29,800   |
| Double Page Spread                                       | 61,680   | 59,220        | 57,360         | 55,530         | 53,660   |
| 2/3 Page Horizontal or 2 Column                          | 27,420   | 26,330        | 25,490         | 24,690         | 23,860   |
| 1/2 Page Hor. or Ver. or Double 3/4 Column (Junior Page) | 25,690   | 24,690        | 23,900         | 23,130         | 22,360   |
| Banner   | 20,220   | 19,400        | 18,820         | 18,190         | 17,600   |
| 1/3 Page Vertical Column or 1/3 Page Square              | 17,820   | 17,110        | 16,570         | 16,030         | 15,490   |
| <b>Black &amp; White</b>                                 |          |               |                |                |          |
| Full Page  | 30,380   | 29,160        | 28,240         | 27,360         | 26,430   |
| Double Page Spread                                       | 54,680   | 52,490        | 50,870         | 49,210         | 47,580   |
| 2/3 Page Horizontal or 2 Column                          | 24,310   | 23,330        | 22,610         | 21,870         | 21,160   |
| 1/2 Page Hor. or Ver. or Double 3/4 Column (Junior Page) | 22,790   | 21,880        | 21,200         | 20,500         | 19,810   |
| Banner   | 17,910   | 17,210        | 16,660         | 16,130         | 15,600   |
| 1/3 Page Vertical Column or 1/3 Page Square              | 15,800   | 15,180        | 14,700         | 14,220         | 13,740   |

## 2012 Advertising Rates

### Regional Rates (gross)

|                                      | A        | B             | C              | D              | E        |
|--------------------------------------|----------|---------------|----------------|----------------|----------|
| <b>VOLUME (PAGES)</b>                | Under 7  | 7 to under 14 | 14 to under 21 | 21 to under 27 | 27+      |
| <b>FREQUENCY (ISSUES)</b>            | 1-6      | 7-14          | 14-20          | 21-26          | 27+      |
| <b>Four Colour/Full Page</b>         |          |               |                |                |          |
| Eastern Canada*                      | \$29,930 | \$28,730      | \$27,830       | \$26,950       | \$26,020 |
| Atlantic Provinces or Quebec         | 6,210    | 5,940         | 5,770          | 5,580          | 5,400    |
| Atlantic Provinces and Quebec        | 8,740    | 8,380         | 8,130          | 7,860          | 7,600    |
| Quebec and Ontario                   | 27,390   | 26,290        | 25,470         | 24,650         | 23,820   |
| Ontario                              | 24,820   | 23,820        | 23,080         | 22,330         | 21,590   |
| Ontario and Western Canada           | 37,370   | 35,880        | 34,760         | 33,630         | 32,510   |
| Western Canada                       | 16,970   | 16,280        | 15,780         | 15,280         | 14,750   |
| Prairie Provinces                    | 11,350   | 10,910        | 10,560         | 10,230         | 9,880    |
| Alberta or Manitoba and Saskatchewan | 7,640    | 7,330         | 7,100          | 6,880          | 6,650    |
| British Columbia and Alberta         | 13,170   | 12,660        | 12,270         | 11,870         | 11,490   |
| British Columbia                     | 8,740    | 8,380         | 8,130          | 7,860          | 7,600    |
| *Ontario, Quebec, Atlantic Provinces |          |               |                |                |          |

### City Rates (gross)

|                              | A       | B             | C              | D              | E      |
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| <b>FREQUENCY (ISSUES)</b>    | 1-6     | 7-14          | 14-20          | 21-26          | 27+    |
| <b>Four Colour/Full Page</b> |         |               |                |                |        |
| Toronto and Montreal         | 13,170  | 12,660        | 12,270         | 11,870         | 11,490 |
| Toronto                      | 11,580  | 11,120        | 10,770         | 10,440         | 10,080 |

### National Reply Card Rates (gross)

|        | A               | B | C                  | D          | E          |
|--------|-----------------|---|--------------------|------------|------------|
|        | <b>Supplied</b> |   | <b>We-to-print</b> |            |            |
|        |                 |   | <b>B&amp;W</b>     | <b>2/C</b> | <b>4/C</b> |
| Single | 13,600          |   | 30,780             | 32,430     | 33,850     |
| Double | 19,040          |   | 43,100             | 45,430     | 47,400     |
| Triple | 23,140          |   | 52,330             | 55,150     | 57,560     |

## YOU'RE NEVER TOO LATE.

Book a full page national ad on a Friday, give us material by Monday at noon and see your full page ad in the national edition of *Maclean's* on Thursday. No cancellations accepted after closing dates.

## ISSUANCE KEY

### COVER DATE

- \* Double Issue -  
On sale for 2 weeks
- \*\* Extended  
Distribution

## 2012 Publishing Calendar

| Cover Date               | Sales Close | Material Close | On-Sale Date |
|--------------------------|-------------|----------------|--------------|
| January 16**             | December 21 | December 29    | January 5    |
| January 23               | December 30 | January 5      | January 12   |
| January 30               | January 9   | January 12     | January 19   |
| February 6               | January 16  | January 19     | January 26   |
| February 13              | January 23  | January 26     | February 2   |
| February 20              | January 30  | February 2     | February 9   |
| February 27              | February 6  | February 9     | February 16  |
| March 5                  | February 13 | February 16    | February 23  |
| March 12                 | February 17 | February 23    | March 1      |
| March 19                 | February 27 | March 1        | March 8      |
| March 26                 | March 5     | March 8        | March 15     |
| University Guidebook SIP | February 6  | February 10    | March 19     |
| April 2                  | March 12    | March 15       | March 22     |
| April 9 – 16*            | March 19    | March 22       | March 29     |
| April 23                 | April 2     | April 5        | April 12     |
| April 30                 | April 9     | April 12       | April 19     |
| May 7                    | April 16    | April 19       | April 26     |
| May 14                   | April 23    | April 26       | May 3        |
| May 21                   | April 30    | May 3          | May 10       |
| May 28                   | May 7       | May 10         | May 17       |
| June 4                   | May 14      | May 17         | May 24       |
| June 11                  | May 18      | May 24         | May 31       |
| June 18                  | May 28      | May 31         | June 7       |
| June 25                  | June 4      | June 7         | June 14      |
| July 2 – 9**/*           | June 11     | June 14        | June 21      |
| July 16                  | June 25     | June 28        | July 5       |
| July 23                  | June 29     | July 5         | July 12      |
| July 30 – August 6*      | July 9      | July 12        | July 19      |
| August 13                | July 23     | July 26        | August 2     |

Tentative Schedule: All information is subject to change at any time.

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## ISSUANCE KEY

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## 2012 Publishing Calendar

| Cover Date               | Sales Close  | Material Close | On-Sale Date |
|--------------------------|--------------|----------------|--------------|
| August 20                | July 30      | August 2       | August 9     |
| August 27 – September 3* | August 3     | August 9       | August 16    |
| September 10**           | August 20    | August 23      | August 30    |
| September 17             | August 27    | August 30      | September 6  |
| September 24             | August 31    | September 6    | September 13 |
| October 1                | September 10 | September 13   | September 20 |
| October 8                | September 17 | September 20   | September 27 |
| October 15               | September 24 | September 27   | October 4    |
| October 22               | October 1    | October 4      | October 11   |
| October 29               | October 5    | October 11     | October 18   |
| November 5               | October 15   | October 18     | October 25   |
| November 12              | October 22   | October 25     | November 1   |
| November 19              | October 29   | November 1     | November 8   |
| November 26              | November 5   | November 8     | November 15  |
| December 3               | November 12  | November 15    | November 22  |
| December 10              | November 19  | November 22    | November 29  |
| December 17 – 24*        | November 26  | November 29    | December 6   |
| Dec. 31 – Jan. 7, 2013*  | December 3   | December 6     | December 13  |

Material close dates are firm.

It is the responsibility of the advertiser to supply correct advertising material to Rogers Publishing by the indicated material close date.

Rogers Publishing cannot guarantee that any material received after the indicated material close date will run in that issue.

Please refer to our terms and conditions for additional details.

# 2012 Mechanical Requirements

## Magazine Trim Size: 7.875" x 10.5"

|                        | <b>Bleed Ads:</b><br>Build Documents to TRIM Size<br>Add .125" Bleed BEYOND Trim on ALL Sides<br>Live Area is .25" in from ALL Sides |   |       | <b>Non-Bleed Ads:</b><br>Build Documents to LIVE Area |   |       |
|------------------------|--|---|-------|---|---|-------|
| Double Page Spread     | 15.75"   | x | 10.5" | 15.75" x 10.5" (Live Area is .25" in from ALL Sides)  |   |       |
| Full Page              | 7.875"   | x | 10.5" | 7.875" x 10.75" (Live Area is .25" in from ALL Sides) |   |       |
| 1/2 Double Page Spread | 15.75"   | x | 5.25" | N/A   |   |       |
| 1/2 Page Horizontal    | 7.875"   | x | 5.25" | 7.375"  | x | 4.75" |
| 1/2 Page Vertical      | 3.875"   | x | 10.5" | 3.375"  | x | 10"   |
| 1/3 Vertical Column    | 2.75"  | x | 10.5" | 2.25"   | x | 10"   |
| 1/3 Page Square        | 5"   | x | 5.5"  | 4.5"  | x | 5"    |
| 2/3 Page Horizontal    | 7.875"   | x | 6.75" | 7.375"  | x | 6.25" |
| 2 Column               | 5"   | x | 10.5" | 4.5"  | x | 10"   |
| Double 3/4 Column      | 5"   | x | 8"    | 4.5"  | x | 7.5"  |
| Banner                 | 7.875"   | x | 2"    | 7.375"  | x | 1.5"  |

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" 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.

**InDesign CS3 or higher templates for ALL ad sizes are available at [addirect.sendmyad.com](http://addirect.sendmyad.com) (select Ad Sizes from the left-hand navigation menu)**

### Production Process

**Printing:** High speed, web offset lithography at resolution of 300dpi/150lpi

**Binding:** Saddle stitched

**Magazine Trim Size:** 7.875" x 10.5"

### Supplied Advertising Materials:

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at [addirect.sendmyad.com](http://addirect.sendmyad.com)  
For information regarding Magazines Canada specification refer to [magazinescanada.ca/advertising/production/dmacs\\_specifications](http://magazinescanada.ca/advertising/production/dmacs_specifications) or contact the Production Manager at (416) 764-2833 for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Maclean's is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website [magazinescanada.ca/advertising/production/tools/pdftips](http://magazinescanada.ca/advertising/production/tools/pdftips)  
Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/grey type as one colour black (no four colour black text).



### AdDirect Instructions

- 1) Log into Magazines Canada's AdDirect™ Ad Portal ([addirect.sendmyad.com](http://addirect.sendmyad.com)).  
Note: A user account will have to be set up upon the first visit.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen preflight process.
- 4) Approve your ad.

## 2012 Advertising Information

### Rate Discounts

#### Volume

Volume for any edition may be pro-rated on the basis of national circulation to determine the total space subject to volume discounts. Alternatively, regional advertisements may be purchased at their earned regional volume discount and this space may also be pro-rated on the basis of national circulation to determine the volume discount level applicable to any national advertising.

#### Frequency

Advertisers qualify for a frequency discount based on the number of issues used in a contract period. A single issue may be counted more than once for each separate region or for each separately advertised product, split runs excepted. National and regional schedules must be considered separately. Frequency of national units may contribute to, but not benefit from, the frequency discount for regional editions.

#### Combination of discounts

- Advertisers are entitled to either Frequency or Volume discounts.
- Indicated percentage discounts are applied to rates successively, i.e. discounts are multiplicable, not additive.
- The maximum allowable combination discount for any unit is 40% off the "A" rate, except for consecutive page discounts.
- No unit in any schedule may have the effect of reducing the total campaign cost below that of the other units at their earned rates.

#### Multi-year contracts

Available on request.

#### Numerically consecutive page discounts

Discounts apply off the one-time rate, and contribute to Volume and Frequency contracts.

- 3 pages - 25% discount
- 4 pages - 30% discount
- 5 pages - 35% discount
- 6 pages - 40% discount
- 7 pages - 45% discount
- 8 pages - 50% discount

Limited availability in regional editions.

### Reply Cards and Inserts

A limited number of reply cards and advertising sections on special insert stock can be accepted in national and regional editions, where mechanically possible. The binding position of such advertising inserts or reply cards (in relation to the top or bottom of the magazine page) is variable according to production factors prevailing on a specific issue.

- Reply cards printed on 7 pt. hi-bulk stock. Single cards 5 7/8" x 4 1/8"
- The publisher reserves the right to set an advertising ceiling on reply cards and/or inserts in any edition and may request that some advertisements be moved one week to facilitate change in production requirements.
- Rates for national and regional editions on request.
- A minimum backup unit of a full page (B&W) or an advertising unit of equivalent rate is required when running a reply card. Address side printed black and white. Mechanical specifications on request.
- Volume of space used in inserts contributes to R.O.P. advertising volume on the basis of dollar equivalency.
- Inserts are non-cancellable.
- Rates are available on request for cards requiring special perforations or gumming.
- The publisher has the option of extending the binding lip of a reply card. Do not print on the lip of a supplied card.

#### Inserts

Insert unit sizes include full pages, gatefolds, two-column, double 3/4 column and half-page sizes. More information and rates available on request.

#### Gatefolds

Mechanical specifications and rates on request.

#### Cover Flaps

Mechanical specifications and rates on request.

### Guaranteed Positions

Limited availability. Premiums may apply.

### Position Incumbencies

Incumbencies must be confirmed at time of original booking.

### Regional Copy Splits and A/B Split Runs

Non-cancellable.

Mechanical charges for copy and A/B splits (non-commissionable):

- Replacing black plate (any ad): \$1,240
- Replacing two plates (2-colour): \$1,935
- Replacing all plates (4-colour): \$3,000
- Multiple plate changes in same issue: 65% premium per additional plate change.

### Fifth Colours

30% premium. Full pages and spreads only (national edition).

### Cancellations

Not accepted after official closing dates. See 2012 Publishing Calendar for details. The rates set forth in this rate card are effective with the January 16, 2012 issue of *Maclean's*.

## General Terms And Conditions

### GENERAL TERMS AND CONDITIONS

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication(s) to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Rogers Publishing Limited ("Publisher") for the insertion of advertising in Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

### Rates and Commissions

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges (excluding multi-year discounts).
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST), Harmonized Sales Tax (HST) and a Quebec Sales Tax (QST) where applicable.
- (c) Agency commissions equal to up to 15% of gross billings for space, colour, position or special insert stock are payable to recognized agencies only. Commissions are not payable on extra mechanical charges, reprints, split runs and other such charges.
- (d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

### Billing and Payments

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- (d) Publisher reserves the right to change the payment terms to cash with insertion order at any time.

### Cancellation

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers, special positions and inserts may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- (b) Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

### Advertising Materials

- (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.
- (b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- (c) Publisher shall not be responsible for colour or colour trapping or advertising copy that does not conform to digital Magazines Advertising

Canadian Specifications ("dMACS"). Advertising material must be accompanied by a dMACS standard proof. For further information regarding magazine industry standards, please refer to Magazines Canada [www.magazinescanada.ca](http://www.magazinescanada.ca) or dMACS <http://magazinescanada.ca/dmacs.php?cat=dmacs>. Proofing requirements may also be found on [www.rogersdigitalads.com](http://www.rogersdigitalads.com) under "Proofing Info".

- (d) Publisher may insert the advertising anywhere in Publication in its discretion, and any condition on orders or copy instructions involving the placement of advertising shall be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such positioning request shall not relieve Advertiser or Agency of the obligation to pay for the advertising.
- (e) Publisher shall not be obligated to return any advertising material.
- (f) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or any anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

### Warranties, Indemnities, Limitations

- (a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
- (b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
- (c) Advertiser and Agency agree that Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of Publication.

### General

- (a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.
- (b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.
- (c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.
- (d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.
- (e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.
- (f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.
- (g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.