

Chatelaine Châtelaine

2009 Advertising Rates

Chatelaine – English

Four Colour (gross)	1x	3x	6x	9x	12x
Full Page	\$49,400	\$48,320	\$47,225	\$46,135	\$45,045
½ Page	37,055	36,255	35,425	34,610	33,795
⅓ Page	25,690	25,130	24,565	24,000	23,435
⅔ Page	42,330	41,405	40,470	39,535	38,600
Digest Size	39,695	38,825	37,950	37,075	36,200
Double Page Spread	88,920	86,975	85,010	83,050	81,090
½ Page Spread	71,135	69,580	68,010	66,440	64,870
Inside Front Cover	61,750	60,400	59,035	57,670	56,310
Inside Front Cover Spread	118,560	115,965	113,345	110,730	108,120
Inside Back Cover	56,810	55,565	54,310	53,055	51,805
Outside Back Cover	64,220	62,815	61,395	59,980	58,565

Regional Editions

Four Colour (gross)	1x	3x	6x	9x	12x
Ont/Western: Ontario, Prairies, BC	\$48,905	\$47,835	\$46,755	\$45,675	\$44,600
Eastern: Ontario, Québec, Atlantic	37,050	36,240	35,420	34,600	33,785
Ontario	32,605	31,890	31,170	30,450	29,730
Western: Prairies, BC	24,700	24,160	23,615	23,070	22,525
BC/Alberta	19,760	19,330	18,895	18,460	18,025
5 City (English): Montréal, Toronto, Calgary, Edmonton, Vancouver	32,110	31,410	30,700	29,990	29,280

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1 Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5
Tel: 416-764-1888

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Les Éditions Rogers Limitée, 1200, avenue McGill College, bureau 800, Montréal, QC H3B 4G7
Tél: 514 843-2120



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2009 Advertising Rates

Châtelaine – French

Four Colour (gross)	1x	3x	6x	9x	12x
Full Page	\$16,800	\$16,430	\$16,060	\$15,690	\$15,320
½ Page	12,600	12,325	12,050	11,770	11,490
⅓ Page	8,740	8,550	8,360	8170	7,980
⅔ Page	14,395	14,080	13,760	13,445	13,130
Digest Size	13,500	13,205	12,910	12,610	12,310
Double Page Spread	30,240	29,580	28,910	28,245	27,580
½ Page Spread	24,195	23,665	23,130	22,595	22,060
Inside Front Cover	21,000	20,540	20,075	19,610	19,150
Inside Front Cover Spread	40,320	39,440	38,550	37,660	36,770
Inside Back Cover	19,320	18,900	18,475	18,050	17,625
Outside Back Cover	21,840	21,360	20,880	20,400	19,920

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2009 Publishing Calendar - Chatelaine

Issue	Fractional Close	Sales Close	Material Close	Impact Date*	National On-Sale Date
February	Nov. 17	Nov. 20	Nov. 27	Jan. 08	Jan. 12
March	Dec. 15	Dec. 18	Jan. 1	Feb. 5	Feb. 9
April	Jan. 19	Jan. 22	Jan. 29	Mar. 5	Mar. 9
May	Feb. 16	Feb. 19	Feb. 26	Apr. 2	April 6
June	Mar. 16	Mar. 19	Mar. 26	Apr. 30	May 4
July	April 13	April 16	April 23	May. 28	June 1
August	May 11	May 14	May 21	Jun. 25	June 29
September	June 8	June 11	June 18	Jul. 23	July 27
October #1	July 6	July 9	July 16	Aug. 20	Aug. 24
November	Aug 3	Aug. 6	Aug. 13	Sep. 17	Sept. 21
December	Aug. 31	Sept. 3	Sept. 10	Oct. 15	Oct. 19
Holiday 2009	Sept. 28	Oct. 1	Oct. 8	Nov. 12	Nov. 16
January '10	Oct. 26	Oct. 29	Nov. 5	Dec. 10	Dec. 14

* Impact date is the earliest date that Chatelaine could be delivered to subscribers

Guaranteed and special positioning subject to 15% premium

Ad close for fractional ads is FOUR DAYS prior to above listed sales close date.

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March	Dec. 15	Dec. 18	Jan. 1	Feb. 06	Feb. 6
April	Jan. 19	Jan. 22	Jan. 29	Mar. 06	Mar. 6
May	Feb. 16	Feb. 19	Feb. 26	Apr. 03	April 3
June	Mar. 16	Mar. 19	Mar. 26	May. 1	May 1
July	April 13	April 16	April 23	May. 29	May 29
August	May 11	May 14	May 21	Jun. 26	June 26
September	June 8	June 11	June 18	Jul. 24	July 24
October	July 6	July 9	July 16	Aug. 21	Aug. 21
November	Aug 3	Aug. 6	Aug. 13	Sep. 18	Sept. 18
December	Aug. 31	Sept. 3	Sept. 10	Oct. 16	Oct. 16
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As of April 2009 Issue Advertising Information and Specifications

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

Ad Format	Trim Size (WxD)	Bleed Area	Live Area
Double page spread	15 3/4" x 10 3/4"	Minimum of 1/8" beyond trim	Minimum of 1/4" inside trim
Full page	7 7/8" x 10 3/4"		
2/3 page vertical	5 1/8" x 10 3/4"		
1/2 double page spread	15 3/4" x 5 3/8"		
1/2 page horizontal	7 7/8" x 5 3/8"		
1/3 page vertical	2 3/4" x 10 3/4"		
1/3 page square	4 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

dMACS Specification Capsule

Screen Ruling: 133 to 150 LPI

UCR: 300%

GCR: 75%

Digital Files: PDF/X-1a:2001 (www.magazinescanada.ca for details)

Colour Control Bars: minimum 25/50/75+ solid patches

Proofs: MAC approved proofs, from the final file

Stocks & Inks: Matching ANSI CGATS TR 001 and tolerances as per ISO 2846-1

Tone Value Increases: Yellow = 18%, Magenta = 20%, Cyan = 20%, Black = 22% ± 4%

Live Area: Minimum of 1/4" inside trim

Bleed Area: Minimum of 1/8" beyond trim

Trapping: .0017" or .125 pts

Supplied Advertising Materials

PDF/X-1a, or a generic PDF, minimum 300dpi with all fonts embedded, created to digital Magazine Advertising Canadian Specifications (dMACS) (<http://magazinescanada.ca/dmacs.php?cat=dmacs>) accompanied by a dMACS standard proof. For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca. For further information regarding Rogers Publishing specifications refer to www.rogersdigitalads.com or contact CHATELAINE Production Manager at (416) 764-2062 or CHÂTELAINÉ Production Manager at (514) 734-7324.

Every attempt is made to verify the supplied file to the supplied proof, however, Rogers Publishing does not accept responsibility for colour or colour trapping or material content that does not conform to digital Magazines Advertising Canadian Specifications (dMACS). Production charges may apply for material not supplied to specification.

Material must be supplied by the advertiser. Production materials, proofs, copy and customs forms must be sent with brokerage fees and transportation "prepaid" to CHATELAINE English, Consumer Production Department, One Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5 or CHÂTELAINÉ French, Consumer Production Department, 1200 McGill College Avenue, Suite 800, Montreal, Québec, H3B 4G7.

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2009 Advertising Information and Specifications

Mechanical Requirements

Methods for Material Submission - Chatelaine

1. AD TRANSPORT - dedicated file transfer software available on our website www.rogersdigitalads.com. Please note automatic notification will be sent to Production Manager from Ad Transport system once file is transferred successfully. In order to ensure proper reproduction of colour and material content, please supply contract colour proof. For further detail on Rogers Publishing proofing requirements, please refer to www.rogersdigitalads.com "Proofing Info".

2. FTP – Important Note: Production Managers do not receive automatic notification from FTP file transfers. Email the filename to the Production Manager to confirm file name and date/time of file transfer. In order to ensure proper reproduction of colour and material content, please supply contract colour proof. For further detail about Rogers Publishing proofing requirements, please refer to www.rogersdigitalads.com "Proofing Info".

Host: rogersftp.rnm.ca

User: wonlyftp2

Password: wa2Rec6U

Directory: leave blank

3. CD-ROM – Deliver with contract colour proof via courier to CHATELAINE English, Consumer Production Department, One Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5 or CHÂTELAINÉ French, Consumer Production Department, 1200 McGill College Avenue, Suite 800, Montreal, Québec, H3B 4G7.

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Chatelaine **Ch**âtelaine

The following are certain general terms and conditions governing advertising published in **Chatelaine** and **Châtelaine** published by Rogers Publishing Limited.

Regional Editions

National edition space will contribute to regional discounts only to the maximum 12X discount regional rate. Regional edition space does not contribute to frequency discounts in the national edition.

Copy changes, split runs, special positioning, late charges

- a) Regional copy changes: \$3,025 net
- b) 5th, metallic or fluorescent colours: costs available upon request.
- c) Bleed advertisements: no premium charged for bleed advertisements.
- d) Special positioning of a single advertisement or a series of advertisements, subject to 15% premium.
- e) Advertisers are subject to a minimum late charge of \$700 net for material received beyond the final extension date. In addition, Chatelaine/Châtelaine cannot guarantee priority positioning or quality control checking for any advertising material received after the final material extension date.

Advertising inserts / outserts

- A limited number of pre-printed inserts or outserts, booklets, gatefolds, reply cards and scent strips can be carried in National, Regional or selected markets where mechanically possible.
- Rates are available on request: written quotes will be honored for 30 days. Insert/outsert space will not contribute to ROP discounts. Insertion orders for inserts / outserts are non-cancellable 90 days prior to the national space closing date.
- There is an incremental production charge to advertisers wishing to tip an insert and/or usable sample to a ROP page and availability is limited.
- Multi-page inserts or outserts and usable samples are subject to a postal charge. Positioning of fractional size inserts normally restricted to the head of page.

Commission & cash discount

- Agency Commission: 15% of gross billing allowed on space, colour and position charges to recognized agencies only.
- Commission is not allowed on other charges, such as extra mechanical charges, reprints, split runs etc.
- Accounts payable at office of publication in Canadian funds, or equivalent funds, at the rate of exchange prevailing at time of payment. **Goods & Services Tax (GST)**
- Prices are subject to the addition of Goods and Services Tax (GST) and a Quebec Sales Tax (QST) where applicable.

Contract & copy conditions

- a) All rates and discounts apply to space run within one year of the cover date of the first insertion. Number of insertions/frequency in the magazine is calculated separately. Space will be billed at the one-time rate until a contract specifying the frequency level is received.
- b) Advertisers will be rebated if, within their 12-month contract, they have used sufficient space to earn a lower rate than that which they have been billed. Advertisers will be short-rated if, within their 12-month contract period, they do not use the amount of space on which their billings have been based. Rebates or short-rates will be processed generally at the conclusion of the contract year.
- c) Any claim rendered by an agency against this magazine for rebates on charges made under a contract, for any reason, must be filed with the magazine, in writing, within 60 days following the expiration of the contract.
- d) Publisher is not bound by any conditions, printed or otherwise, on contracts, insertion orders or copy instructions when such conflict with policies covered by this rate card.
- e) The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- f) Publisher shall be entitled to payment as herein provided upon having completed the printing of the advertising and having taken reasonable steps to see that the publications will be distributed.
- g) Advertisers and advertising agencies agree that the Magazine shall be under no liability for their failure for any cause to publish any advertisement.
- h) Publisher reserves the right to make rate revisions at any time without notice. Existing contract rates will be honoured for 30 days in advance of the closing date of the issue in which new rates become effective. If a rate revision is made under this clause, and is not accepted by the advertiser, the latter may cancel the contract without short rate adjustment. Orders within two months beyond closing date accepted only at rates prevailing.
- i) All space in the Magazine must be confirmed by written insertion order received by the Publisher on or prior to the closing date of the issue. Verbal agreements are not recognized by the company.
- j) Cancellations must be in writing and are subject to the Publisher's approval. No cancellations of firm orders accepted after closing date. Insertion orders contracting space for cover and special positions are non-cancellable two months prior to the National insertion order closing date.

- k) The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertisers or its agency (including errors in key numbers) or for changes made after closing dates.
- l) All advertising copy subject to the approval of the Publisher.
- m) The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
- n) The word "Advertisement" will be placed above copy which, in the opinion of the Publisher, resembles editorial matter.
- o) The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- p) In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
- q) Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therein against the Publisher.
- r) Every attempt is made to verify the supplied file to the supplied proof, however, Rogers Publishing Ltd. does not accept responsibility for colour or colour trapping or material content that does not conform to digital Magazines Advertising Canadian Specifications (dMACS). Advertising material must be accompanied by a dMACS standard proof (Magazine Advertising Canadian Specifications). For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca or dMACS <http://magazinescanada.ca/dmacs.php?cat=dmacs>. Rogers Publishing proofing requirements can also be found on www.rogersdigitalads.com under "Proofing Info".
- s) If an advertiser either acquires or is acquired by another advertiser after the start of their individual contract year, (assuming each advertiser has a contract) both contracts will remain in place separately until the original contract year is completed.
- t) Publisher reserves the right to cancel the contract at any time upon default by agency in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable by agency. Further, if there has been any default in the payment of a prior bill, or if, in the judgment of the publisher, the agency's credit becomes impaired, the Publisher shall have the right to require payment for further advertising upon such terms as he/she may see fit.

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2009 Advertising Information and Specifications

Web advertising Information - Chatelaine

www.chatelaine.com

- Reach more Canadian women faster
- Build your brand awareness
- Boost your sales
- Increase your traffic
- Build a database

KEY MEASURES

- 246,000 unique visitors per month
- 1.2 million page views/month
- 9,500 unique visitors per day (avg)
- 1.0% reach of online universe
- 2.0% reach of Women's category sites

Custom online advertising campaigns utilizing leaderboards, big boxes, skyscrapers, textlinks, interstitials, rich media and more!

Also offering targeted category sponsorships, contests and quizzes, microsites, advertorials, e-mail newsletters and customized e-blasts.

For advertising contact
(416) 764-4105, (416) 764-1796
or visit www.chatelaine.com

Source: Source: * comScore Media Metrix, All Locations, Apr-Sept 2008 Community Women's category, English language sites only.

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Web advertising Information - Châtelaine

Just like *Châtelaine* magazine – THE magazine for Quebec women – Chatelaine.com breathes new life into its readers' everyday lives by providing advice, tips, food for thought, and answers to their questions. Chatelaine.com brings together a community of active women who are interested in health, social issues, and lifestyle (cooking, fashion, beauty, decorating). In addition to posting some of the magazine's articles, Chatelaine.com also offers exclusive content and interactive spaces.

SITE FEATURES

- A walking club
- An e-newsletter
- A database of over 2,000 recipes
- E-greeting cards, featuring illustrations and animations
- 13 discussion groups on a variety of subjects
- Blogs by Lise Ravary, Josée Blanchette and Sophie Durocher
- Contests

Women represent 60% of Châtelaine's e-readers. In addition, 54% of *Châtelaine's* audience are aged 25–54, and 54% have a family income of over \$60,000.

KEY MEASURES

- 114,200 Unique visitors per month
- 4,900 Unique visitors per day (avg) (1)
- 530,000 Page views per month

Source: comScore Media Metrix, All Locations, Jan – June 2007 (1) Based on Jan – Feb & April – June 2007

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