

# Editorial Profile



Grand Magazine is an exclusive lifestyle magazine created for affluent Waterloo Region residents with distinguished tastes. Through exceptional stories and stunning photography, Grand Magazine highlights the best in home décor, local cuisine, fashion, travel, health and fitness.

Chic and informative, Grand Magazine celebrates the uniqueness of Waterloo Region and all it has to offer to local residents looking for superior goods and services.

## **CIRCULATION: 19,000 COPIES**

Using state-of-the-art consumer segmentation software, our targeted distribution ensures that Grand Magazine reaches exclusive households in Waterloo Region. These discriminating readers understand quality and luxury.

Grand Magazine is also available at select bookstores in the region.



# Rates



## MAGAZINE (Creative & Production Included)

FULL COLOUR	1x	3x	6x
Full Page	\$2,650	\$2,450	\$2,150
2/3 Page	\$2,100	\$1,900	\$1,700
1/2 Page	\$1,550	\$1,450	\$1,250
1/3 Page	\$1,170	\$1,070	\$920
1/6 Page	\$710	\$650	\$570
Inside Front/Back Cover	\$3,000	\$2,700	\$2,400
Double Spread	\$4,300	\$4,000	\$3,500
Back Cover	\$3,200	\$3,000	\$2,600
Dining Guide Ad	\$440	\$400	\$350

Dining Guide Listing - \$185 *Effective January 1, 2010*

## WEBSITE [www.grandmagazine.ca](http://www.grandmagazine.ca)

Leaderboard	3 spots available	\$199/month
Big Box	3 spots available	\$179/month
Skyscraper	3 spots available	\$179/month

*Effective January 1, 2010*

## ADVERTISING SPECIFICATIONS

DESCRIPTION	TYPE	SIZE (INCHES)
Full Page	Trim size	8.5 x 10.875
Full Page	Safe image	7.638 x 9.825
2/3 Page	Vertical	5.050 x 9.825
1/2 Page	Horizontal	7.638 x 4.843
1/2 Page	Vertical	5.050 x 7.19
1/3 Page	Horizontal	5.050 x 4.843
1/3 Page	Vertical	2.450 x 9.825
1/6 Page	Horizontal	5.050 x 2.347
1/6 Page	Vertical	2.450 x 4.843

**Bleed Size:** 9 x 11.375 inches

**Proofs:** In lieu of publisher's proof, agency or client must supply black and white or colour proof of submitted files.

**Binding:** Perfect binding

## SPECIAL POSITIONS

There is a 15% premium if available. (Orders specifying but not contracting for special position are accepted only on per request basis and such requested positions are not guaranteed.)

## CONTACT

John W. Thompson  
Sales & General Manager  
[jthompson@grandmagazine.ca](mailto:jthompson@grandmagazine.ca)  
(519) 894-2250 ext. 2372

**GENERAL ADVERTISING POLICY:** All advertising is subject to acceptance by the publisher. Grand Magazine will not be bound by conditions of any nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained on its rate card or within its policies. Advertising agency assumes and agrees to pay the charges for advertising published at its direction. Upon agency's written request publisher may bill advertiser direct, providing agency guarantees payment. No space cancellations accepted after 30 days prior to the first of the month of off-press date. Orders, which contain incorrect rates or conditions, will be inserted and charged at regular schedule rates. Such errors will be regarded as clerical. Rates subject to change without notice.

# Contract

**GRAND**  
MAGAZINE

**ADVERTISER:** \_\_\_\_\_

**CONTACT:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ACCOUNT #:** \_\_\_\_\_

I, the undersigned, agree to advertise in Grand Magazine under the following terms and conditions:

Total number of insertions:  1x  3x  6x (all insertions are consecutive)

Over a period of one year commencing: \_\_\_\_\_

At an agree price per advertisement of: \_\_\_\_\_

Based on the following advertisement size: \_\_\_\_\_

**GRAND REPRESENTATIVE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**ADVERTISER SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

The advertiser understands that if the agreed-upon minimum is not met, a surcharge will be processed to cover the difference between the contracted frequency rate and the frequency rate appropriate to the actual investment. It is understood that fulfillment of this commitment will come only from the legitimate business of the advertiser.

## TERMS AND CONDITIONS

1. All layouts and compositions of advertisements produced by employees of Grand Magazine are protected by copyright and are subject to approval by Grand Magazine. Grand Magazine reserves the right to reject any advertisements deemed unsuitable as to style, type, composition or content. Such rejections shall not invalidate this contract.
2. In the event that the published closing date (copy deadline) for advertising materials is not met, the client grants the publication the right to publish materials from previously published advertisements and/or where no such material is available to publish, a public service ad chosen by the publisher will be utilized. Further, the client agrees to pay the space costs in such an event.
3. Payment is due upon receipt of invoice. Failure to pay within these terms may, at the option of Grand Magazine, result in immediate cancellation of this contract. In such cases, the advertiser may be charged for the difference between the contracted rate and the rate appropriate to the frequency of advertising done to the date of cancellation.
4. Should publication of Grand Magazine be restricted, curtailed or suspended for whatever reason, the contracted investment and rate shall be subject to review and may be amended to the mutual satisfaction of the parties of this agreement.
5. Liability for damages alleged to arise from error in advertisement(s) will be limited to the actual amount paid for the space or services provided.

# Guidelines

## ELECTRONIC GUIDELINES

### Acceptable Media:

CD, email or ftp

### Acceptable File Formats:

Macintosh native formats in:

QuarkXPress up to V4.0

Adobe InDesign CS2

Adobe Illustrator up to CS2

Adobe Photoshop up to CS2

Adobe Acrobat V7

Our format preference is PDF (Press Quality)

### Submissions:

- Submissions MUST include all supporting graphic files, vector logos, and postscript fonts
- Do not rename fonts. Make sure that both the screen fonts and the printer fonts are included. No True Type fonts. (Failure to complete any or all of these tasks can result in undesirable results.)
- It is advisable and standard procedure to create backup files on anything you send. (We strongly advise that you do not send us the one and only existing disk for any given file.)
- Must supply a hard copy
- Font substitution may be necessary to correct some problem files.
- Resolution should not exceed 300 dpi for CMYK images or 600 dpi for black and white bitmap.
- All colour should be converted to CMYK.
- All compressed files should be .sit or .sea files

Universal formats: TIFF, EPS, JPEG

Required Resolution: 300 dpi, 120 lpi

## EMAIL GUIDELINES

- 1 Please be sure to comply with all of the guidelines from the Electronic Guidelines above.
- 2 Name of the file to be emailed should be followed by the appropriate three letter file extension. Example: furniture.tif  
This is an appropriate file name for a tif image file being emailed from Furniture Inc.
- 3 If the file to be emailed is larger than 2 MB it MUST be stuffed. After stuffing, a "stuff it" file should read: furniture.sit. Please be sure that the file name (as addressed in the Electronic Guidelines) is correct before condensing. Stuffed files must contain all support files.
- 4 Attach the appropriately named and condensed file to an email and send to: **ads@grandmagazine.ca**
- 5 Please identify the ad as Grand or Rex in the subject line of your email.  
**The body of the email should contain the file names and formats of any files attached.** Please state in your email the original format of these files before it was condensed. Also include the date, name of advertiser, name of agency (if any), contact phone number, and account representative's name. Example: You have attached a zipped.eps image file, which you created in Photoshop and named furniture.zip, the body of the email should look something like this:

10/05/10

Please find attached an advertisement for the July/Aug issue of Grand Magazine for Furniture Inc. prepared by Great Designs.

Phone: 519-555-5555

**File Name: furniture.sit**

File has been stuffed.

Original file format: EPS

Created in: Photoshop version 6

Rep: Jane Smith

- 6 Finally, please supply a hard copy of the advertisement and support materials to your account representative.

## FTP GUIDELINES

- 1 Please be sure to comply with all of the guidelines from the Electronic Guidelines above.
- 2 Name of the file to be posted should be followed by the appropriate three letter file extension. Example: furniture.tif  
This is an appropriate file name for a tif image file being sent from Furniture Inc.
- 3 The file to be posted MUST be stuffed. After stuffing, a "stuff it" file should read: furniture.sit. Please be sure that the file name (as addressed in the Electronic Guidelines) is correct before condensing. Stuffed files must contain all support files.
- 4 Log onto our FTP site using this address:  
HOST: **192.206.151.19**  
USER ID: **emergencyk**  
PASSWORD: **all123**
- 5 Drag and drop your stuffed file onto the FTP site to upload it. Once it has uploaded please email us at **ads@grandmagazine.ca** to confirm it is on the site. Please identify the ad as Grand or Rex in the subject line of your email. **The body of the email should contain the file names and formats of any uploaded files.** Please state in your email the original format of these files before they were condensed. Also include the date, name of advertiser, name of agency (if any), contact phone number, and account representative's name. Example: You have attached a zipped.eps image file, which you created in Photoshop and named furniture.zip, the body of the email should look something like this:

10/05/10

There is a file uploaded to the FTP site for an advertisement for the July/Aug issue of Grand Magazine for Furniture Inc. prepared by Great Designs.

Phone: 519-555-5555

**File Name: furniture.sit**

File has been stuffed.

Original file format: EPS

Created in: Photoshop version 6

Rep: Jane Smith

- 6 Finally, please supply a hard copy of the advertisement and support materials to your account representative.

# Features

Each issue focuses on a particular theme, complemented by a variety of regular features.

## GADGETS

Tech wizard Tim Jackson puts electronic toys to the test.

## STYLE

Beautiful ideas for each season's most fashionable looks.

## DESTINATIONS

Travel stories let you see the world without leaving home.

## FAVOURITE SPACE

An up-close look at special spots in our homes.

## WHEELS

Sleek, new cars and how they drive.

## RELATIONSHIPS

What works, what doesn't, according to sexuality expert Robin Milhausen.

## FOOD

Mini profiles and signature recipes of top area chefs.

## WINE

Fine vintages and how to serve and savour them.

## SHOPPING

What's inside those charming, independently owned stores.

## DINING GUIDE

An advertising feature focused on local restaurants.



## 2010 PUBLISHING DATES:

Issue	Theme	Ad Booking & Material Deadline
January/February	Arts & Entertainment	November 12
March/April	Home & Garden	January 14
May/June	Outdoor Recreation	March 11
July/August	Health & Wellness	May 13
September/October	Home Décor	July 15
November/December	Holiday Edition	September 16
January/February 2010	Arts & Entertainment	November 18