

CANADA

www.livecanada.co.uk





About the magazine

The magazine will be the only title on sale throughout the UK that is dedicated to all things Canada. Recognising that travel and migration are inextricably linked, the magazine will feature city guides, tours of the Canadian hinterland, and of course real life studies of families that have moved from the UK.

Canada remains the second most popular country for UK migrants after Australia and offers a wealth of career and lifestyle opportunities which this magazine will cover in detail. Each issue will offer stunning photography and advice along the same lines as our market leading and award winning Australia & New Zealand Magazine.

From Newfoundland to Vancouver, we'll cover Canada.

Our cover price of £3.99 will ensure that we deliver a committed and targeted audience for our advertising partners.

The magazine will be available through Tesco, Sainsbury's, WHSmith and other leading magazine outlets. We will regularly market the publication to a national audience via our websites and print publications, as well as adverts in the national press, exhibitions and email newsletters.

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In brief

On sale	6th April 2010
Price	£3.99
Frequency	Bi monthly
Specifications	A4, perfect bound
Distribution	15,000 copies distributed throughout the UK
Outlets	WHSmith exclusive
Promotion	Retail promotions TBA
Website	www.livecanada.co.uk

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Why advertise?

Advertising with us means that you will benefit from:

- ❖ A high quality editorial environment, and a magazine produced to the most exacting standards every month
- ❖ A passionate audience, interested in all aspects of travel and life in Canada and the products and services our advertising partners offer
- ❖ Innovative online solutions that reach a global audience
- ❖ National newsstand distribution through WHSmith and other leading retailers
- ❖ Targeted email database that delivers your message to the right audience



Rate card

Size	Single insertion	6 issues
DPS	£4,000	£3,520
Full page	£2,200	£1,936
Half page	£1,200	£1,056
Quarter page	£750	£660

Please note that all cover positions and pages within the first half of the magazine will attract a positional premium of 10%

For section sponsorship opportunities, website advertising and creative solutions, please contact the sales team on +44 (0)117 9323 586



2010/11 Schedule

Issue	Deadline	On Sale
01 May/June 2010	17 March	08 April
02 Jul/Aug 2010	20 May	10 June
03 Sep/Oct 2010	16 July	05 August
04 Nov/Dec 2010	17 September	07 October
05 Jan/Feb 2011	19 November	09 December
06 Mar/Apr 2011	21 January	10 February
01 May/June 2011	18 March	07 April
02 Jul/Aug 2011	20 May	09 June
03 Sep/Oct 2011	22 July	11 August
04 Nov/Dec 2011	18 September	08 October

Technical specification

- ❖ Please keep all 'live' material 5mm from trim and allow for gutter if supplying artwork for a dps.
- ❖ We advise full page and dps advertisers to supply a cromalin proof to ensure accurate colour matching at press.
- ❖ We can accept finished artwork in the following formats: PDF, TIF, EPS and JPEG.
- ❖ Please ensure your files are high resolution (300dpi), CMYK, with fonts embedded.
- ❖ We are also able to accept artwork created in InDesign & Photoshop. Please ensure that all images and font files are also included where necessary and follow the same specifications above.
- ❖ Send all artwork and copy instructions to production@edpltd.co.uk with your allocated booking reference included in the subject bar.
- ❖ Canada Magazine reserves the right to run previous copy (or create material on your behalf if no previous exists) if deadline is exceeded.



double page spread
420mm wide
297mm high
+3mm bleed

full page
210mm wide
297mm high
+3mm bleed

half landscape
185mm wide
130mm high

half portrait
90mm wide
264 mm high

quarter
90mm wide
130mm high

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