

Delivering you **THE LEADERS** in Canada's retail industry.



canadian inspire, innovate & grow

# retailer

media package **2011**

Contact:





Retail is a **POWERFUL** industry. IN 2009, CONSUMERS SPENT MORE THAN **\$415 BILLION** IN CANADA'S RETAIL STORES.

**RETAIL IS A DRIVING FORCE OF CANADA'S ECONOMY.** More than 220,000 retail establishments operate across Canada, making it the nation's third-largest industry by number of businesses and the largest employer with more than two million employees in every community from coast to coast.

Since 1963, Retail Council of Canada has represented the interests of all retail formats, including department, specialty, discount and independent stores, as well as online merchants. More than 40,000 storefronts rely on *Canadian Retailer*, an award-winning bimonthly magazine, to stay informed of the hottest industry trends and issues. As Canada's only national, authoritative retail publication, *Canadian Retailer* provides fresh perspectives and detailed analysis on the latest technologies, marketing strategies and more.

## WHY PARTNER WITH RETAIL COUNCIL OF CANADA?

*Canadian Retailer* delivers to advertisers the key retail professionals involved in every step of the decision-making process. Our readers are the owners, presidents/CEOs, executive managers/VPs, financial managers and marketing managers with purchasing power. In our most recent reader survey, our readers say they plan to buy the following in order of demand:

- ADVERTISING/PUBLIC RELATIONS
- MARKETING/DIRECT MARKETING
- STORE FIXTURES/STORE DESIGN
- BUSINESS PRODUCTS/INCENTIVE GIFTS/SERVICES
- WEB DESIGN/E-COMMERCE SERVICES
- TRAINING/PROFESSIONAL DEVELOPMENT
- SIGNAGE/DIGITAL SIGNAGE
- RETAIL TECHNOLOGY SYSTEMS/EQUIPMENT
- ACCOUNTING/AUDITING/TAX SERVICES
- LOYALTY PROGRAMS/GIFT CARDS
- COMMERCIAL PRINTER
- LAWYER/LAW FIRM
- LOGISTICS/TRANSPORTATION/DISTRIBUTION/COURIER
- LOSS PREVENTION/SECURITY
- GRAPHIC DESIGNER
- RECRUITING FIRM/EMPLOYMENT AGENCY
- TRAFFIC COUNTING
- ENVIRONMENTAL SERVICES/CONSULTANTS/UPGRADES
- SHOPPER RESEARCH/MARKET DATA
- IT SERVICES

## BY THE NUMBERS:

**3.47**  
READERS PER COPY

**23,609**  
CIRCULATION  
including digital

**65%**  
of recipients read all six issues  
of *Canadian Retailer* each year

**50%**  
of readers visit a website after  
reading *Canadian Retailer*

**81,923**  
TOTAL AUDIENCE

**8 out of 10**  
readers read at least half of  
each issue

**57%**  
of readers pass information  
to someone else or keep  
for reference

**34%**  
of readers are more likely to  
consider purchasing products/  
services from companies who  
advertise in the magazine

Source: Sworn Statement, December 2005 & Canadian Retailer 2007 Reader Survey

PROVINCE	PRINT	ONLINE	TOTAL
B.C./Yukon	602	916	1,518
Alberta/NWT/Nunavut	914	978	1,901
Saskatchewan/Manitoba	482	391	873
Ontario	7,866	9,051	16,917
Quebec	301	396	697
Maritimes	614	455	1,069
International	300	334	634
<b>TOTAL</b>	<b>11,079</b>	<b>12,521</b>	<b>23,609</b>

## READERS ARE INTERESTED IN:

- STORE DESIGN TRENDS
- MERCHANDISING TIPS
- DRIVING TRAFFIC/  
BRAND DIFFERENTIATION
- HEALTH AND SAFETY
- GROWTH STRATEGIES
- MARKETING AND ADVERTISING
- HUMAN RESOURCES
- ECONOMICS
- SUSTAINABILITY/CORPORATE  
SOCIAL RESPONSIBILITY
- INTERNATIONAL PERSPECTIVES
- CHANGING CONSUMER NEEDS/TRENDS
- LOSS PREVENTION AND SECURITY
- E-COMMERCE DEVELOPMENT
- SUPPLY CHAIN LOGISTICS
- STORE OPERATIONS
- PCI COMPLIANCE
- INFORMATION TECHNOLOGY
- HEALTH AND SAFETY
- FINANCIAL MANAGEMENT

## E-COMMERCE AND THE INTERNET

**89%**

of companies have a website

**68%**

of companies participate in social media

**65%**

of companies now sell products and services online

Source: Canadian Retailer 2007 Reader Survey

As you consider advertising in *Canadian Retailer*, IT'S IMPORTANT THAT YOU KNOW WHAT OUR READERS AND ADVERTISERS HAVE TO SAY.

"*Canadian Retailer* provides me with the insight and ideas for improving and innovating my business, as well as the advice and knowledge to expand my skill set. Whether it is learning from retail leaders, reading about new technology or discovering a new service that will help streamline my operations, *Canadian Retailer* is my window to the retail world. The quality of information in *Canadian Retailer* makes it required reading for me and my team."

– **Rob Grand, Chief Executive Officer • Grassroots, Inc.**

"I find that the insights and best practices found within each and every issue of *Canadian Retailer* are always extremely relevant and highly beneficial to me and my team. The magazine is the best industry resource available to us, allowing us to remain current with all of the retail trends and other matters affecting retailers everywhere. It's always full of information that we can use from cover to cover."

– **Steve Matyas, President & CEO • Staples Canada, Inc.**

"Operating in an industry that moves as quickly as retail, I feel fortunate to have issues of *Canadian Retailer* at my disposal at all times. The information that is found within the each article is timely, engaging and insightful, and amazing to use as resource tools for my team. There is a takeaway in every story that we can implement into our operations. And, as a Canadian-made product serving the Canadian retail industry, I am a very proud subscriber to *Canadian Retailer*."

– **Anna Martini, President & CEO • Groupe Dynamite, Inc.**

From tips to trends and everything between, **WE COVER THE ISSUES THAT ARE IMPORTANT TO THE RETAIL INDUSTRY.**

## 2011 EDITORIAL CALENDAR\*

### Winter

**Theme:** Operations  
**Subtheme:** The New Consumer

### Spring

**Theme:** e-Commerce & the Internet  
**Subtheme:** Finances and the Economy

### Summer

**Theme:** Retail Vertical - Grocery  
**Subtheme:** Loss Prevention

### STORE

**Theme:** STORE 2011/Human Resources  
**Subtheme:** Multi-Channel Marketing

### Autumn

**Theme:** Retail Leaders  
**Subtheme:** Consumer Trends

### Holiday

**Theme:** Economics  
**Subtheme:** International Trends

**\*EDITORIAL PLAN IS SUBJECT TO CHANGE WITHOUT NOTICE.**

## DIGITAL EDITION



### eToolbar | \$1,999.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

### Skyscraper | \$2,499.50

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### eBelly Band | \$2,499.50

The eBelly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the back of the digital edition's back cover, wrapping your company's message around the entire digital edition.

### eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

### eSponsorship\* | \$2,499.50

Your message will be prominently displayed directly across from the cover of the magazine.

*\*Animation and video capabilities available*

### Ad "Jolt" Upgrade | \$299.50

Transform your static, passive display advertisement into an attention-grabbing, animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.



## canadian retailer

is a bimonthly magazine dedicated to exploring the issues and trends affecting the nation's retail industry. Special placement within *Canadian Retailer* ensures high visibility and relevancy for your advertisement. Your message can be strategically placed in an uncluttered position next to a feature article or column. Positions are available next to some of *Canadian Retailer's* most popular articles.

In addition to print, *Canadian Retailer* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

### Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

## 2011 ADVERTISING RATES\*

Reach over 80,000 qualified decision makers who need your products and services by advertising in *Canadian Retailer*.

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

### Net Colour Rates

	1x	3x	6x
Double-Page Spread	\$10,610	\$10,080	\$9,570
Outside Back Cover	\$7,120	\$6,765	\$6,430
Inside Front or Inside Back Cover	\$6,425	\$6,105	\$5,800
Full Page	\$5,695	\$5,405	\$5,140
2/3 Page	\$5,100	\$4,840	\$4,600
1/2 Page Island	\$4,635	\$4,405	\$4,185
1/2 Page	\$4,210	\$4,000	\$3,795
1/3 Page	\$3,695	\$3,510	\$3,335
1/4 Page	\$3,170	\$3,015	\$2,860

### Net B&W Rates

	1x	3x	6x
Double-Page Spread	\$7,300	\$6,930	\$6,585
Full Page	\$4,005	\$3,805	\$3,615
2/3 Page	\$3,490	\$3,310	\$3,150
1/2 Page Island	\$3,015	\$2,860	\$2,725
1/2 Page	\$2,610	\$2,480	\$2,360
1/3 Page	\$2,020	\$1,920	\$1,820
1/4 Page	\$1,490	\$1,415	\$1,345
1/6 Page	\$1,135	\$1,080	\$1,025

\*Members will receive a 10% discount on display rates.  
All rates include the e-Link feature.

**BONUS:** All advertisers will receive a free, customized listing in the *Advertiser.com* section. Your company name will be listed alphabetically along with your company's website and the page number of your ad.

### Ad Dimensions

	Width	Height
Double-Page Spread Bleed	17"	11.125"
Double-Page Spread Trim	16.75"	10.875"
Double-Page Spread Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Horizontal	7"	6.333"
2/3 Vertical	4.583"	9.5"
1/2 Horizontal	7"	4.583"
1/2 Vt./Island	4.583"	7"
1/3 Horizontal	7"	3"
1/3 Vertical	2.166"	9.5"
1/3 Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.333"
1/4 Vertical	3.333"	4.583"
1/6 Horizontal	4.583"	2.166"
1/6 Vertical	2.166"	4.583"

### DIRECT MAIL OPPORTUNITY\*

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *Canadian Retailer* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the bag along with the publication will ensure tremendous exposure for your company.

Surfaces	Print	Print & Digital
1-Page (2 Surfaces)	\$6,209.50	\$6,359.50
2-Page (4 Surfaces)	\$7,759.50	\$7,959.50
Postcard	\$6,209.50	\$6,359.50

\*All direct-mail pieces are furnished by advertiser.

\*Larger direct-mail opportunities available upon request.

**Please note:** If your direct-mail piece contains a postage indicia, additional mechanical costs will apply. Please ask your sales representative for further information.

*canadian*  
**retailer**



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