

Canadian **DIMENSION**

**ADVERTISING RATES AND
READER INFORMATION
2011**

FOR PEOPLE WHO WANT TO CHANGE THE WORLD

Canadian Dimension is one of *Canada's most respected* independent political bimonthlies.

With more than 45 years of publishing behind us, Canadian Dimension is a trusted source of alternative news for our readers. Our readers believe in the larger goals of the magazine and trust us to bring them the best in political, social, and cultural analysis. Published six times per year, it provides a forum of progressive debate from all corners of Canada. Additionally, Canadian Dimension produces Alert Radio and www.canadiandimension.com. Our hour-long politics and culture radio show is broadcast on 13 community radio stations across Canada, in addition to numerous podcast networks. Combined with www.canadiandimension.com, Canadian Dimension media provides a full spectrum of advertising opportunities, giving advertisers strong access to our unique and engaged audience.

Canadian DIMENSION | RATES 2010

Magazine Fast Facts

- Launched — 1963
- Published — 6 times a year
- Circulation per issue — 3200



Canadian DIMENSION

Smart. Loyal. Influential. Socially Responsible.

— The Canadian Dimension Reader

◆ Our readers are **affluent, influential** individuals; we count, **journalists, opinion makers, academics, university students, business and community leaders, artists, policy makers, lawyers and political leaders** among our readers.

◆ **They are dedicated** -- 93% say they are “likely” or “very likely” to renew.

◆ **Half of our subscribers share** each issue of the magazine. Some of them tell us that they’ve been collecting the magazine since we began publishing in 1963!

“I ESPECIALLY LIKE CD’S RANGE OF PERSPECTIVES, ITS WILLINGNESS TO BE CRITICAL ACROSS THE POLITICAL SPECTRUM, AND ITS LIVELY, INTELLIGENT DEBATES.”

◆ Canadian Dimension readers are **discerning, social conscious consumers** with interest in the environment, health-care, human rights and the effects of globalization.

◆ Canadian Dimension’s readers are highly educated with **17% holding PhDs and 27% MAs**.

“I HAVE BEEN COLLECTING AND BINDING MY ISSUES OF CD FOR ALMOST TWENTY YEARS!”

◆ **Our readers really like us**. Overall, 77% rate Canadian Dimension as **“one of my favourites”** or “very good.”

◆ About half of our subscribers are knowledge workers, among them a large percentage of educators: **11% school teachers, 13 % university professors**.

◆ Industrial **wage-workers and farmers** make up another **20%**, while workers in the **caring professions** (social workers, nurses, clergy, etc) make up **13%**.

◆ Our gender distribution is 68% male and 32% female, and **among new and online subscribers the gender distribution is close to 50-50**.

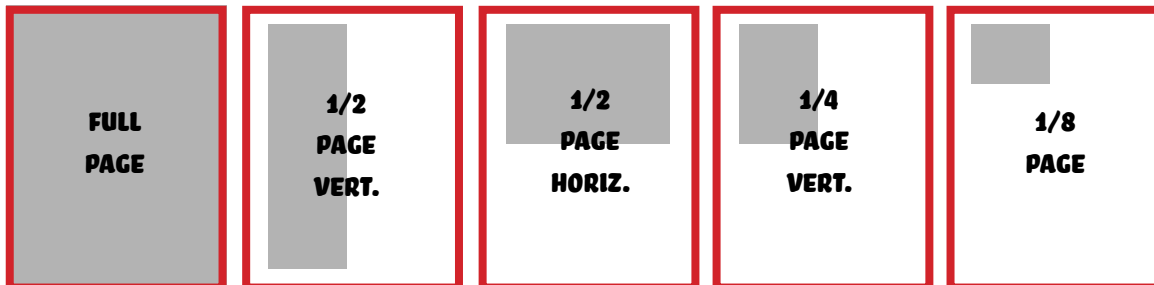
Statistics based on 2009 Reader Survey

◆ **FOR AD BOOKINGS CALL 1-204-957-1519 OR E-MAIL JPATTERSON@CANADIANDIMENSION.COM**

Display Advertisement Rates & Sizes

<i>Ad Rates</i>	1X		3X		6X	
	4/C	B/W	4/C	B/W	4/C	B/W
OBC	1325	1000	1190	900	1060	800
IFC/IBC	1325	1000	1190	900	1060	800
Full Page	1150	800	1075	750	1000	675
1/2 Page	850	360	775	320	750	290
1/4 Page	500	250	450	225	425	200
1/8 Page	350	100	240	90	230	80

<i>Ad Sizes</i>	TRIM SIZES		BLEED SIZES	
	WIDTH	DEPTH	WIDTH	DEPTH
Full Page	8.125	10.5	8.25	10.75
1/2 Page Vertical	2.875	9	-	-
1/2 Page Horizontal	6	4.375	-	-
1/4 Page Vertical	2.875	4.375	-	-
1/8 Page	2.875	2.1875	-	-



Canadian Dimension | DISPLAY ADVERTISEMENT RATES

➤ Please contact us if you are interested in cross-media campaigns which include Alert Radio and www.canadiandimension.com

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2011 Editorial Calendar & Important Dates

Added Value

www.canadiandimension.com

- Canadian Dimension's website offers advertisers a multi-channel environment with over 30K unique page views per month. Throws in the magazine offer an opportunity for added exposure to print as well as online readership. Standard leaderboard (720 wide x 90 tall) and big box ads(300 by 250 Tall) accepted.

Alert Radio

- Canadian Dimension's hour-long flagship radio show is broadcast weekly on 13 campus and community stations across Canada; in addition to podcasting on CDs website, iTunes, and Rabble.ca. Reaching a uniquely progressive audience of over 20K listeners per week where spots, section sponsorship and stings allow for a versatile companion to a print campaign.

E-news and other incentives

- Canadian Dimension provides a monthly newsletter and semi-annual subscriber mailing offering ideal incentive opportunities for book publishers, conferences, festivals and documentary/independent films.

➤ Please contact us if you are interested in cross-media campaigns which include Alert Radio, www.canadiandimension.com or others

	ISSUE	BOOK BY	ARTWORK BY	ON SALE	FOCUS
2010	Nov/Dec	Sept 21	Sept 25	Nov 2	The New Feminism
2010	Jan/Feb	Nov 23/09	Nov 27/09	Jan 3/10	Canadian Mining Abroad
	Mar/Ap	Jan 25	Jan 29	Mar 1	Environmentalism: Beyond cap and trade
	May/June	Mar 22	Mar 26	May 2	The Future of labour w/ Migrant labour sub-focus
	July/Aug	May 24	May 28	June 27	Food security w/ sub-focus on animal politics
	Sept/Oct	July 26	July 30	Sept 1	Aboriginal focus w/ Inuit sub focus
	Nov/Dec	Sept 24	Sept 28	Nov 1	Middle Eastern politics and Israel

Supplying Artwork

Canadian Dimension reserves the right to approve all copy and artwork before publication and also reserves the right to identify advertising content as such within the magazine when deemed necessary for clarity.

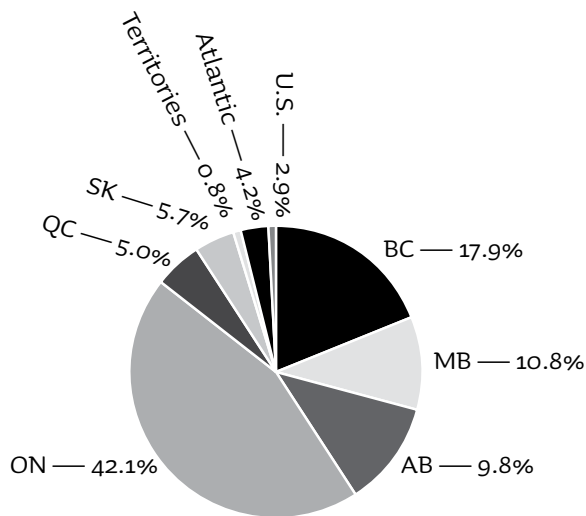
All ads should be supplied in EPS, TIFF or PDF file formats. Please package all fonts and graphics to be used. Resolution should be no less than 300 dpi.

Send electronic files under 10MB to info@canadiandimension.com. Files over 10 MB should be submitted via our FTP site. Files should be compressed using a standard compression program like Stuffit or WINZIP.

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Reader Demographics

READERS BY REGION

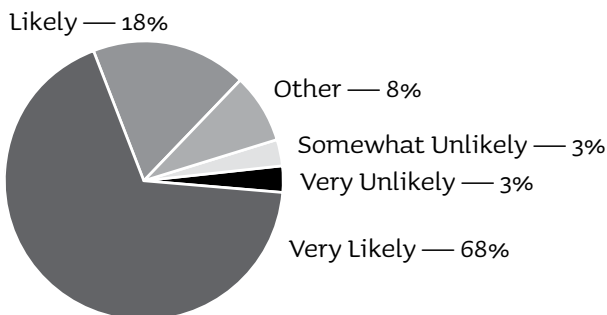


The vast majority describe Canadian Dimension as **Progressive, Motivating, Insightful, Intelligent, Informative** and **Provocative**.

"I RECOMMEND CD TO MANY PEOPLE AS IT REFLECTS MY OPINIONS AND ATTITUDES ON MANY SUBJECTS AND ISSUES."

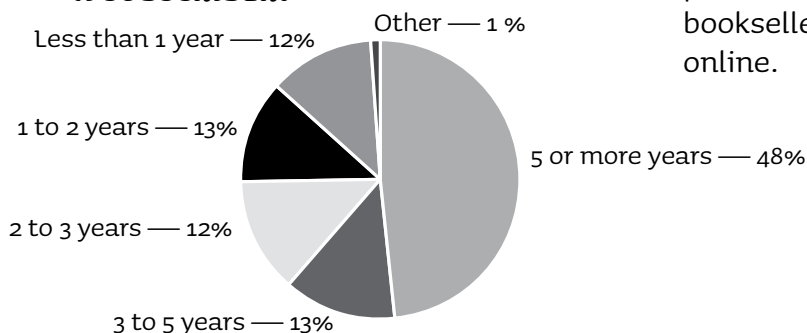
Canadian Dimension | READER SURVEY RESULTS

HOW LIKELY ARE YOU TO RENEW YOUR SUBSCRIPTION?

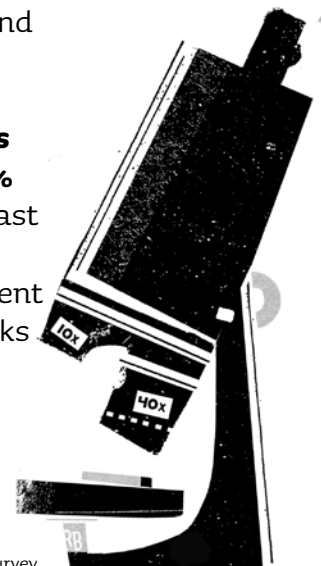


Our readers are active in their cultural community. In the past 6 months, **65%** of readers visited an **art gallery or museum**, **59%** watched a **documentary or independent film**, **47%** attended a **theatre or dance performance** and **54%** went to a **music concert**.

HOW LONG HAVE YOU BEEN A SUBSCRIBER?



Canadian Dimension **subscribers are voracious readers**. Overall, **37%** have read 15 or more books in the past 6 months. Nearly 50% of our readers purchase their books from independent booksellers, while 38% buy their books online.



Statistics based on 2009 Reader Survey

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Additional Information

Ad Design Services

Canadian Dimension offers ad design services at the rate of \$40/hour. Ads created by Canadian Dimension are property of Canadian Dimension and may not be reprinted elsewhere without permission.

Multiple Insertions

Multiple insertions must be booked together to qualify for corresponding insertion rates.

Payment

Invoice terms 30 days net. Invoice will be issued with tear sheets after ad appears. Prices do not include GST.

Credit Cards

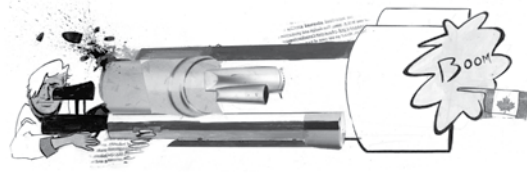
VISA and MasterCard are accepted.

Cancellations

Advertising cannot be cancelled after the ad closing deadline.

Contact Info

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Privatizing Canada's Public Universities

by CLAIRE POLSTER

Five Kinds Of Privatization

Perhaps the most obvious kind of privatization of the university is the growing reliance on individual value than the collective to finance university operations. As students are all too well aware, university tuition and other fees have been skyrocketing in recent years — as have student debts. Between 1995 and 2000-2001, tuition fees in Canada nearly doubled per year, while average student debts rose from about \$2,000 to \$10,000. This is because students are paying a larger share of the costs of postsecondary education, from an average of 10 per cent of operating costs to up to 50 per cent of operating costs in some. As well, a growing number of university programs are slated to be, if they are not already, almost fully financed by students. Not long ago, for example, the University of Toronto announced an intention to increase its law school tuition to \$5,000.

A second and less obvious kind of privatization of our universities has to do with the ways in which they are run. Increasingly, universities — which are public institutions — are adopting values and practices that are emblematic of the private sector. This shift is reflected in the new language being used in our universities in which our presidents are "to go," professors are "business managers" and students are "clients." It is reflected in the displacement of academic criteria by economic criteria in the allocation of institutional resources. And it is reflected in the many new managerial practices that are being introduced by university administrators — ranging from the greater reliance on being financially self-sufficient to various forms of pseudo-consultation, to the increased use of performance indicators and merit pay to control and motivate academics — all of which erode the collegial and institutional democracy that have been the hallmarks of university governance.

The adoption of business values and practices is a cause and consequence of another kind of privatization — the increasing growing involvement in research for the market. Rather than setting their own research agendas in response to a variety of social needs and interests, academics are doing more and more research for and only "earn" their salaries from the business community, who can afford to pay some of the costs of academic research. This shift towards research for the market is a product of changes in government funding, which have led to a reduction in support for investigator-initiated research and an increase in support for "partnership research." What is significant about the form of privatization is that, although control over the research agenda is being ceded to private interests, the cost of academic research is still largely borne by the public. As partners' contributions to research costs often cover only a small fraction of them.

The third kind of privatization undertaken by the Government has been creating out some policy-making functions to unaffiliated and unaccountable advisory bodies, such as the Advisory Council on Science and Technology that are dominated by members of the business community and others sympathetic to their interests. Not surprisingly, people on these advisory committees have used their position to produce policies and to recommend practices that serve their particular needs rather than those of the general public.

The final form of privatization has to do with our universities becoming for-profit enterprises in their own right. Increasingly, universities and the academics within them are getting involved in lucrative entrepreneurial or commercial activities of their own — setting up side arms to handle research, offering valuable intellectual property, setting up university spin-off companies (often within university incubators, or "incubator" parks). This form of privatization is particularly egregious, as knowledge produced at public institutions, by public servants, with public funds, is being being freely shared with Canadian citizens but is being exploited for private profit.

It is important to emphasize that these five kinds of privatization are not discrete but are mutually reinforcing. For example, the more universities get involved in research for business, the more they have to generate as businesses, the more money they require, the more bureaucracy they require, and the less democracy and collegiality they can tolerate. Similarly, the more universities are involved in entrepreneurial activities of their own, the more resources they have to devote to these activities, hence, the increase in the tuition and other fees charged to students.

Cause For Concern

The privatization of our universities has a number of harmful implications for both students and citizens.

Leonilda Zurita

Growing Coca in a Fight for Survival in Bolivia

by BENJAMIN DANCLER
photo by DUSTIN LEADER

For centuries, coca has been used as a medicine in the Andes to relieve hunger, fatigue and sickness. Many Bolivians chew the small green leaf or drink it in tea on a daily basis. Much of the coca produced in Bolivia goes to this legal, controlled use. But the leaf is also a key ingredient in cocaine. The U.S. government has focused on coca eradication as a way to stem the flow of cocaine to the U.S. This war on drugs in Bolivia has resulted in violence, death, torture and trauma for the poor farmers who grow coca to survive. The U.S. government has directly funded this war, often facilitating human-rights violations and acting as a roadblock to peace in Bolivia. And the billions of dollars that Washington has pumped into this conflict have not diminished the amount of cocaine on the streets in the U.S.

Besides its traditional uses, in Bolivia coca is also an ingredient in Coca-Cola, cough syrups, whetstones, chewing gum and diet pills. It is sold in small bags all over the country, and is perhaps more prevalent than coffee. The U.S. Embassy's website for Bolivia suggests that chewing the leaves can alleviate altitude sickness.

"I have chewed coca every day and I am not crazy yet!" coca farmer organizer Leonilda Zurita

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