

*Canadian* **DIMENSION**

**ADVERTISING RATES AND  
READER INFORMATION  
2010**

**FOR PEOPLE WHO WANT TO CHANGE THE WORLD**

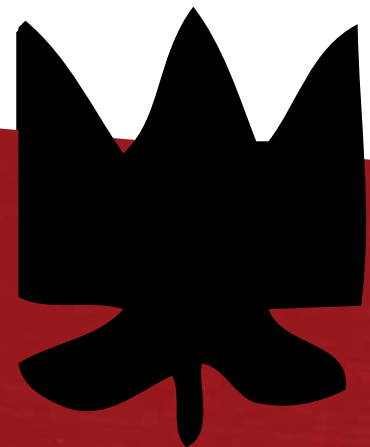
# *Canadian Dimension* is one of *Canada's most respected* independent political bimonthlies.

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](http://www.canadiandimension.com). Our hour-long politics and culture radio show is broadcast on 11 community radio stations across Canada, in addition to numerous podcast networks. Combined with [www.canadiandimension.com](http://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*

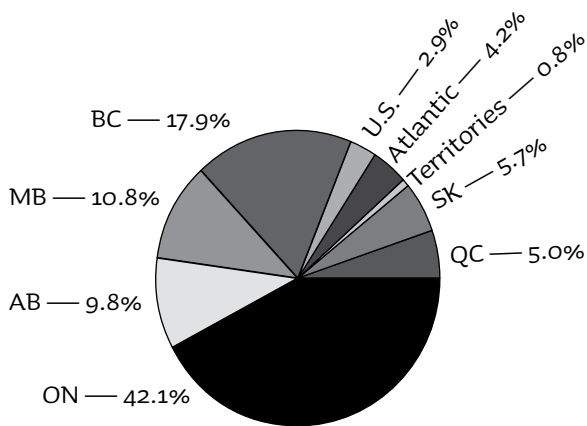
- Launched — 1963
- Published — 6 times a year
- Circulation — 3000



*Canadian* DIMENSION

# Reader Demographics

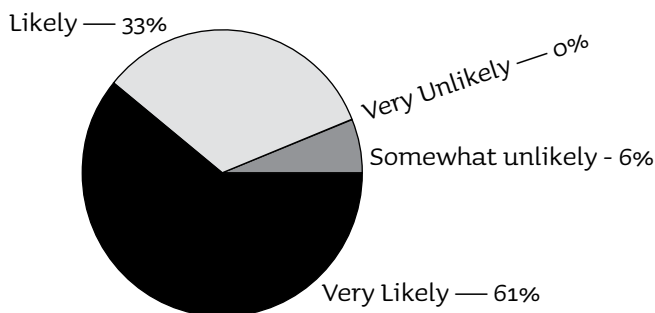
## READERS BY REGION



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

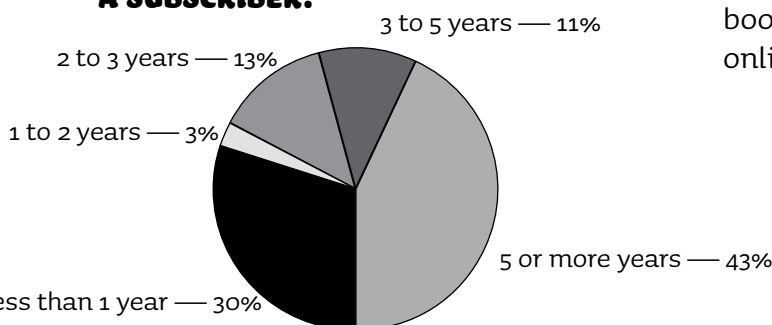
**"I RECOMMEND CD TO MANY PEOPLE AS IT REFLECTS MY OPINIONS AND ATTITUDES ON MANY SUBJECTS AND ISSUES."**

## 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 avid 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

CANADIAN DIMENSION | READER SURVEY RESULTS



FOR AD BOOKINGS CALL 1-204-957-1519 OR E-MAIL [JPATTERSON@CANADIANDIMENSION.COM](mailto:JPATTERSON@CANADIANDIMENSION.COM)

# 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 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 22% 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.”**

This statistic based on 2006 Reader Survey

◆ 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%**.

This statistic based on 2006 Reader Survey

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

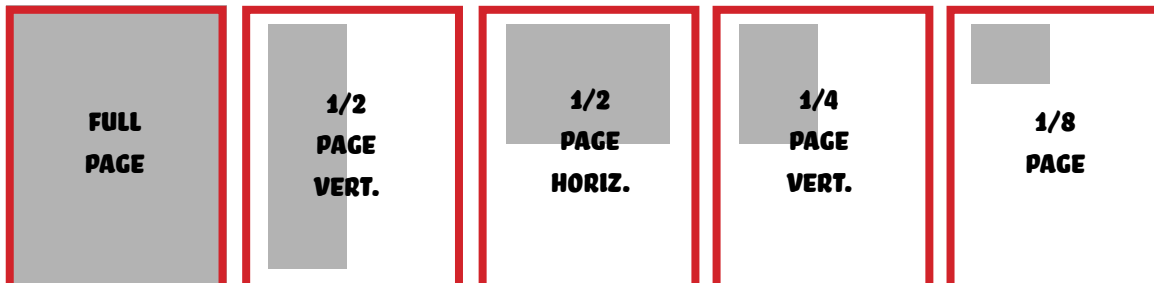
Statistics based on 2009 Reader Survey

# Display Advertisement Rates & Sizes

<i>Ad Rates</i>	<b>1X</b>		<b>3X</b>		<b>6X</b>	
	<b>4/C</b>	<b>B/W</b>	<b>4/C</b>	<b>B/W</b>	<b>4/C</b>	<b>B/W</b>
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

\* colour subject to availability

<i>Ad Sizes</i>	<b>TRIM SIZES</b>		<b>BLEED SIZES</b>	
	<b>WIDTH</b>	<b>DEPTH</b>	<b>WIDTH</b>	<b>DEPTH</b>
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	-	-



➤ Please contact us if you are interested in cross-media campaigns which include Alert Radio and [www.canadiandimension.com](http://www.canadiandimension.com)

➤ FOR AD BOOKINGS CALL 1-204-957-1519 OR E-MAIL [JPATTERSON@CANADIANDIMENSION.COM](mailto:JPATTERSON@CANADIANDIMENSION.COM)

# Editorial Calendar & Additional Information

	<b>ISSUE</b>	<b>BOOK BY</b>	<b>ARTWORK BY</b>	<b>ON SALE</b>	<b>FOCUS</b>
<b>2009</b>	Nov/Dec	Sept 28	Oct 2/09	Nov 2	The Copenhagen Conference/Environment
<b>2010</b>	Jan/Feb	Nov 23/09	Nov 27/09	Jan 2/10	Winnipeg with Guy Maddin and Noam Gonick
	Mar/Ap	Jan 25	Jan 29/10	Mar 1	Indian Country
	May/June	Mar 22	Mar 26	May 3	Mayworks and labour
	July/Aug	May 24	May 28	July 1	Queer
	Sept/Oct	July 26	July 30	Sept 1	EcoSocialism
	Nov/Dec	Sept 24	Sept 28	Nov 1	The Changing Face of Capitalism

\*Editorial content subject to change

## 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](mailto: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.

## Alert Radio

Our hour-long show is played on 11 stations across Canada and has 7000 podcast downloads each month. Please contact us if you wish to advertise on Alert Radio.

## 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.

## 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.

## Online

Our website, [www.canadiandimension.com](http://www.canadiandimension.com) averages 18-20,000 unique page views per month. Please contact us if you are interested in online advertising.

## Multiple Insertions

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

## Cancellations

Advertising cannot be cancelled after the ad closing deadline.

## Contact Info

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2E-91 Albert Street  
Winnipeg, Manitoba  
Canada R3B 1G5  
(204) 957-1519 Fax (204) 943-4617  
[info@canadiandimension.com](mailto:info@canadiandimension.com)