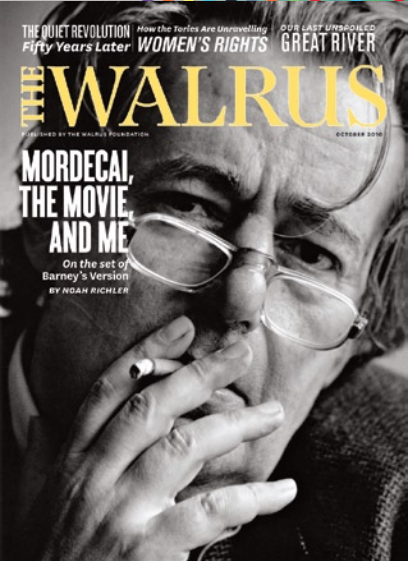
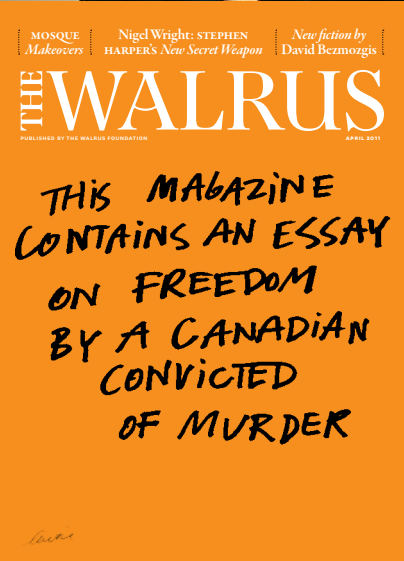


# THE WALRUS

## MEDIA KIT 2012



## Publication Overview

### Founded in 2003, *The Walrus* is Canada's leading national magazine of ideas.

Published 10 times a year, *The Walrus* engages influential readers with award-winning, in-depth journalism on politics, the economy, technology, science, and the arts.

*The Walrus* also entertains with fiction, poetry, photography, illustration, and a wry sense of humour that rewards readers seeking a lively, literary experience.

With a paid magazine circulation of **60,000**, a readership of approximately **240,000**, **125,000** monthly online visitors (*walrusmagazine.com*), **19,000** Twitter followers, **8,000** Facebook friends, and thousands more attending live *Walrus* events across Canada, *The Walrus* is a multi-platform forum that attracts a community of highly educated, affluent, curious, and civic-minded thought leaders.

***The Walrus* patrols the corridors of power.** Each issue of the magazine is delivered, with a letter from our publisher, to every MP, senator, deputy minister, and premier in the country.

***The Walrus* means business.** Leading companies—such as Rolex, GM, Aeroplan, Manulife, Stella Artois, Mercedes-Benz, and BMW—use space in the magazine and website to grow and nurture their businesses.

***The Walrus* can change minds.** Target your organization's message to Canada's thought leaders. *The Walrus* is a highly respected and effective platform. Just ask Enbridge, CAPP, IBM, RBC, CIBC, TD, or the Mayo Clinic.

***The Walrus* gives back.** The charitable, non-profit Walrus Foundation publishes *The Walrus*, produces—with our partners and corporate sponsors—public debates, salons, speaker series, and other events from coast to coast to coast. We also run a first-rate internship programs in seven disciplines.

***The Walrus* community cares.** Our readers want to know what corporate social responsibility means to your organization. How do you support the environment, diversity, employment, the arts, and culture in your community?

***The Walrus* simply aims higher.** Through all of our activities, our mandate is to inform, educate, and encourage ideas and debate on matters vital to Canadians.

*The Walrus* is to Canada what *The New Yorker*, *The Atlantic Monthly*, and *Harpers* are to the United States. It's where critical, intelligent discussion happens. **The conversation is in session NOW! Join us! You'll be in great company.**

## *The Walrus Planet*

### Is *The Walrus* Canada's best magazine?

*“The Walrus...has become the gold standard for editorial achievement among Canadian magazines.”* —*The Globe & Mail*

### Why? We aim higher. We do more.

**The Walrus magazine is a showcase of Canada's best writers and artists.** *Walrus* contributors and staff have won *so* many awards for their work, we cannot squish them into this media kit. You can, however, peruse the very, very long list at [walrusmagazine.com/awards](http://walrusmagazine.com/awards).

**Every issue** of *The Walrus* includes a riveting cover story, investigative journalism, essays, a profile or a photo essay, a back of book cartoon, shorter articles on culture and society, and reviews, poetry, fiction, and memoir.

**Walrusmagazine.com** broadens the scope, reach, and engagement of the magazine's readers, while also attracting an additional online audience. The site hosts a complete archive of *Walrus* stories, as well as blogs, podcasts, online exclusives, image galleries, desktop wallpapers, and information about *Walrus* events.

**Walrusmagazine.com** is the winner of:

- 2011 **GOLD** for best website design at the National Magazine Awards
- Multiple awards at the 2011 Canadian Online Publishing Awards, including **GOLD** for best overall companion website, **SILVER** for best use of Social Media, and **FINALIST** for Best Web Design

Combine print and digital advertising at [walrusmagazine.com](http://walrusmagazine.com), at [walruslaughs.com](http://walruslaughs.com), on our tablet edition, and on television.

**Yes, WalrusTV!** With our partners at EQHD, WalrusTV features documentaries and companion television content inspired by the magazine. Use your print creative as a pop up, pre-roll video, or an interstitial.

**The Walrus will host** 28 cross-country events in 2012, including debates, leadership dinners, salons, a gala, and *The Walrus* speaker series. Curious, engaged people get together to figure out how to make a better Canada, that's all.

The multi-platform world of *The Walrus* engages our community and deepens our relationship with readers and citizens. Inspired by *The Walrus* magazine, all of our projects and events create a planet where *The Walrus* community can engage on many levels.

**Partner with us and you can reach them, too!**

# Why Advertise?

## Aim higher

*The Walrus* magazine is the most respected and highly decorated publication in the land.

Luxury brands, which by definition aim higher in order to reach a blue-chip clientele, will want to align their brand with the prestige and class-leading quality of *The Walrus*—winner of the most magazine awards in Canada since 2003.

## Reach the game changers

*The Walrus* speaks to Canadians who make a difference in their respective fields: top leaders in every level of government, culture industries, technology, business, science, and the arts.

- If you need more thoughtful, society influencers on your side, enlist *The Walrus* army.
- Reach fervent readers—and art gallery, museum, and performing arts groupies.
- *Walrus* readers are urbane and culturally sophisticated.

Need to fill your gallery, theatre, museum, bookstore, restaurant, vineyard, hotel, airplane, train, of benefit? *The Walrus* army can make the difference in your season.

## Get integrated

From day one, *The Walrus* community has extended far beyond the page into live and online events, discussions and debates, and social media. It is what we do very well. Check out the twitter buzz from the recent *Walrus Debate* at the Art Gallery of Ontario: <http://topsy.com/s?q=%23TO Debate&window=a>

*Walrus* Sponsorship or integrated promotion programs organically provide multiple touch points, effectively increasing ROI for our partners. Print, digital, tablet, smart phone, TV, and live events. We've got it all!

## Be noticed

Our charitable mandate limits advertising in *The Walrus* magazine to just 20% of our pages! Compare that with the noisy 50/50 ad-edit ratio in other consumer magazines. The fiercely independent, conglomerate-free *Walrus* will never be cluttered, which means your advertisement will enjoy greater impact and brand building effectiveness.

## Feel special

***The Walrus is not for everyone.*** It's smart without being academic. It's witty and shares a laugh. It represents the best of Canada.

If you need to engage a more discerning consumer or a more involved citizen, then anchor your brand and your message in the thought-provoking *Walrus* environment—be it print, online, or at a live event.

# Our Readers

**Our November 2010 reader survey** shows *Walrus* readers are educated, affluent, loyal, and committed to long-form feature writing—which means they spend a long time on the page. They are readers; travelers; concert, theatre, museum, gallery, and film goers; foodies; and consumers of wine, beer, and spirits. They are philanthropic and care about arts, culture, the environment. They care about ideas and substance. They have disposable income and are also value conscious. They are tech savvy.

**AVERAGE TOTAL 60,000 CIRCULATION**

Subscriptions: 35,871\*

Single-Copy Sales: 13,028\*

Qualified Non-Paid: 1,591\*

**And an additional 7,500 copies** in VIA Preference First Class lounges, at *Walrus* events and partner events, including Public Policy Forum, the International Festival of Authors, the Banff Centre, the Nature Conservancy of Canada, True Patriot Love, and The Writer’s Trust.

\*CCAB, March 2011

**Top line information**

AGE	WALRUS	CANADA	INDEX
15 - 24	3 %	16 %	19
25 - 34	17 %	17 %	100
35 - 44	11 %	18 %	61
45 - 54	16 %	19 %	84
55 - 64	21 %	14 %	150
65 +	32 %	16 %	200
Median Age	41	43	95

**GENDER**

Male	55 %	49 %	112
Female	45 %	51 %	88

**HOUSEHOLD INCOME**

Average HHI	\$99,550	\$65,134	152
HHI \$100k+	37 %	18.1 %	204

**EDUCATION**

University Degree	84 %	16.9 %	497
Graduate Degree	46 %	5.2 %	884

**HOME OWNERSHIP**

Home Owners	75 %	60.9 %	123
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**SOURCES**

2010 mail-in reader survey, Statistics Canada 2007

# Our Readers

## Consumer habits

**Walrus readers** tend to be frequent travellers, avid readers, and wine and scotch drinkers. They are culturally sophisticated and socially active, an urban and urbane audience with money to invest in worthy causes, quality products, and enriching experiences.

### Likely to invest in or purchase over the next twelve months:

Travel	69 %
Home Renovations	39 %
Consumer Electronics	32 %
Education	26 %
Health Care Products & Services	24 %
Furniture	22 %
Financial Products	15 %
New Automobile	12 %

### Travelled by air in the past twelve months:

Within Canada	91 %
Internationally	72 %

21% have travelled 10 times or more in the past year  
50% have travelled once or twice internationally in the past year

### Cultural activities accessed in the past month:

Restaurant	98 % (5)
Movie	75 % (4)
Music Concert	75 % (4)
Art Gallery or Museum	70 % (4)
Live Theatre	62 % (4)

*Parentheses denote average visits*

### Read more than 11 books in past year:

Books	65 %
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### Consumed in the past week:

Wine	73 % (6)
Spirits	55 % (2)
Beer	46 % (5)

*Parentheses denote average glasses consumed*

### Spirits preferred:

Scotch	25 %
Vodka	17 %
Gin	12 %

### Financial products owned:

Mutual Funds	52 %
GICs & Bonds	63 %
Stocks & Equities	41 %

## Readership habits

### Time spent reading each issue:

1 to 2 hours	44 %
More than 2 hours	43 %

**The Walrus is a magazine about Canada and its place in the world. Do you think the mission is...**

Extremely important	79 %
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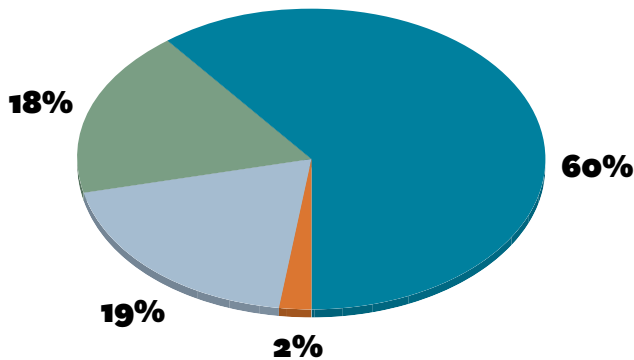
# THE WALRUS

MEDIA KIT 2012

## Circulation

*The Walrus* is committed to building paid circulation. Paid circulation is the best measure of our value to readers, and guides us in shaping an editorial package of the highest quality and greatest relevance. Paid circulation is also the best measure of our value and offers advertisers certainty that their media investment will have a return.

### GUARANTEED RATE BASE OF 60,000

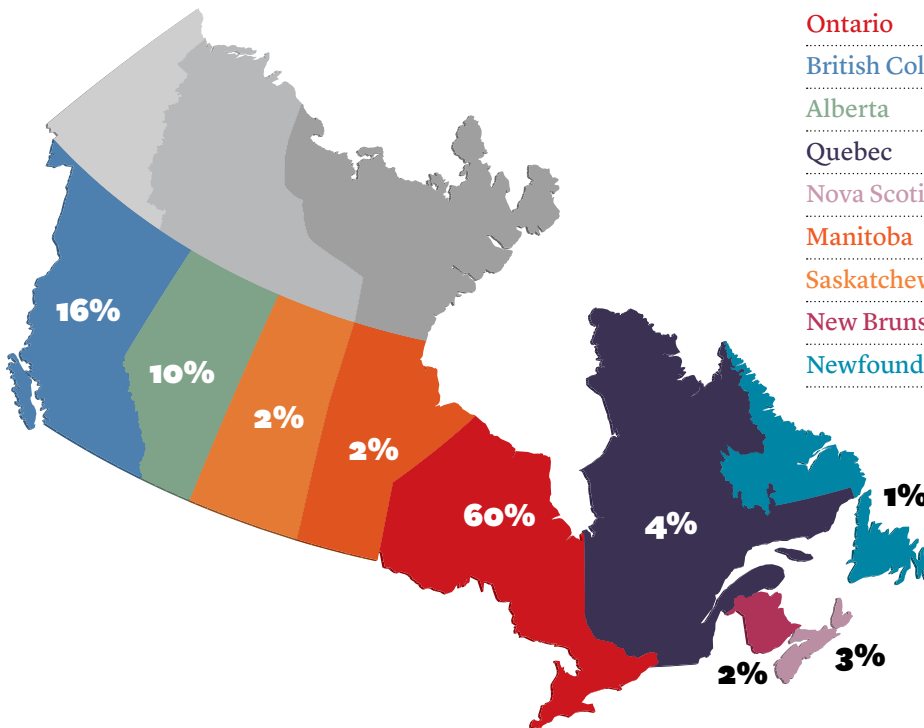


Subscribers	38,200	61%
Newsstand	11,000	18%
Bulk & Sampling	9,600	19%
Comp List	1,250	2%
Total	62,550	100%

#### BULK & SAMPLING DETAILS

8,000 copies distributed via Air Canada  
 1,600 copies distributed via hotel partners  
 2,500 copies distributed via Walrus-sponsored events  
*\*based on January/February 2011 issue*

### GEOGRAPHICAL BREAKOUT



Ontario	60%
British Columbia	16%
Alberta	10%
Quebec	4%
Nova Scotia	3%
Manitoba	2%
Saskatchewan	2%
New Brunswick	2%
Newfoundland & Labrador, PEI	1%

# THE WALRUS

MEDIA KIT 2012

# Site & User Profile

## walrusmagazine.com

### TRAFFIC

Monthly visitors: 85,000–125,000  
Monthly unique visitors: 60,000–85,000  
Monthly page views: 160,000–250,000  
Average time on site per visit: 2.2–3 minutes

### MOST POPULAR FEATURES OF SITE

1. Articles and online exclusives (about 65% of traffic)
2. Blogs (about 12–18% of traffic)
3. Print subscription pages
4. News and Events pages
5. Splash pages for partnerships and special promotions
6. Walrus Foundation pages



Pictured (l-r): our home page, an article page, The Walrus Blog, podcasts, WalrusTV, and the RBC Visual Art Project

# THE WALRUS

## MEDIA KIT 2012

# Advertising Rates

### National edition, net (four colour)

SIZE	1-TIME	3-TIME	6-TIME	10-TIME
Full page	\$8,695	\$8,260	\$7,895	\$7,500
Double page spread	\$15,895	\$15,090	\$14,325	\$13,600
2/3 page vertical	\$6,595	\$6,265	\$5,950	\$5,650
1/2 page	\$5,725	\$5,425	\$5,125	\$4,875
1/3 page	\$4,385	\$4,165	\$3,925	\$3,725
1/6 page	\$2,190	\$2,080	\$1,975	\$1,875
1/12 page*	\$1,090	\$1,025	\$975	\$925

\* Available in B&W or black plus one CMYK spot color

### Ontario edition, net (four colour)

Full page	\$6,095	\$5,795	\$5,500	\$5,225
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### Newsstand overcover, net

1/2 page IFC overcover	\$5,725	\$5,425	\$5,150	\$4,895
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- Outside back cover add 25%
- Inside front cover add 20%
- Insert rates upon request (sample required)
- Special creative units (gatefold covers, etc.) rates upon request

• *The Walrus* offers in-house design services at an extra charge. Please contact our account manager for details. Note that all ads designed by our in-house designer must be booked one week prior to the closing date listed below. Closing dates are for final creative only.













### Publishing schedule 2012

ISSUE	FULL PAGE AD CLOSE	CREATIVE DUE	IN HOME	NEWSSTAND
Mar 2012	Dec 15	Dec 21	Jan 18	Jan 30
Apr 2012	Feb 2	Feb 8	Feb 29	Mar 12
May 2012	Mar 8	Mar 14	Apr 4	Apr 16
Jun 2012	Apr 5	Apr 11	May 2	May 14
Jul/Aug 2012	May 3	May 9	May 30	Jun 11
Sep 2012	Jul 5	Jul 11	Aug 1	Aug 13
Oct 2012	Aug 2	Aug 8	Aug 29	Sep 10
Nov 2012	Sep 6	Sep 12	Oct 3	Oct 15
Dec 2012	Oct 4	Oct 10	Oct 31	Nov 12
Jan/Feb 2013	Nov 1	Nov 7	Nov 28	Dec 10
Mar 2013	Dec 13	Dec 19	Jan 16	Jan 28

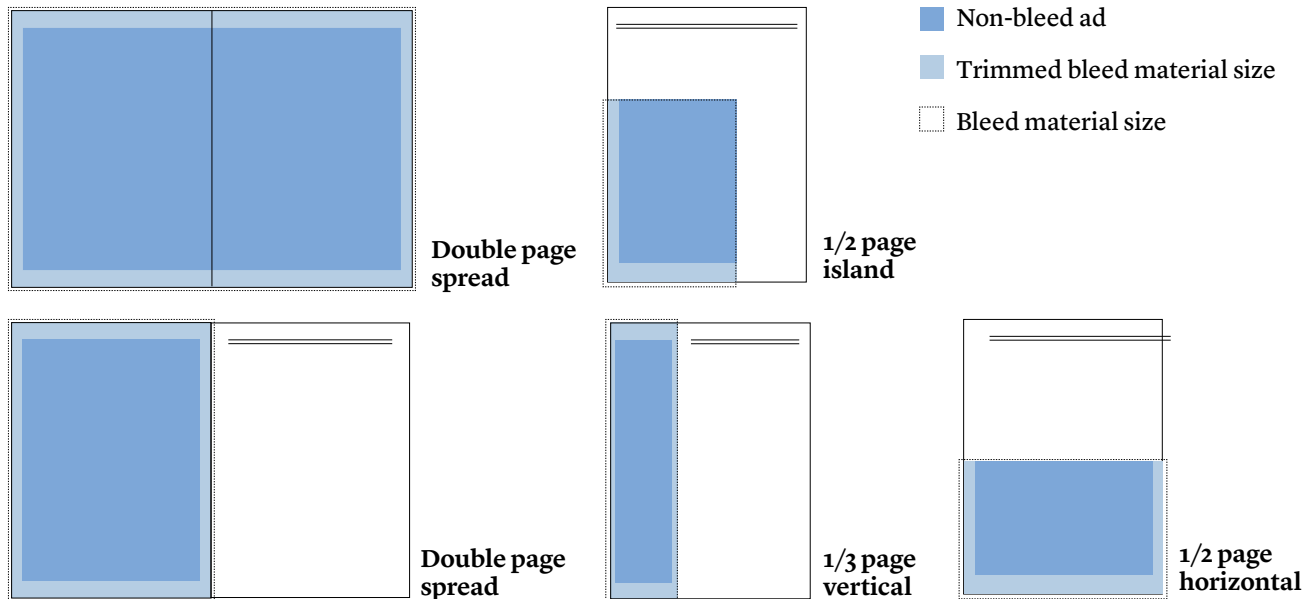
# Production Specs

## Print

### Ad sizes

AD FORMAT	NON-BLEED AD	TRIMMED SIZE	BLEED MATERIAL SIZE
 Full page	7.03" × 9.52"	7.88" × 10.88"	8.13" × 11.13"
 Double page spread	14.86" × 9.52"	15.75" × 10.88"	16.00" × 11.13"
 2/3 page vertical	4.63" × 9.52"	5.07" × 10.88"	5.32" × 11.13"
 1/2 page horizontal spread	14.86" × 4.63"	15.75" × 5.39"	16.00" × 5.64"
 1/2 page horizontal	7.03" × 4.63"	7.88" × 5.39"	8.13" × 5.64"
 1/2 page island	4.63" × 6.45"	5.07" × 7.20"	5.32" × 7.46"
 1/3 page horizontal spread	14.86" × 3.14"	15.75" × 3.89"	16.00" × 4.14"
 1/3 page horizontal	7.03" × 3.14"	7.88" × 3.89"	8.13" × 4.14"
 1/3 page vertical	2.22" × 9.52"	2.67" × 10.88"	2.92" × 11.13"
 1/6 page vertical	2.22" × 4.69"	—	—
 1/12 page	2.22" × 2.25"	—	—
 Overcover ad position	—	4.25" × 10.88"	4.5" × 11.13"

Please allow for a **type safety of 1/4"** and a **bleed material allowance of 1/8" on all four sides.**



# Production Specs

## Print

### Production process

High-speed, heat-set, web-offset lithography at 150 LPI. Saddle-stitch bindery method.

### Colour proofs

Ads must be accompanied by MACs digital press proofs. Should a press proof not be provided, *The Walrus* will run to MAC standards. Colour variation with MAC tolerances must be expected. Laser proofs or PDFs are not acceptable press proofs. *The Walrus* can output a proof for an additional charge of \$50.

### Digital files

Send PDF or PDF/X-1a digital files that follow MAC standards, available at [www.magazinescanada.ca](http://www.magazinescanada.ca). Look for the DMACS spec sheet. Ads must be sized as indicated, otherwise revisions will be requested.

### Checklist:

- Correct trim and bleed (1/8" added for bleed trim)
- Trim, bleed, centre marks, and colour bars included
- All spot colours converted to CMYK
- All RGB images converted to CMYK
- All high-resolution images are 300 DPI (minimum for size-as images)
- All fonts are embedded
- All Illustrator text has been converted to outlines
- All Illustrator item attributes set to 2400 DPI (min. 1200 DPI)
- All images saved as .TIFF or .EPS
- Double page PDF files saved as single pages
- MAC standards contract proof supplied with colour bars (see above)
- UCR: 300% maximum
- GCR: 75% maximum

- Live area is 1/4" inside trim
- Bleed area is 1/8" outside trim (use trim marks!)

**Note:** If you are preparing a bleed ad, add the 1/8" bleed allowance around all four sides of the ad outside the trim size. Use trim marks.

### Submit digital files by email

Sharon Coates  
Production Director  
[sharon@sharoncoates.com](mailto:sharon@sharoncoates.com)  
(416) 716-3194

### FTP server upload information

Please notify by email at [sharon@sharoncoates.com](mailto:sharon@sharoncoates.com), once the ad has been uploaded.

Include *The Walrus* issue date and advertiser/product name in your file name.

Address: *ftp.dollco.com*  
Username: *WalrusAds*  
Password: *Market1*

### Inserts

Mechanical specifications for all supplied inserts—sizes, quantities required, shipping instructions, due dates, etc.—must be confirmed with the magazine production department.

Gatefold mechanical specifications are available upon request.

# Production Specs

walrusmagazine.com

### Ad sizes

AD FORMAT	SIZE	CTR	MONTHLY IMPRESSIONS
Leaderboard banner	728 x 90 pixels	1.0-2.0%	>150,000-200,000
Big box (right column)	300 x 250 pixels	0.5%	>150,000-200,000
Big box (article)	300 x 250 pixels	0.5%	40,000-55,000
Skyscraper	160 x 600 pixels	0.5%	>150,000-200,000
Big blog box	336 x 280 pixels	0.75%	20,000-35,000
Button ads	120 x 90 pixels	0.03-0.05%	100,000-200,000
Splash/events pages	custom sizing	—	—
E-newsletter ad	custom sizing	12%	—
Photo gallery banner	468 x 60 pixels	—	20,000-50,000



- Leaderboard appears on all pages
- Big box (right column) appears in all pages in the right column, above or below the fold



- Big box (article) appears on all magazine article and online exclusive article pages



- Big blog box appears on all blog pages at walrusmagazine.com/blogs

# Advertising Policy

Acceptance of any advertisement in *The Walrus* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

## Contracts

The publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with the rate card or the publisher's policies. Contracts must be completed within one year (10 issues). In the case of a lawsuit by any party against or enjoining *The Walrus*, relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character, or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless *The Walrus* from all costs, damages, and demands.

## Terms

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

## Rate revisions

The publisher reserves the right to make revisions to these rates at any time. Existing contract rates are guaranteed only for the next three issues from the date of acceptance of contract.

## Payment

Payment is due in Canadian funds at closing date, unless credit has been granted.

## Credit

Where credit has been granted by the publisher, payment is due 30 days from the date of invoice. If the advertiser owes the publisher an excess amount of credit, the publisher retains the right to cancel any additional advertisements.

## Agency commission

15% to recognized advertising agencies.

## Cancellation

All magazine ads must be cancelled 5 business days prior to ad closing date. Failure to do so will result in a 25% cancellation fee.

# THE WALRUS

### SALES DIRECTOR

Nick R. Cino  
(416) 971-5004, ext. 243  
[nick@walrusmagazine.com](mailto:nick@walrusmagazine.com)

### ACCOUNT MANAGER

Joseph Connolly  
(416) 971-5004, ext. 233  
[sales@walrusmagazine.com](mailto:sales@walrusmagazine.com)

### SUBMIT DIGITAL FILES BY EMAIL:

Sharon Coates, *Production Director*  
(416) 716-3194  
[sharon@sharoncoates.com](mailto:sharon@sharoncoates.com)

### FTP SERVER UPLOAD INFORMATION:

Please notify by email at [sharon@sharoncoates.com](mailto:sharon@sharoncoates.com), once the ad has been uploaded.

Include *The Walrus* issue date and advertiser/product name in your file name.

Address: *ftp.dollco.com*  
Username: *WalrusAds*  
Password: *Market1*