

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