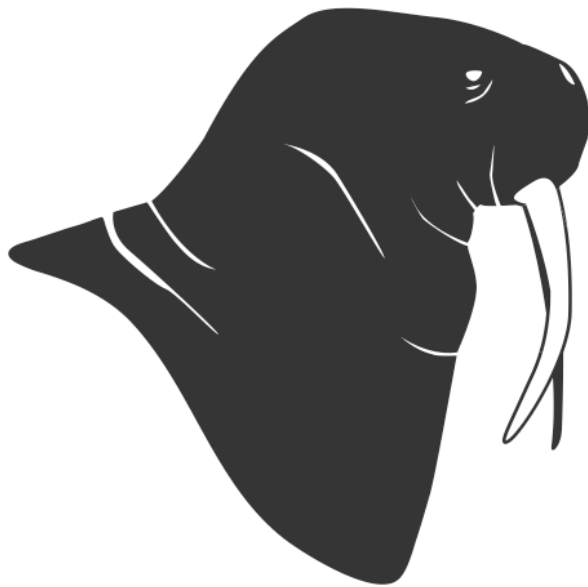


# THE WALRUS

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<< ONLINE MEDIA KIT 2010 >>



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## walrusmagazine.com: Overview

After a successful re-launch in 2007, **walrusmagazine.com** enters its third year boasting traffic rates of 70,000 visitors and 175,000 pageviews per month. Since 2007, **walrusmagazine.com** has seen exponential growth fostering a renewed sense of purpose, supporting The Walrus in print but also becoming its own original and forward thinking entity.

Now entering 2010, **walrusmagazine.com** has hit new highs in terms of traffic and innovation. Our “Feature Article Movie Trailers” are a first in the magazine industry and have caught the eye of many significant media outlets. The Walrus blogs emerged as a well-respected, well-known forum (generating 18% of **walrusmagazine.com** traffic) for Canada’s best writers to meet and discuss opinions on matters important to Canada. The Walrus’ Twitter and Facebook accounts now provide news and updates to over 5,000 followers across Canada and continue to grow every day.

These features, and others of the like, have resulted in a tremendous growth in traffic to **walrusmagazine.com**. In 2009 we saw a 20% growth from 2008 resulting in over 150,000 new visitors and an increase of over 375,000 pageviews. We are set to improve drastically on these numbers throughout 2010 and keep **walrusmagazine.com** growing throughout the year.

**Walrusmagazine.com** is building a community of opinion leaders and creating a forum for discussing Canada’s place in the world. We invite you to participate in this mission – your support is essential to our continued growth and success.



WALRUSMAGAZINE.COM

# walrusmagazine.com Site Statistics

\*Statistics provided by Google Analytics

## Monthly Averages

**Monthly Pageviews:** 150,000 – 200,000

**Monthly Visitors:** 65,000 – 75,000

**Monthly Unique Visits:** 55,000 – 65,000

**Avg. Time on Site:** 2:30 – 3:00 min.

## Most Popular Features

1. Articles, Archives and Online Exclusives (65% of traffic)
2. Blogs (12 – 18% of traffic)
3. Print Subscription pages
4. News and Events pages
5. Special Promotions pages
6. Walrus Foundation pages

## Ad Statistics

**Leaderboard** – run of site capability; CTR 1.0 – 1.5%; generates >150,000 – 200,000 monthly impressions

**Big Box (Right Column)** – run of site capability; CTR 0.5 – 1.0%; generates > 150,000 – 200,000 monthly impressions

**Button Ad** – run of site capability; CTR 0.1 – 0.5%; generates > 125,000 – 200,000 monthly impressions

**Article Footer** – appears on all article pages; CTR 0.03 – 0.05%; generates > 50,000 – 100,000 monthly impressions

**E-Newsletter Ad** – custom sizing up to 500 pixels wide; 8,000+ subscribers; 32% open rate; 12% click rate

## Past Advertisers

Anansi Press ♦ Bank of Montreal ♦ Canadian Opera Company ♦ Centre for International Governance

Innovation ♦ Dignitas ♦ DK Books ♦ International Writers Festival ♦ Land Rover ♦ National Arts Centre

Simon and Schuster ♦ Stratford Tourism ♦ The Rose Theatre ♦ Universal Music ♦ Zales Jewellers

## walrusmagazine.com User Profile\*

**Gender:** 55% men, 45% women

**Age Group:** 34% aged 25-34; 17% 35-44; 16% 45-54; 15% 55-64; 10% 18-24; 8% 65+

**Relationship Status:** 48% married/common law; 24% single; 20% in a relationship; 6% divorced/separated; 2% widowed

**Geographic Location:** 45-55% of visitors in any given month are in Canada; 25-35% in USA; 15-25% international

**Average Annual Income:** 6% > \$150,000; 15% > \$100,000; 25% > \$75,000; 50% > \$50,000

**Typical Occupations:** Professionals, Educators, Media Workers, Arts Workers, Writers, Students, Managers, Administrators, Business Owners, IT Staff, Retired Professionals

**Highest Education Level:** 85% at least a college or Bachelor's degree; 33% at least a Master's or Ph.D.; 5% Ph.D.; 6% Professional degrees

**Internet Use:** 96% spend at least 1 hour daily online; 41% at least 3 hours

**Smartphone Users:** 16% use Smartphones

**Bloggers:** 49% have a blog; 7% intend to start one

**Social Networks:** 48% use Facebook; 15% Flickr; 12% LinkedIn; 11% Myspace; 4% Twitter

**Instant Messaging:** 44% use IMS

**Most Likely to Spend On:** travel, books, entertainment/concert tickets, charitable donations, education, computers, home renovations, furniture, art or antiques, health care, investment advice

**Drinking Habits:** 80% drink wine at least once a week; 66% beer; 25% scotch; 20% vodka; 12% rum

**Leisure Habits:** 98% go to restaurants at least once monthly; 67% cinema; 55% concerts; 53% fine dining; 52% art galleries; 45% museums; 33% theatre; 28% fundraising events

**Travel:** 77% have traveled to a destination within Canada in last year; 62% in U.S.; 44% internationally

**Reading:** 90% read 5+ books in a year; 53% read 16+ books in a year

**Top Online Purchases:** books (75%), music/entertainment (51%), travel (50%), computer software/hardware (40%), clothing (35%)

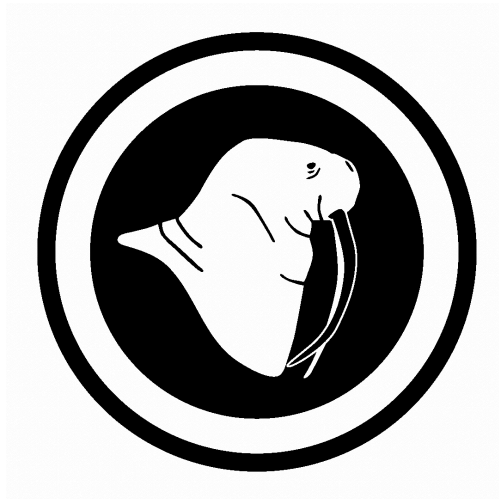
**E-Newsletter Subscribers:** 63% of regular (weekly to daily) users also receive The Walrus e-newsletter

\*Data based on walrusmagazine.com survey conducted August 2008. Statistics provided by Google Analytics.

# Online Advertising Rates

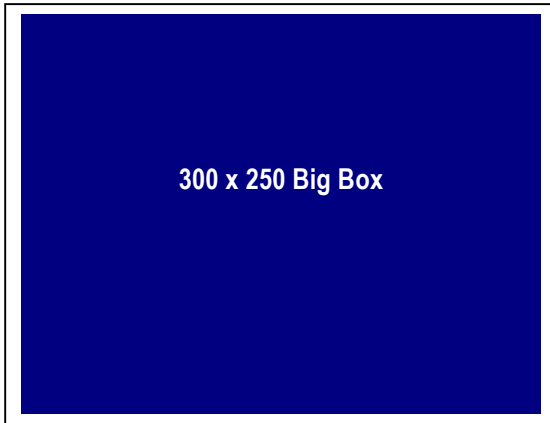
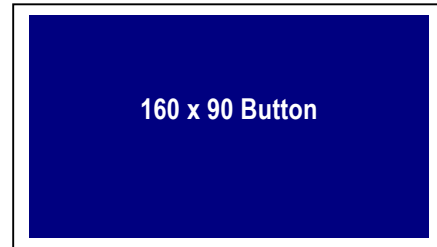
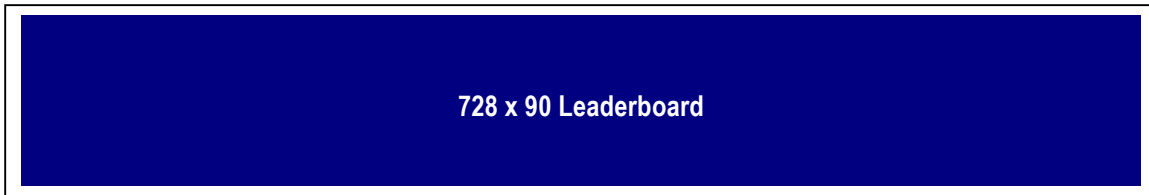
MONTHLY IMPRESSION RATE BASE: 70,000

MEDIA	CPM	MONTHLY RATE
Leadboard Banner	25	1,750
Big Box Ad	20	1,400
Button Ad	15	1,050
Article Footer	10	700
E-Newsletter Ad	20	1,400



## Standard Products

- The list below encompasses GIF, JPEG, HTML formatted creative, client side image maps, Javascript when used to interface with form elements, Flash.
- Users must be able to return to The Walrus website by clicking on the browser’s “Back” button. Any destination URLs that result in a “redirection loop” are not permitted.
- All ad creative must allow for both impression and clicks to be tracked by The Walrus ad server.



Creative Name	Max Physical Size	Max File Size	Formats Accepted	Audio
Leaderboard	728 x 90	20k gif/30k flash	gif / jpg / flash / dhtml	User-initiated on click
Big Box	300 x 250	20k gif/30k flash	gif / jpg / flash / dhtml	User-initiated on click
Button	160 x 90	20k gif/30k flash	gif / jpg / flash / dhtml	User-initiated on click
Article Footer	96 x 120	20k gif/30k flash	gif / jpg / flash / dhtml	User-initiated on click
E-Newsletter	500 x 90	20k gif/30k flash	gif / jpg / flash / dhtml	User-initiated on click

# Standard Product Specifications

## HTML

### Code Formatting Specifications

- <HTML>, <HEAD>, <TITLE>, <META>, and <BODY> tags should not be included the ad unit code.
- All image maps must be client-side image maps.

## JavaScript

### Technical Specifications

- <HTML>, <HEAD>, <TITLE>, <META>, and <BODY> tags should not be included the ad unit code.
- All image maps must be client-side image maps.
- All JavaScript ad units must include a back-up GIF/JPG image file.
- HTML comment tags (<!-- -->) must be used to hide scripts from browsers that do not support JavaScript and for browsers for which JavaScript has been disabled.
- If the event handler calls a function then the script that executes the function must be submitted as part of the ad creative.

## Dynamic HTML

### Technical Specifications

- <HTML>, <HEAD>, <TITLE>, <META>, and <BODY> tags should not be included the ad unit code.
  - All styles must be in-line (ex. <font style="font-size:12px;color:#000000;">). External style sheets are not permitted.
  - All image maps must be client-side image maps.
  - If the event handler calls a function then the script that executes the function must be submitted as part of the ad creative.
- 

## Flash

### Technical Specifications

- <HTML>, <HEAD>, <TITLE>, <META>, and <BODY> tags should not be included the ad unit code.
- All Flash ad units must include a back-up GIF/JPG image file.

## Click Tracking

- Flash creative must have a clickTAG click tracking code inserted in order for The Walrus to record user clicks. Instructions for encoding a clickTAG in your creative can be found at the following URL:

[www.adobe.com/resources/richmedia/tracking/designers\\_guide/index.html#clicktag](http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#clicktag)

## RICH MEDIA GUIDELINES

- All rich media must be third party ad served by an approved third party ad server.
  - Rich media must be received 5 business days prior to campaign start date to allow for ad testing.
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### Expandable

- Expansion must be user initiated mouse over or click. The same action must allow the panel to retract. All audio must be user initiated by click.

Initial WxH	Panel WxH	Full Expanded WxH
728x90	728x225	728x315
300x250	260x300	560x300

- Initial download is 40K, with a max of 4 panels in any expanding unit.
  - Maximum size for panels is 60K, with 100K of max weight on the page at any time.
- 

### Polite Download

- Polite technology allows part of the ad to load before the content; the rest loads once the content is finished.
  - Initial max file size: 40K
  - Total max file size for the entire ad: 100K
- 

### Floating

- Must be linked to an in-page banner, it must float out of or into the banner.
  - There is a 7 second maximum play time for the floating element whereupon this element must self-terminate.
  - Initial max file size: 40K
  - Total file size: 100K
  - Dimension of floating element: 300x300 or 90,000 square pixels
- 

Online ad files can be emailed to Scott Nelson at [scott.nelson@walrusmagazine.com](mailto:scott.nelson@walrusmagazine.com)



WALRUSMAGAZINE.COM

## General Guidelines

- ***The Walrus* offers web/print packages and sponsorship opportunities. Please contact Rose Giles, Jennifer Jackson or Scott Nelson for details.**
- All creative should be sent at least 3 business days prior to the start date of the campaign for testing and implementation. Late submissions, or required changes do not affect the contractual start of the campaign.
- Back-up GIF or JPG images must be supplied with all Flash, Shockwave, and rich media creative.
- If the creative requires a plug-in, then an appropriate sniffer code must be present to detect whether the user has the correct plug-in. If not, a default banner must be served to them. A user must never be forced to retrieve the latest plug-in to view your banner. The back-up banner should be referenced in the HTML code and have a click-through URL (linking URLs must be domain name based and cannot be the IP address).
- Detailed trafficking instructions should be provided with all creative submissions.
- We reserve the right to suspend any creative that is deemed to negatively affect site performance or the user experience



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