

DESIGNEDGE CANADA

GRAPHIC DESIGN NEWS & TRENDS



The first choice of designers...

- ✓ Largest circulation in Canada
- ✓ Audited circulation—ABC
- ✓ Highest frequency
- ✓ Most avid readership—
“cover to cover”



Media Kit 2012

Editorial Calendar 2012

Connect with the largest and most engaged audience of designers in Canada

Design Edge Canada is the gold standard for reaching and engaging the most readers and the senior readers who matter in the graphic design industry.

Design Edge has the largest circulation to professional graphic designers in Canada, 100% qualified and ABC audited. We have the most complete database on demographics and purchasing responsibilities in

the industry, something competitors cannot match.

Design Edge readers regularly comment on their cover-to-cover reading habits. Fully 90.4% of our readers save issues for future reference, and 74.7% have requested more information from advertiser web sites as a result of seeing advertising in Design Edge.

Rely on Design Edge to reach the readers who matter.

Issue	Cover Feature Package	Notable Events	Ad Closing	Material Due	Mailing
Jan/Feb 2012	Before & After – Full to the brim with relogos and case studies.		Nov 29	Dec 2	Jan 10
March/April 2012	The World of App Design – Typography, UX, platforms, interactivity, gaming, and educating design clients about apps.		Jan 21	Jan 27	Feb 28
May/June 2012	Cross-country Studio Tour extravaganza – plus how interior design affects the creative work process.	Bonus Circulation: FITC Technology & Design Festival, Toronto	Mar 11	Mar 17	Apr 15
Jul/Aug 2012	Design Edge Canada's 2012 Regional Design Awards Annual	Bonus Circulation: Regional Design Awards Reception, June, Toronto	May 18	May 25	Jun 23
Sept/Oct 2012	Canada's Top 50 design studios and departments – plus Top 10 new designers to watch	DesignThinkers	Jul 22	Jul 28	Aug 26
Nov/Dec 2012	Trends in Packaging Design and materials	Bonus Circulation: Design City, DesignThinkers	Sept 23	Sept 29	Oct 28
Jan/Feb 2013	Design Firm Management 101		Nov 29	Dec 2	Jan 10

**Editorial calendar subject to change

Favourites Each Issue

Relogo:

A before-and-after logo roll-out

Case Study:

Behind-the-scenes on a design project

Newsmakers:

A profile on a designer

Tool Tips by Bob Atkinson:

Reviews on the latest design software and hardware

News on Design:

The latest news in Canada's graphic design industry

Trendspotting:

Social and market trends affecting design

Fontest:

The popular type contest

Top 10:

The must-read list



Editorial Profile 100% Canadian design journalism

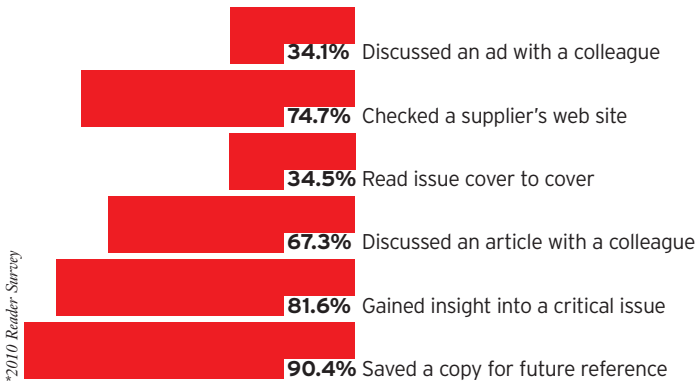
Design Edge Canada is the award-winning source for graphic design news and trends. It's the must-read for designers who want to stay informed on the issues affecting their industry, the strategies for growing their business and the trends shaping their craft. Design Edge also profiles the industry's newsmakers, reviews the latest products and technologies, highlights trends, showcases innovative work, conducts industry surveys and market forecasts, and reports on design themes such as colour and type-all in a fun, informative and attractive package.

The Design Edge Difference

- Superior reach:** Highest circulation to Canadian designers
 - Superior flexibility:** Highest frequency
 - Superior engagement:** More than pretty pictures
 - Superior database:** Request-circulation model
 - Superior accountability:** ABC audited
 - Superior integration:** Print, web, e-mail, shows, awards, lists, social media
- =Superior results!**

Engage your prospects

How readers interact with Design Edge and your advertising*



Readers with buying power* *Subscriber Questionnaire

- 38%** of readers specify paper
- 39%** of readers specify printing services
- 27%** of readers specify Internet services
- 56%** of readers purchase stock photography
- 80%** of readers purchase design software

Connect with the right customers

100% qualified circulation, ABC audited

National Circulation Breakdown by business type

Graphic Design Firm/Studio	2,503	Print or Packaging	518
Freelance/Consulting Designer	1,243	Illustration/Photography Firm	50
Ad Agency	625	Art School	232
Publishing Firm	531	Supplier and Manufacturer	285
Corporate/Government Design Department	849	Other	194
		Total	8,000

Reader Job Title

Owner/Partner/Principal	2,425	Production Manager/Buyer	233
Executive/Manager	482	Web-only Designer	287
Art Director or Creative Director	1,018	Instructor	129
Graphic Designer	2,981	Student	89
		Other	356

Design Edge Canada is a proud member of



Design Edge maintains the most extensive database on the graphic design industry in Canada. Call us for details on list rentals.

www.designedgecanada.com/advertise

Your Design Edge Team

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Integrated advertising opportunities

Welcome to the Design Edge Canada Product Line

Gain the competitive edge by advertising with Design Edge, the first choice of Canadian designers. Ask about the most complete menu of services for marketers to the graphic design industry, including print, web, e-mail, lists, shows, award sponsorships and more. The most effective marketing programs reach prospects at multiple touch-points; fortunately, Design Edge Canada specializes in cross-platform and cross-market programs. Give us a call for case studies: **Doug or Kim at 905-625-7070.**

Regional Design Awards

Become a sponsor of the Regional Design Awards and enjoy the benefits of a fully integrated marketing program, including face-to-face, web, e-mail, print, social media, and direct mail. designedgecanada.com/awards



DesignEdgeCanada.com

Advertise on Canada's No. 1 web site for the graphic design industry. Custom programs and sponsorships available. And a popular Job Board. designedgecanada.com/advertise



Design Edge Express

Get your message into designer in-boxes by advertising in our biweekly e-newsletter Design Edge Express, circulation 10,000+. Great for time-related promotions. designedgecanada.com/bulletin



DesignCity

Design City
Meet designers face-to-face by exhibiting at the largest trade show for graphic designers in Canada, held in Toronto, the largest design city in Canada and third-largest in North America. designcityshow.com



Social Media

We can integrate your marketing program with Design Edge's popular and busy social media vehicles, including a popular Twitter feed and the new Facebook fan page for the Regional Design Awards.



twitter.com/designedgemag



List Rentals

Design Edge maintains the most extensive database on designers in Canada. Ask us about list rentals (e-mail and postal) for your next direct marketing campaign. northisland.ca/listrentals



North Island Graphics Media

Design Edge Canada and its affiliated product line are part of North Island Graphics Media, Canada's leading business-to-business media company for the combined design, printing and publishing industries—a \$14 billion market. northisland.ca

THE PRINTING INDUSTRY AUTHORITY

graphic

MONTHLY CANADA

Graphic Monthly Canada

The printing industry authority is the flagship magazine for the Print Group, which also includes the biennial Print World show, PrintCan.com, PrintCan Express and the Estimators' and Buyers' Guide directories.



Masthead

An authoritative and ever-popular online magazine for Canadian publishing, plus Masthead Express e-newsletter, Canadian Online Publishing Awards, and Canadian Newsstand Awards. Mastheadonline.com

North Island's Total Market Coverage

Design Edge Canada circulation	8,000
Design Edge Express circulation	10,000
DesignEdgeCanada.com monthly user sessions	52,000
Design City attendance	1,100
Graphic Monthly Canada circulation	10,400
PrintCan Express circulation	11,000
PrintCan.com monthly user sessions	17,000
Print World attendance	8,000
MastheadOnline.com monthly user sessions	56,000
Masthead Express circulation	4,000

Call us for further details or visit www.northisland.ca: the complete source for marketers to the design, print and publishing industries

We produce integrated advertising and marketing plans to maximize your reach and engagement

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Look who's reading Design Edge Canada

Connect with one of the most powerful buying groups in the country... the readers of **Design Edge Canada**.

By advertising in **Design Edge Canada**, you'll reach our audience of more than 16,000 influential designers at ad agencies, design studios, corporate in-house design/marketing

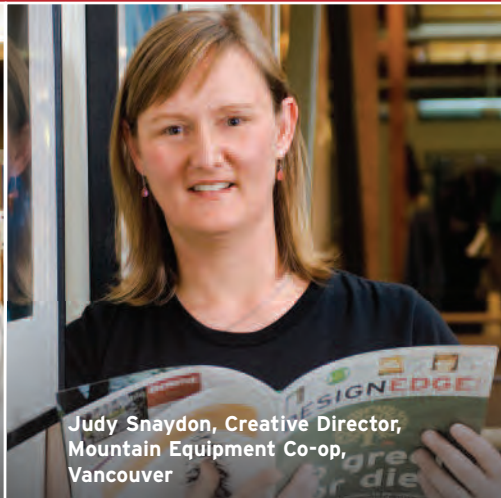
departments, and publishers.

Design Edge is ABC audited, loved by readers, and relied on by savvy vendors to boost their profile and generate leads and sales.

Contact us today to build sales tomorrow.



Scott McFarland, RGD,
Associate and Design Director,
The Works, Toronto



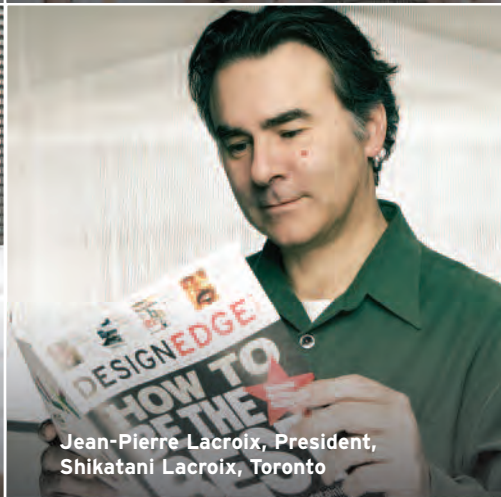
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Mountain Equipment Co-op,
Vancouver



Lionel Gadoury, Principal,
Creative Director,
Context Creative, Toronto



Jeanette Wiltshire,
Senior Graphic Designer, Project Leader,
Mercedes-Benz Canada, Toronto



Jean-Pierre Lacroix, President,
Shikatani Lacroix, Toronto



Rod Roodenburg, MGDC, Partner,
Creative, Ion Branding + Design,
Vancouver

"Just a note to say I love your magazine. Keep up the great work."

Terry O'Reilly, Age of Persuasion
Pirate Toronto

"Wow. Design Edge continues to rock... and delight. It's a refreshingly excellent, precise, concise read."

David Berman, David Berman
Communications, Ottawa

"Congratulations on yet another fantastic issue of Design Edge. I've read it cover to cover, more than can be said for your Canadian competitors, that is for sure."

Ben Hagon, Hagon Design
Kitchener

"Congrats on your well-deserved award. The mag just gets better and better."

Robert Wigington
Robert Wigington Photographer Ltd.
Toronto

"I highly recommend that you check out the latest issue of Design Edge."

muhsashum.blogspot.com

"Love'n the Edge mag guys, keep up the awesome work!"

Randy Murray, Designer
Association of Universities
and Colleges of Canada

"Here's my change of address... I don't want to miss my DE!"

Jennifer Schelfhaut, Designer
TD Canada Trust



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Advertising Rates

Rate Card No. 7 Effective January 2012

FOUR-COLOUR 1-2 TIMES	3-5 TIMES	6 TIMES
1 page	\$ 3,935	\$3,150
DPS	\$ 7,170	\$5,740
2/3 page	\$ 3,235	\$2,595
1/2 page	\$ 2,760	\$2,215
1/3 page	\$ 1,770	\$1,420
1/6 page	\$ 870	\$ 705

PREMIUM POSITIONS (FOUR COLOUR PROCESS)

OBC	\$ 4,730	\$4,255	\$3,785
IFC, IBC	\$4,530	\$4,075	\$3,640

BLACK ONLY

Subtract 10% off all display rates.

MATCHED PMS COLOURS

Add \$550 per colour.

BLEED PAGES

Accepted for full pages or DPS only. No extra charge.

CONTRACT ADVERTISERS

90 day protection for contract advertisers after new rates come into effect. Commission and Cash Discounts: Agency commission 15% allowed to recognized agencies only. Cash discounts 2%, 10 days from date of invoice.

INSERTS & OUTSERTS

2-pg insert	\$3,640	\$3,280	\$2,930
4-pg insert	\$4,565	\$4,110	\$3,660
8-pg insert	\$6,380	\$5,740	\$5,095
BRC	\$ 1,640	\$1,485	\$1,330

8,000 pieces required (national).

Please ask for mechanical specifications.

Position 40% extra when available.

Regional rates available.

RESOURCE DIRECTORY

	1-2 times	3-5 times	6 times
1" x 1 col.	\$ 195	\$ 185	\$ 170
2" x 1 col.	\$ 300	\$ 270	\$ 220
4" x 1 col.	\$ 450	\$ 395	\$ 325

Per 4-colour process: included

Independent photographers and illustrators: 10% discount

SPECIFICATIONS

Printed offset, sheet fed, coated stock, saddle-stitched, 150 line screen

Type page: 7 1/4" wide x 10" deep

Trim size: 8 1/4" wide x 11" deep

Bleed size: 8 1/2" wide x 11 1/4" deep

Column width: 2 1/4" (13 picas)

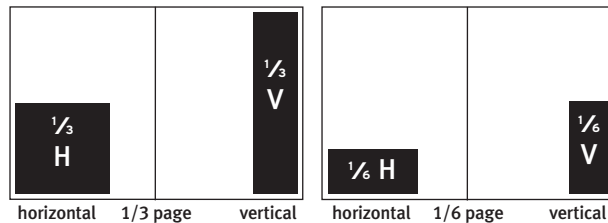
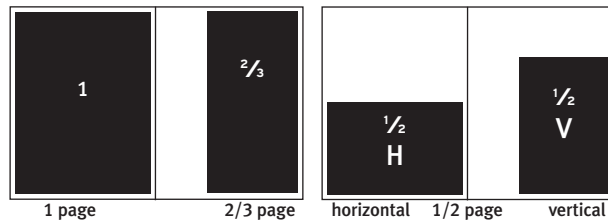
Number of columns: 3

MATERIAL ACCEPTED

Digital: QuarkXPress file, supply all fonts and images used.

A colour proof must be provided. PDF/x1 also accepted.

Additional charges made for final art, modification of existing art, photography, special typesetting and conversion to acceptable digital format.



	WIDE	DEEP	WIDE	DEEP
1 page safety	7 1/4"	10"	1/2 page (V)	4 5/8"
trim	8 1/4"	11"	1/3 page (H)	4 5/8"
bleed	8 1/2"	11 1/4"	1/3 page (V)	2 1/4"
2/3 page	4 5/8"	10"	1/6 page (H)	4 5/8"
1/2 page (H)	7 1/4"	5"	1/6 page (V)	2 1/4"

Circulation 8,000, ABC audited

Call us for discount package rates for reaching the design, printing and publishing markets