

WHATEVER

Magazine

VAUGHAN
2010
RATE CARD



IN EVERY ISSUE OF WHATEVER MAGAZINE

Lifestyle

Highlights trend setting people, places worth visiting and of unique character, travel tips and ideas along with beauty issues and fashion updates. Special section included for book, movie and music reviews.

Family Matters

Personal reflections of issues and challenges that face today's parents, children and families. Profile people's success stories as well as those that require community support and awareness.

Home & Garden

Detailing home renovation and décor ideas, as well as gardening tips and landscaping ideas. Look for regular real estate advice and home organization tips.

Health & Wellness

Profiles new fitness trends, health issues facing people right here in our community and beyond. Focuses on businesses or individuals who are contributing to improving health on a local or national level.

Menus & Venues

Featuring local restaurants and entertainment venues in the area, recipes, food tips and features local chefs that are making an impact in the food and restaurant business.

In the Community

Dedicated to people, events and information about residents or businesses in the City of Vaughan and neighbouring communities. Includes a calendar of events for Vaughan and the GTA.

Introducing the **NEW** and **IMPROVED** WhateverMagazine.ca - More content and interactivity than ever!

The new website features exclusive extended content that's not available in the printed version, automatic content submission forms and a dynamic new look that's sure to have a huge impact. WhateverMagazine.ca now offers readers a better online experience while offering advertisers additional exposure and links at no additional cost. Ask your sales representative for details.



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MATERIAL DEADLINES/RATES - 2010

VAUGHAN

DATES	Spring	Summer	Fall	Winter
Material Deadline	February 19th	May 21st	August 27th	November 5th
Distribution week of	March 15th	June 14th	September 20th	November 29nd

ADVERTISING RATES	Sizes (w x h)	1 ad	2 ads (ea)	4 ads (ea)
Back Cover	7-1/4" x 10-1/2"	\$6,000	\$5,000	\$4,500
Inside Front Cover	7-1/2" x 10-1/2"	\$4,000	\$3,500	\$3,000
Inside Back Cover	7-1/8" x 10-1/2"	\$3,500	\$3,000	\$2,500
Full Page	7-1/2" x 10-1/2"	\$2,500	\$2,200	\$2,000
2/3 Page	4-1/2" x 9-1/2"	\$2,000	\$1,700	\$1,500
1/2 Page	6-7/8" x 4-5/8"	\$1,250	\$1,100	\$1,000
1/3 page	4-1/2" x 4-5/8"	\$1,000	\$ 850	\$ 750
Menus & Venues Section - Full Page Rate @ \$1,750				
Artwork production from \$250.00 and up if required				
NOTE: Only full page ads require 1/4" all around bleed allowance in file preparation. (8" x 11")				

Whatever Magazine is the voice of your community

Here are just a few reasons why you should advertise in Whatever Magazine:

Distribution:

Canada Post and 3 Longo's in Vaughan

Circulation:

Over 50,000 copies are distributed to homes and businesses in Vaughan including Concord (L4K), Maple (L6A), Kleinburg (LOJ), Thornhill (L4J), Woodbridge (L4K, L4L, L4H) and surrounding areas including King City

Readership:

Approximately 200,000 per issue

Standard Shelf Life:

3 to 6 months

Target:

Primary - Women 25-55 yrs. of age
Secondary - Men 25-55 yrs. of age

1/2 PAGE AD - 6-7/8" x 4-5/8"

ADVERTISING SPECIFICATIONS

Platform: Macintosh platform required

Preferred File Format: Acceptable file formats include:

Quark XPress® 6.0, 6.5, 7.0 • Adobe Illustrator® CS2 or Adobe Photoshop® CS2
Adobe InDesign® CS2 • Press optimized Adobe PDF/X1a compliant files

*Artwork not supplied in suitable formats will be recreated by our art department at a charge of \$150.00/hr

Graphics: Raster images must be 400ppi at 100%. Uncompressed TIF files for images is preferred and EPS required for images with clipping paths. JPG files are NOT the preferred format for printing, but are acceptable if the resolution in 300dpi at 100%. Remove all colour profiles prior to saving files. Whatever Publishing Inc. does not assume responsibility for any images that infringe on copyright or royalties for supplied images

Colour: All files must be saved in CMYK mode. All RGB, Index or Pantone colours must be converted to CMYK prior to submitting artwork. RGB blacks converted to CMYK must be adjusted to single colour black with maximum ink density of 250% for specials. Non-compliant images will be automatically converted to CMYK. Whatever Publishing Inc. does not assume responsibility for discrepancies that may occur as the result of this conversion.

Fonts: Convert all fonts to curves or include fonts with source file(s). Font substitutions will be made for missing or non-compliant fonts. Whatever Publishing Inc. does not assume responsibility for content errors due to these substitutions.

Photography and Artwork Production charges from \$250.00 (price depends on requirements and will be quoted)

1/3 PAGE AD - 4-1/2" x 4-5/8"

FILE TRANSFER

Email: Application source files must be accompanied by a PDF file for use as a SOFT PROOF. Stuff or zip artwork and send via email to your account representative.

*Server limitations require the attachment(s) to not exceed 6MBs. Any file exceeding 6MBs can be uploaded to our FTP site.

FTP UPLOAD INFORMATION

host: upload.whateverpublishing.com
user id: whateverup
password: uploadme

Files being submitted via FTP must be accompanied by a PDF soft proof sent via email to account representative upon upload completion.

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