
Media Kit
2012

Chatelaine | Châtelaine



Chatelaine

The magazine for women of style and substance provides nearly 3.3 million women with the inspiration to make every day extraordinary. Our award-winning editorial spans lifestyle topics from food and health, to beauty and home decorating, all told with a unique and personal perspective. Each issue is filled with creative ideas and practical tips to help women make the most of their busy lives. *Chatelaine* delivers more style solutions, health and wellness advice, more extraordinary food from the trusted Chatelaine Kitchen and more personal stories in every issue than ever before. *Chatelaine*, Canada's favourite women's media brand, brings the best to women who want real value, real solutions and real inspiration. It's our commitment to be Canada's most anticipated and most cherished women's magazine.

Discover Chatelaine's:

Style Insider beauty and fashion tips to help women put together chic looks for work, weekends and evenings.

Health The latest in fitness, nutrition and wellness to make reaching health goals easier.

Home Simple, inspiring projects and solutions for a more organized home.

Life Interviews with inspiring women.

Food Fresh, new recipes for every night of the week.

Entertaining Easy, elegant ideas and menu-planning tips.



Châtelaine

Since its launch in 1960, *Châtelaine* has been the voice of women in Quebec. With its fearless reporting, avant-garde opinions and frank interviews, *Châtelaine* has always talked – and continues to talk – boldly to women. The quintessential Quebec women's magazine allows readers to explore the world around them and get the most out of life. Each month, *Châtelaine* focuses its journalistic eye on culture, entertainment, simple and gourmet cooking, as well as style, beauty and home decorating ideas.

Discover *Châtelaine's*:

C'est dans l'air A guide to the latest in both Quebec and international culture, film, books and trends.

Moi en mieux The latest on health, fitness, sexuality, nutrition, psychology and more.

Reportages et portraits Unique interviews with fascinating people and award-winning features that broaden our horizons.

Style, etc. Chic and practical style along with expert tips and inspiration on how to wear the latest trends.

Art de vivre Inspiring home decorating, vacation and travel ideas, from near and abroad.

Even more food for thought! Fresh new recipes, simple and elegant menu ideas and profiles of world-class chefs along with their cooking tips and tricks. Plus, every December *Châtelaine* offers readers its all-gourmet-food issue filled with inspiration for holiday cooking and elegant entertaining ideas.



Food

Chatelaine and *Châtelaine's* bigger, bolder food sections inspire women across the country with fresh, everyday recipes and entertaining ideas that are fast, savoury and seasonal. Our food stories combine the no-fail recipes that women crave to make their lives easier, with expert how-tos, insights and tips for creating exceptional meals – perfect for every day of the week.



Chatelaine and *Châtelaine*
readers spend

\$385-million

on groceries each week
(24% of the total weekly
amount spent by Canadian
women on groceries).

Chatelaine and *Châtelaine*
women are superb entertainers:

70% of readers

put extra effort into
entertaining or preparing for
family celebrations.

Chatelaine and *Châtelaine*
readers are foodies:

1 in 4 readers

(24%) LOVE to cook
(1,395,000 readers).

Chatelaine and *Châtelaine*
women are more willing to
spend their money on
quality wine.

Style

Each month, the *Chatelaine* and *Châtelaine* style pages show women how to combine the latest trends for everyday looks – perfect for work, evenings and weekends. On the agenda: the best fashion buys for every budget, plus expert tips, tricks and up-to-the-minutes finds that guarantee stylish looks at all times. On the beauty front, *Chatelaine* and *Châtelaine's* visually stunning spreads showcase insider secrets, from hair and makeup tips to skincare solutions and anti-aging strategies.



Chatelaine and *Châtelaine*
readers spend

\$71-million

on makeup each month
(27% of the total monthly
amount spent by Canadian
women on makeup).

Chatelaine and *Châtelaine*
readers spend

\$84-million

on perfume for themselves each
year (25% of the total yearly
amount spent by Canadian
women on perfume).

The desire to look good is more
prevalent among *Chatelaine*
and *Châtelaine* women than
among their peers.

Over
1 million
readers keep up with fashion
styles and trends and are more
likely to rank clothes shopping
as a 10 out of 10.

Chatelaine and *Châtelaine*
women use at least
**three cosmetic
products**
every day.

Health

The *Chatelaine* and *Châtelaine* health pages bring the latest expert advice on exercise, nutrition, wellness, prevention and more each month. From the latest health discoveries and energizing lifestyle tips to workout routines and nutrition advice, *Chatelaine* and *Châtelaine* offer relevant information that women can use to lead a healthier, happier life. Plus, *Chatelaine* offers both regular advice from Dr. Oz and a new family-health page.



Chatelaine and *Châtelaine*
women have
**a better
understanding of
good nutrition**
and what to look for when
choosing products.

Organic and low-fat foods are
more likely to be found on
Chatelaine and *Châtelaine*
readers' plates.

Pushing boundaries:
32% of readers
strongly favour activities
that push their mental and
physical limits.

Committed to fitness:
A single issue reaches
1 in 4 women
who regularly participate in a
variety of fitness regimes.

Source: PMB 2011 Fall 2-Year Survey. Base: Women 18+

Home

The *Chatelaine* and *Châtelaine* home sections feature inspirational and accessible ideas and solutions from the homes of real women. Our decor pages help women make the most of any space and project. From the best organizing and clutter-busting solutions, to kitchen makeovers and easy decorating projects, we share expert tips and ideas to help update and tailor homes to suit all lifestyles and budgets.



Chatelaine and *Châtelaine*
readers spend

\$1.7-billion

on furniture, home accessories
and window treatments.

2.5 million

readers (77%) own their
own home. Almost 9%
also own a vacation home.

1.7 million

readers have made
improvements to their
primary residence in the
past two years.

659,000 readers

(1 in 4) have bought major
home appliances in the past
12 months.

745,000 readers

(23%) have bought small
household appliances.

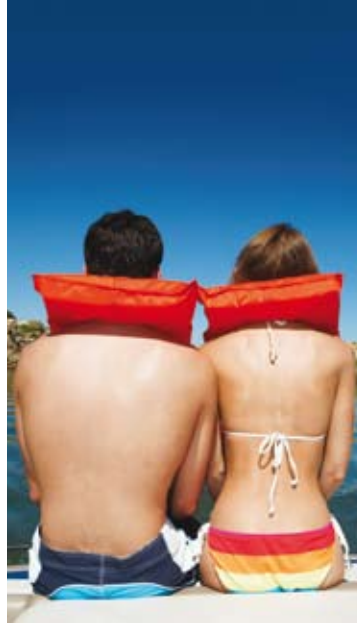
462,000 readers

have bought
cooking or serving items.

Source: PMB 2011 Fall 2-Year Survey. Base: Women 18+

Life

Chatelaine and *Châtelaine's* award-winning articles and features cover issues that women are talking about. The investigative reports, photo essays and inspiring profiles connect women to current affairs and offer insights into the lives of women from here and around the world.



59%

of *Chatelaine* and *Châtelaine* readers find exposure to different people and cultures rewarding.

73%

of *Chatelaine* and *Châtelaine* readers (2.6 million) are concerned about the health and safety of their family.

55%

of *Chatelaine* and *Châtelaine* readers say they're willing to volunteer their time for a good cause.

2012 Publishing Calendar

Issue Date	Space Close	Material Close	Impact Date
January 2012	November 10, 2011	November 16, 2011	December 1, 2011
February 2012	December 1, 2011	December 7, 2011	December 29, 2011
March 2012	January 12	January 18	February 2
April 2012	February 9	February 15	March 1
May 2012	March 8	March 14	March 29
June 2012	April 12	April 18	May 3
July 2012	May 10	May 16	May 31
August 2012	June 7	June 13	June 28
September 2012	July 12	July 18	August 2
October 2012	August 9	August 15	August 30
November 2012	September 13	September 19	October 4
December 2012	October 11	October 17	November 1
January 2013	November 8	November 14	November 29

The impact date represents the date at which the first copy of the magazine can be delivered to a subscriber's home.
A 15% additional charge is required for a guaranteed or special ad space.
Please note that publishing dates are subject to change without prior notice.

2012 Advertising Rates / *Chatelaine* English

Four Colour (gross)	1x	3x	6x	9x	12x
Full Page	\$51,920	\$50,880	\$49,630	\$48,480	\$47,335
1/2 Page	38,940	38,160	37,220	36,360	35,500
1/3 Page	27,000	26,460	25,810	25,210	24,615
2/3 Page	44,445	43,550	42,480	41,500	40,520
Digest Size	41,540	40,700	39,700	38,785	37,865
Double-Page Spread	93,460	91,580	89,330	87,265	85,200
1/2 Page Spread	74,765	73,265	71,465	69,810	68,160
Inside Front Cover	64,900	63,600	62,035	60,600	59,165
Inside Front Cover Spread	124,610	122,110	119,110	116,355	113,600
Inside Back Cover	59,710	58,510	57,070	55,755	54,435
Outside Back Cover	67,500	66,140	64,520	63,025	61,535

Regional Editions

Four Colour (gross)	1x	3x	6x	9x	12x
Ont/Western: Ontario, Prairies, BC	\$51,400	\$50,370	\$49,130	\$47,995	\$46,860
Eastern: Ontario, Quebec, Atlantic	38,940	38,160	37,220	36,360	35,500
Ontario	34,270	33,580	32,755	31,995	31,240
Western: Prairies, BC	25,960	25,440	24,815	24,240	23,670
BC/Alberta	20,770	20,350	19,850	19,390	18,935
5 City (English): Montreal, Toronto, Calgary, Edmonton, Vancouver	33,750	33,070	32,260	31,510	30,770

Tablet Edition*

National Rates (gross)	1-2x	3-5x	6-8x	9-11x	12x
Static Ad	\$4,710	\$4,565	\$4,425	\$4,295	\$4,165
Interactive Ad**	6,120	5,930	5,750	5,590	5,410

*All print advertisers in the national edition have the opportunity to advertise in the national digital-replica edition – with the exception of those with partial ads of one-third page or smaller. Advertisers also have the opportunity to advertise in the digital-replica edition without running an accompanying ad in the print edition. Contact your advertising account manager for details.

**This is media cost only. Please enquire for production and interactive development costs.

2012 Advertising Rates / *Châtelaine* French

Four Colour (gross)	1x	3x	6x	9x	12x
Full Page	\$17,660	\$17,265	\$16,875	\$16,495	\$16,100
1/2 Page	13,240	12,950	12,655	12,370	12,075
1/3 Page	9,180	8,980	8,775	8,575	8,370
2/3 Page	15,115	14,780	14,445	14,120	13,780
Digest Size	14,125	13,810	13,500	13,195	12,880
Double-Page Spread	31,780	31,075	30,375	29,690	28,980
1/2 Page Spread	25,425	24,860	24,300	23,750	23,185
Inside Front Cover	22,070	21,580	21,095	20,615	20,125
Inside Front Cover Spread	42,375	41,430	40,500	39,585	38,640
Inside Back Cover	20,305	19,855	19,410	18,970	18,515
Outside Back Cover	22,950	22,440	21,940	21,440	20,930

All print advertisers in the national edition have the opportunity to advertise in the national digital-replica edition – with the exception of those with partial ads of one-third page or smaller. Advertisers also have the opportunity to advertise in the digital-replica edition without running an accompanying ad in the print edition. Contact your advertising account manager for details.

Advertising Information and Specifications 2012

Trim Size of Magazine: 7.875" width x 10.75" depth

	Bleed Ads: Build Documents to TRIM Size Add .125" Bleed BEYOND Trim on ALL Sides Live Area is .25" in from ALL Sides			Non-Bleed Ads: Build Documents to LIVE Area		
Double-Page Spread	15.75"	x	10.75"	15.75" x 10.75" (Live Area is .25" in from ALL Sides)		
Full Page	7.875"	x	10.75"	7.875" x 10.75" (Live Area is .25" in from ALL Sides)		
2/3 Page Vertical	5.125"	x	10.75"	4.625"	x	10.25"
1/2 Double-Page Spread	15.75"	x	5.375"	N/A		
1/2 Page Horizontal	7.875"	x	5.375"	7.375"	x	4.875"
1/3 Page Vertical	2.75"	x	10.75"	2.25"	x	10.25"
1/3 Page Square	4.875"	x	5.375"	4.375"	x	4.875"

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .25" gutter allowance for spreads. Publisher is NOT responsible for the lineup of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

InDesign CS3 or higher templates for ALL ad sizes are available at addirect.sendmyad.com (select Ad Sizes from the left-hand navigation menu).

Production process

Printing: High-speed, web offset lithography

Binding: Perfect bound

Supplied Advertising Materials

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com.

For information regarding Magazines Canada specification, refer to magazinescanada.ca/advertising/production/dmacs_specifications or contact the Production Manager at 416-764-2062 for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. *Chatelaine/Châtelaine* are not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website magazinescanada.ca/advertising/production/tools/pdftips. Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/gray type as one-colour black (no four-colour black text).

Addirect Instructions

- 1) Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com).
Note: A user account will have to be set up on the first visit.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen pre-flight process.
- 4) Approve your ad.



General Terms and Conditions

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication(s) to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Rogers Publishing Limited ("Publisher") for the insertion of advertising in Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges (excluding multi-year discounts).
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST), Harmonized Sales Tax (HST) and a Quebec Sales Tax (QST) where applicable.
- (c) Agency commissions equal to up to 15% of gross billings for space, colour, position or special insert stock are payable to recognized agencies only. Commissions are not payable on extra mechanical charges, reprints, split runs and other such charges.
- (d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- (d) Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Cancellation

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers, special positions and inserts may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- (b) Publisher may, at its option, terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

Advertising Materials

- (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.
- (b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- (c) Publisher shall not be responsible for colour or colour trapping or advertising copy that does not conform to digital Magazines Advertising Canadian Specifications ("dMACS"). Advertising material must be accompanied by a dMACS standard proof. For further information regarding magazine

industry standards, please refer to Magazines Canada www.magazinescanada.ca or dMACS <http://magazinescanada.ca/dmacs.php?cat=dmacs>. Proofing requirements may also be found on www.rogersdigitalads.com under "Proofing Info".

- (d) Publisher may insert the advertising anywhere in Publication in its discretion, and any condition on orders or copy instructions involving the placement of advertising shall be treated as a positioning request only and cannot be guaranteed. Publisher's inability or failure to comply with any such positioning request shall not relieve Advertiser or Agency of the obligation to pay for the advertising.
- (e) Publisher shall not be obligated to return any advertising material.
- (f) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

- (a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials including, without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
- (b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
- (c) Advertiser and Agency agree that Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of Publication.

General

- (a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.
- (b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.
- (c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.
- (d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.
- (e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.
- (f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.
- (g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

2012 Advertising Information and Specifications

Digital Advertising Information

chatelaine.com

- Reach and engage with more Canadian women faster.
- Build your brand awareness.
- Boost your sales.
- Increase your traffic.
- Build your database.

KEY MEASURES

- Over 500,000 unique visitors per month
- Over 30,000 unique visitors per day
- 3 million page views per month

Custom digital advertising campaigns utilizing leaderboards, Daily Fix newsletter, big boxes, skyscrapers, text links, interstitials, rich media and more!

Also offering targeted category sponsorships, contests and quizzes, microsites, advertorials, email newsletters, contests, and customized e-blasts.

For advertising, contact
Ontario: 416-764-1434
Quebec: 514-337-9065
or visit chatelaine.com

Chatelaine

1 Mount Pleasant Road, 11th Floor
Toronto, Ontario M4Y 2Y5
Ontario Region: 416-764-1888
Quebec and Eastern Canada: 514-843-2502
Western Region: 604-696-9975

Châtelaine

1200, avenue McGill College, bureau 800,
Montreal, QC H3B 4G7
Ontario Region: 416-764-1888
Quebec and Eastern Canada: 514-843-2502
Western Region: 604-696-9975

2012 Advertising Information and Specifications

Digital Advertising Information

fr.chatelaine.com

Just like *Châtelaine* – The magazine for Quebec women – the French version of chatelaine.com is a breath of fresh air in the daily lives of its audience. Fr.chatelaine.com provides inspired food for thought, professional advice and helpful tips, and brings together a community of passionate women who care about cultural and social issues as well as their many interests in well-being and lifestyle topics, including cooking and nutrition, health and beauty, fashion and home decorating. In addition to responding to readers' inquiries on articles previously printed in the magazine, fr.chatelaine.com offers exclusive web content and a multitude of fun interactive features.

SITE FEATURES

- “Femmes de Parole” platform
- Special features (travel, current affairs, seasonal events, lifestyle...)
- A database of over 3,000 recipes
- Polls and quizzes
- Videos
- Blogs
- Contests

THE FRENCH CHATELAINE.COM IN SHORT

- 72% are women
- 60% are between 25 and 54
- 20% have a family income between \$60,000 and \$75,000

KEY MEASURES

- 290,000 unique visitors per month
- Over 15,000 unique visitors per day
- 1.8 million page views per month

For advertising, contact

Ontario: 416-764-1434

Quebec: 514-337-9065

or visit fr.chatelaine.com

Châtelaine

1200, avenue McGill College, bureau 800,
Montreal, QC H3B 4G7
Ontario Region: 416-764-1888
Quebec and Eastern Canada: 514-843-2502
Western Region: 604-696-9975

Chatelaine

1 Mount Pleasant Road, 11th Floor
Toronto, Ontario M4Y 2Y5
Ontario Region: 416-764-1888
Quebec and Eastern Canada: 514-843-2502
Western Region: 604-696-9975