



SPORTSNET[™]
MAGAZINE

MEDIA KIT 2012



portsnet Magazine tells the stories that fuel the passions of millions of Canadians who cram into rinks, arenas and stadiums across the country, and who make sure they're home in time to watch the big game - whatever it happens to be. Sportsnet features the very best photography from around the world of athletics, and the kind of incisive analysis and entertaining commentary that discerning sports fans demand, from the country's best roster of writers and columnists.

Sportsnet is for Canada's sports fanatics, focusing on all the major professional leagues and the premier amateur events, with particular focus on the teams and stars that Canadians care most about. When combined with the unmatched reach and power of Sportsnet's broadcast properties and digital platforms, the magazine is Canada's leading source for in-depth perspective and inside reports on hockey, baseball, football, soccer, and MMA to name a few. Sports can bring us to our feet, and they can bring us to tears. Sports can break hearts and make them swell with pride. And now Sportsnet is here, arriving in mailboxes and on newsstands every other week. Evoking the thrills of victory and, of course, the agonies of defeat, Sportsnet is Canada's only national sports magazine.

**PUBLISHED
EVERY
2
WEEKS**

**SPORTS
NET
TO MARKET**

**100K
MAGAZINE
CIRCULATION**

 **Print via
Sportsnet Magazine**

 **Broadcast via
Sportsnet television
& radio**

 **Digital via
Sportsnet.ca**

PUBLISHING SCHEDULE

COVER DATE	IMPACT DATE	EDITORIAL OVERVIEW	SALES CLOSE	MATERIAL CLOSE
Jan. 30	Jan. 12	The Greatest team ever (1981 Canada Cup)	Dec. 30	Jan. 4
Feb. 13	Jan. 26	Super Bowl Preview	Jan. 13	Jan. 18
Feb. 27	Feb. 9	Super Bowl Winner	Jan. 27	Feb. 1
Mar. 12	Feb. 23	SPECIAL: Beauty of Sport	Feb. 10	Feb. 15
Mar. 15	Mar. 15	GREATEST NHL TEAMS SIP	Feb. 24	Feb. 29
Mar. 26	Mar. 8	SPECIAL: Endurance Issue	Feb. 24	Feb. 29
Apr. 9	Mar. 22	SPECIAL: IPL Cricket Preview MLB preview/Money Players	Mar. 9	Mar. 14
Apr. 23	Apr. 5	SPECIAL: NHL Playoff Preview	Mar. 23	Mar. 28
May 07	Apr. 19	SPECIAL: Sports that can kill	Apr. 6	Apr. 11
May 21	May 3	SPECIAL: Science in Sport Issue	Apr. 20	Apr. 25
June 4	May 17	SPECIAL: Money Players	May 4	May 9
June 18	May 31	Stanley Cup?	May 18	May 23
July 2	June 14	Stanley Cup?	June 1	June 6
July 16	June 28	SPECIAL: Why we play	June 15	June 20
Aug. 6	July 19	SPECIAL: Olympic preview	July 6	July 11
Aug. 20	Aug. 2	Olympics	July 20	July 25
Sep. 3	Aug. 16	Olympic retrospective	Aug. 3	Aug. 8
Aug. 30	Aug. 30	NHL POOL GUIDE SIP	Aug. 10	Aug. 15
Sep. 24	Sep. 6		Aug. 24	Aug. 29
Oct. 8	Sep. 20	SPECIAL: NHL season preview	Sep. 7	Sep. 12
Oct. 22	Oct. 4		Sep. 21	Sep. 26
Nov. 5	Oct. 18		Oct. 5	Oct. 10
Nov. 8	Nov. 8	100 th GREY CUP SIP	Oct. 19	Oct. 24
Nov. 19	Nov. 1		Oct. 19	Oct. 24
Dec. 3	Nov. 15	Special: Second annual Mavericks and villains issue	Nov. 2	Nov. 7
Dec. 6	Dec. 6	YEAR IN SPORTS SIP	Nov. 16	Nov. 21
Dec. 17	Nov. 29	Grey Cup Winner	Nov. 16	Nov. 21
Dec. 31	Dec. 13	SPECIAL: Sportsnet awards	Nov. 30	Dec. 5

*subject to change

ANCHOR POSITIONS

Pre-game

- Everything sports fans need to watch for in the coming two weeks and why
- The stats, the stories and the background that put sports fans in the know for the coming weeks



The Show

- The world of athletes and celebrity are now one, and in each issue we bring you the most fascinating, engaging and outrageous personalities on the field and off
- The money, the toys, the bodies, the break-ups, the achievements, and the failures



Science of Sport

- Yes, this is where we get all “sciencey” on you - with each issue we’ll bring you behind the scenes to break down the science behind sports performance
- Sports nutrition
- Sports medicine
- Biomechanics
- Psychology
- Physiology



Road Trip

- With every issue of Sportsnet our goal is to inform, entertain, inspire and fuel the passions of fans, and what better way to do that than highlight a Road Trip we think every sports fan should consider
- We put the Sportsnet spin on:
 - How to get there
 - Where to play
 - The best value
- This is the sports fans’ insider’s guide to the greatest sports destinations and events on earth

ANCHOR POSITIONS CONTINUED

› Gallery

- So much of what separates magazines from other sports media is tied to the jaw dropping imagery and photography the sports fan will spend time with
- With every issue we bring you the best in sports photography from around the world in our Gallery section



› The Fan

- In every issue of Sportsnet we pay homage to the reader-the Fan
- In the stands of every gym, rink, arena and stadium, fans let go of their daily troubles, the bills, their jobs, chores and give themselves over to their teams
- With the Fan, we'll highlight these unique stories each week in a true destination feature that is guaranteed to entertain and inspire



AND MUCH MORE...



ADVERTISING RATES

	1x	4x	8x	12x	16x	20x	22x
Full Page	\$16,442	\$15,949	\$15,620	\$14,798	\$14,470	\$13,976	\$13,154
2/3 page	\$13,976	\$13,557	\$13,277	\$12,579	\$12,299	\$11,880	\$11,181
1/2 page	\$11,510	\$11,164	\$10,934	\$10,359	\$10,129	\$9,783	\$9,208
1/3 Page	\$8,221	\$7,974	\$7,810	\$7,399	\$7,235	\$6,988	\$6,577
Banner	\$9,043	\$8,722	\$8,591	\$8,139	\$7,958	\$7,687	\$7,235
DPS	\$29,596	\$28,708	\$28,116	\$26,636	\$26,046	\$25,157	\$23,677
1/2 DPS	\$23,348	\$22,648	\$22,181	\$21,013	\$20,547	\$19,846	\$18,678
OBC	\$20,544	\$19,938	\$19,527	\$18,499	\$18,088	\$17,471	\$16,443
IFC	\$18,082	\$17,539	\$17,178	\$16,273	\$15,912	\$15,369	\$14,466
IFC DPS	\$37,818	\$36,683	\$35,927	\$34,036	\$33,280	\$32,145	\$30,254
IBC	\$18,911	\$18,344	\$17,965	\$17,020	\$16,642	\$16,074	\$15,129

Sportsnet.ca Integration – Please contact your rep for special opportunities.

	1x	4x	8x	12x	16x	20x	22x
Cost	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000	\$17,500
Impressions	100,000	227,272	375,000	555,555	\$833,333	1,250,000	1,750,000
CPM	\$25	\$22	\$20	\$18	\$15	\$12	\$10



MECHANICAL REQUIREMENTS

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 Spreads	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"	7.375" x 10.25"	(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"	15.25" x 4.875"	
1/2 Page Horizontal	7.875" x 5.375"	7.375" x 4.875"	
1/2 Page Island	5" x 7.875"	4.5" x 7.375"	
1/2 Page Vertical	3.875" x 10.75"	3.375" x 10.25"	
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"	
Banner Ad	7.875" x 2"	7.375" x 1.5"	

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" gutter allowance for spreads. Publisher is NOT responsible for the line-up 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 at resolution of 300dpi/150lpi

Binding

Saddle stitched

Magazine Trim Size

7.875" x 10.75"

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/dmcs_specifications or contact the Production Manager at (416) 764-2087 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. Sportsnet is 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/grey 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 upon the first visit.
- 2 Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3 Follow the onscreen preflight process.
- 4 Approve your ad.



GENERAL TERMS & 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 any 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.

CONTACT US

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