

2012 Advertising Information and Specifications

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 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"
1/2 Page Island	5"	x	7.875"	4.5"	x	7.375"
1/2 Page Vertical	4"	x	10.75"	3.5"	x	10.25"
1/3 Page Horizontal	7.875"	x	3.5625"	7.375"	x	3.0625"
1/3 Page Square	4.875"	x	5.375"	4.375"	x	4.875"
1/3 Page Vertical	2.75"	x	10.75"	2.25"	x	10.25"

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 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: Perfect bound

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/dmacs_specifications or contact the Production Manager at (416) 764-2060 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. Today's Parent 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.

Today's Parent

1 Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5
Ontario Region: 416-764-2875
Western Region: 604-696-9975

Today's Parent Group 2012 Rates (Gross)



Edition	4 Colour	1-2X	3-6X	7-9X	10-12X	13+	Circulation
National	DPS	\$37,307	\$36,185	\$35,440	\$34,323	\$33,201	160,000
	1/2 Page DPS	\$29,014	\$28,142	\$27,560	\$26,694	\$25,821	
	1 Page	\$20,726	\$20,104	\$19,686	\$19,069	\$18,442	
	2/3 page	\$17,615	\$17,085	\$16,738	\$16,208	\$15,677	
	Digest Size	\$17,615	\$17,085	\$16,738	\$16,208	\$15,677	
	1/2 Page	\$15,545	\$15,076	\$14,765	\$14,300	\$13,836	
	1/3 Page	\$10,776	\$10,455	\$10,241	\$9,915	\$9,588	
	Inside Spread	\$44,768	\$43,421	\$42,529	\$41,183	\$39,841	
Ontario	Covers	\$25,908	\$25,128	\$24,613	\$23,832	\$23,057	89,000
	DPS	\$26,642	\$25,847	\$25,316	\$24,516	\$23,715	
	1 Page	\$14,805	\$14,362	\$14,066	\$13,617	\$13,173	
	1/2 Page	\$11,103	\$10,771	\$10,547	\$10,215	\$9,884	
Western	1/3 Page	\$7,701	\$7,467	\$7,313	\$7,084	\$6,849	55,000
	DPS	\$16,958	\$16,448	\$16,111	\$15,601	\$15,091	
	1 Page	\$9,420	\$9,139	\$8,951	\$8,665	\$8,384	
Toronto	1/2 Page	\$7,064	\$6,854	\$6,712	\$6,503	\$6,288	55,000
	1 Page (Cover)	\$5,693	\$5,491		\$5,187		
	1 Page	\$4,928	\$4,767		\$4,364		
	2/3 Page	\$4,048	\$3,956		\$3,801		
	1/2 Page	\$2,829	\$2,720		\$2,582		
	1/3 Page	\$1,938	\$1,852		\$1,771		
	1/4 Page	\$1,518	\$1,478		\$1,409		
	1/6 Page	\$949	\$903		\$868		
	1/12 Page	\$569	\$558		\$512		
	Marketplace	\$230	\$224		\$219		



	1-3X	4-6X	7-9X	10+	Circulation
DPS	\$15,330	\$14,872	\$14,413	\$13,954	60,000
1/2 Page DPS	\$11,924	\$11,567	\$11,210	\$10,848	
1 Page	\$8,517	\$8,262	\$8,007	\$7,752	
2/3 Page	\$7,237	\$7,018	\$6,803	\$6,584	
Digest Size	\$7,237	\$7,018	\$6,803	\$6,584	
1/2 Page	\$6,385	\$6,196	\$6,003	\$5,814	
1/3 Page	\$4,422	\$4,289	\$4,156	\$4,024	
Covers	\$10,215	\$9,909	\$9,604	\$9,297	



	1X	3X	Circulation
DPS	\$36,695	\$35,595	130,000
1/2 Page DPS	\$28,540	\$27,685	
1 Page	\$20,385	\$19,770	
1/2 Page	\$15,290	\$14,830	



	1x	2x	Circulation
DPS	\$27,090	\$26,280	110,000
1/2 Page DPS	\$21,075	\$20,440	
1 Page	\$15,050	\$14,595	
1/2 Page	\$11,290	\$10,950	



	1x	2x	Circulation
DPS	\$30,855	\$29,930	137,000
1/2 Page DPS	\$23,995	\$23,275	
1 Page	\$17,140	\$16,625	
1/2 Page	\$12,855	\$12,470	



	1x	2x	Circulation
DPS	\$10,850	\$10,525	33,000
1/2 Page DPS	\$8,440	\$8,185	
1 Page	\$6,030	\$5,850	
1/2 page	\$4,520	\$4,380	



	1x	2x	Circulation
DPS	\$13,425	\$13,020	45,000
1/2 Page DPS	\$10,445	\$10,130	
1 Page	\$7,460	\$7,235	
1/2 Page	\$5,595	\$5,425	

* All 2012 rates are subject to change

** Circulation based on ABC statements from Dec. 31, 2011 & CCAB statement from March 2011

Updated: January 2012

Today's Parent Group - Production Schedule 2012



	Sales Close	Material Close	Inserts Due	Impact Date	On-Sale Date
January	17-Nov	23-Nov	25-Nov	6-Dec	19-Dec
February	8-Dec	14-Dec	16-Dec	4-Jan	16-Jan
March	19-Jan	25-Jan	27-Jan	7-Feb	20-Feb
April	16-Feb	22-Feb	24-Feb	6-Mar	19-Mar
May	15-Mar	21-Mar	23-Mar	3-Apr	16-Apr
June	19-Apr	25-Apr	27-Apr	8-May	21-May
July	17-May	23-May	25-May	5-Jun	18-Jun
August	14-Jun	20-Jun	22-Jun	3-Jul	16-Jul
September	12-Jul	18-Jul	20-Jul	31-Jul	13-Aug
October	9-Aug	15-Aug	17-Aug	28-Aug	10-Sep
November	13-Sep	19-Sep	21-Sep	2-Oct	15-Oct
December	18-Oct	24-Oct	26-Oct	6-Nov	19-Nov
January 2013	15-Nov	21-Nov	23-Nov	4-Dec	17-Dec



	Sales Close	Material Close	Inserts Due	Impact Date	On-Sale Date
February/March	8-Dec	14-Dec	16-Dec	9-Jan	16-Jan
April	16-Feb	22-Feb	24-Feb	6-Mar	19-Mar
May/June	15-Mar	21-Mar	23-Mar	3-Apr	16-Apr
July/August	17-May	23-May	25-May	5-Jun	18-Jun
September	12-Jul	18-Jul	20-Jul	31-Jul	13-Aug
October	9-Aug	15-Aug	17-Aug	28-Aug	10-Sep
November	13-Sep	19-Sep	21-Sep	2-Oct	15-Oct
December/January 2013	18-Oct	24-Oct	26-Oct	6-Nov	19-Nov



Pregnancy	Sales Close	Material Close	Impact Date
Spring	2-Feb	8-Feb	23-Mar
NEW Pregnancy Workbook	29-Mar	5-Apr	18-May
Fall	31-May	6-Jun	20-Jul
Winter	4-Oct	10-Oct	21-Dec



Newborn/ Poupon	Sales Close	Material Close	Impact Date
Spring	1-Mar	7-Mar	20-Apr
Fall	30-Aug	5-Sep	19-Oct



Baby & Toddler/ Bout de Chou	Sales Close	Material Close	Impact Date
Spring	12-Apr	18-Apr	1-Jun
Fall	30-Aug	5-Sep	19-Oct

* All 2012 dates are subject to change

Updated: November 2011