

101 magazine
media kit

Exploring and discovering contemporary human experience while encouraging individuals to honestly evaluate the things they value in life and why. Our focus is centered on informing the reader to learn from the experience of others while also providing a universal commonality...
“the personal conquest”.

This is a culmination of life’s work – the lives of people. Some singled out and others grouped, while explaining individual’s motives, drives, failures, successes, lessons learned, and their experiences.

While it will become sentimental to some, it will also be an education tool to others. A life can be anything you want it to be. Our magazine in essence, introduces the reality that anything is possible because what happens to us in the past and present are the very examples which prove a life can be limitless in potential and prosperity; as long as the willingness and passion are present.
101 Magazine – Introduce yourself to the possibility!



PROVIDES

DISTRIBUTION & CIRCULATION

Distributed to all major Canadian cities and their surrounding areas.

Distributed to newsstands, libraries, universities, cafés, and subscribers.

101 issued Quarterly: With release dates in Jan, April, July and Oct.

Circulation plans to reach 40,000 copies across Canada.

Magazines reach the most desirable consumers: 101's demographic ranges from age 18 -101 . While the range may be broad, this is a magazine that speaks to people in a unique form, by recording and sharing the stories of the everyday individual.

Social websites like facebook and myspace have changed the way we communicate, uncovering a new forum of entertainment by simply introducing people to others. The design of 101 is to create a platform by recording the human experience so we may all get a chance to view the perspectives of others.

A More Personalized way to communicate to consumers: In fact with 101 Magazine we establish subject matter based on the experiences of others, focusing on individual events that correspond to the general population. Personalization, identity, and the search for one's own future, establishes a very unique and creative playing ground for potential advertisers.

What sets us apart is that while most magazines advise, 101 Magazine provides equations, options, based on the experiences of others. WE DO NOT ADVISE WE SHARE!

A Brand New Canadian Title: Great Canadian magazines like 101 have been the major reason why there has been a long term decrease in the US spill into our country. As a result we generate solid editorial and advertising specifically for Canadian readers.

- 92% agree that Canadian magazines play a significant role in informing Canadians about each other
- 88% feel it is personally important that a magazine have editorial content created specifically for Canadian readers

*Magazines Canada



2009 Calendar

Issue Date	Issue Emphasis	Hits Newstands	Ad Close
Now	The "YOU" Issue	Currently Online	N/A
July	The World is YOUR Playground Issue	July 1	June 2
October	What YOU didn't know until now	Oct. 1	Sept. 2
January 2010	YOU and I	Jan 4	Dec. 2
April 2010	Organizations 101	Apr. 1	Mar. 2



	4 colour			b&w + 1 colour			b & w		
	1X	2X	4X	1X	2X	3X	1X	2X	3X
full page	\$2835	\$2730	\$2520	\$2615	\$2415	\$2205	\$2310	\$2100	\$1890
2/3 page	\$2319	\$2100	\$1785	\$1995	\$1840	\$1575	\$1680	\$1575	\$1260
1/2 page	\$2070	\$1945	\$1730	\$1575	\$1470	\$1260	\$1365	\$1260	\$1030
1/3 page	\$1730	\$1630	\$1500	\$1260	\$1155	\$1030	\$1050	\$945	\$840
1/4 page	\$1575	\$1445	\$1315	\$1105	\$1000	\$890	\$895	\$735	\$660

Covers

2-page spread	\$5090	\$4910	\$4410
second cover	\$3100	\$2780	\$2420
third cover	\$2990	\$2650	\$2365
back cover	\$3415	\$3150	\$2890

MECHANICAL REQUIRMENTS

Digital material: PDF/X1a, Illustrator EPS files or Quark/InDesign files together with supporting font and high resolution (minimum 300dpi) graphics files. Either Mac or PC files accepted. Please be sure all the trapping is completed; all graphics (photos, illustrations, logos) are in EPS or TIFF format (CMYK); all fonts included or converted to vector art. The electronic file must be accompanied by a proof (eg. colour rainbow, iris, laser). Send all digital material to advertise@101magazine.ca.



Trim Size **Trim size**

Full Page		
Live:	7 1/4 x 9 3/4"	
Trim:	8 1/8 x 10 3/4"	
Bleed:	8 3/8 x 11"	1/3 Page square
		Live: 4 5/8 x 4 5/8"
		Trim: 4 7/8" X 5 3/8"
		Bleed: 5 3/8" X 5 7/8"
1/2 Horizontal		
Live:	7 1/4 x 4 3/4"	
Trim:	8 1/8" X 5 3/8"	
Bleed:	8 3/8" X 5 5/8"	Double Page Spread
		Live: 14 7/8" X 9 3/4"
		Trim: 16 1/4" X 10 3/4"
		Bleed: 17 1/2" X 11 1/4"
2/3 Page Vertical		
Live:	4 5/8" X 9 3/4"	
Trim:	4 7/8" X 10 3/4"	
Bleed:	5 1/8" X 11"	1/2 Horizontal (DPS)
		Live: 15 1/2" X 4 3/4"
		Trim: 16 1/4" X 5 3/8"
		Bleed: 17 1/2" X 5 7/8"
1/3 Page vertical		
Live:	2 1/4 x 9 3/4"	
Trim:	2 1/2" X 10 3/4"	
Bleed:	3" X 11 1/4"	

Agency, Advertiser and Publisher Agreements

- ▶ Rates and regulations are subject to change without notice.
- ▶ Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.
- ▶ All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication).
- ▶ The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation or right of privacy, copyright infringement or plagiarism.
- ▶ Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.



TANGO WHENEVER YOU CAN!