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Communication
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Edinburgh's Award

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Totem Pole

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Media Kit



Guides

Informing and Inspiring!

Canadian Guide is a magazine for Canadian women who help Girl Guides of Canada achieve its mission: to enable girls to be confident, resourceful and courageous, and to make a difference in the world. It features articles written to inform and enlighten Guiders across the country.

Each issue delivers concrete, hands-on resource materials that Guiders can use and incorporate into their Unit meetings.



Adult members use *Canadian Guide* as a resource to help plan their activities.

Our readers demand interesting and informative articles that will help them make the most of their volunteering time. Through *Canadian Guide*, readers learn what is happening in Guiding in their communities, across the country and around the world.

FAST FACTS

- Target:** Women (ages 25 – 55)
- Circulation:** 23,000 copies
- Published:** 3 times per year (Spring, Fall, Winter issues)
- Established:** 1932

MAGAZINE SECTIONS

Features

Guiding across the country and around the world

Challenges

Challenges, contest and issues for Girl Guides today

Focus

The business of Girl Guides

Ideas

Ideas, thoughts and activities

Voices

Guiders and girls speak out

Canadian Guide features real Guiders and girls who are inspiring and achieving girl greatness.



Each issue of *Canadian Guide* is available online for public viewing at girlguides.ca/publications.

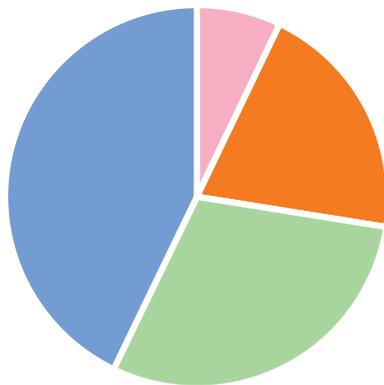


Canadian Guider

Reader Profile

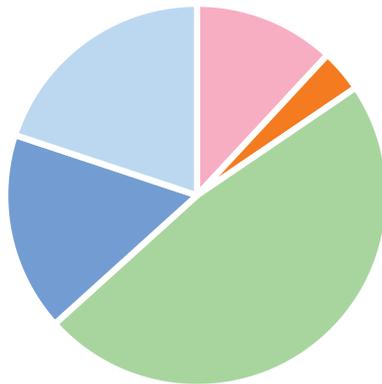
from Canadian Guider Readership Survey 2010

Canadian Guider is mailed to all Ranger (youth Members aged 15 – 17+) and Adult Members of Girl Guides of Canada in every province and territory.



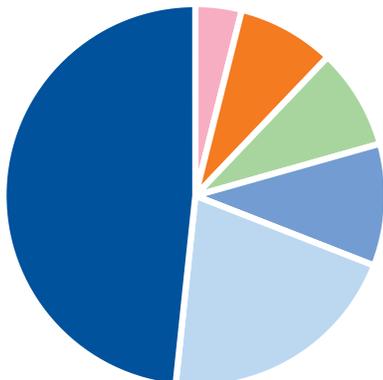
Readers' age

- Under 25 (7.1%)
- 25 to 39 (20.4%)
- 40 to 54 (29.6%)
- 55+ (42.8%)



Where they live

- Atlantic provinces (11.9%)
- Quebec (3.6%)
- Ontario (47.8%)
- Prairies (16.8%)
- British Columbia (19.9%)



Guiding tenure

- Less than 1 year (3.9%)
- 1-3 years (8.2%)
- 4-6 years (8.5%)
- 7-10 years (10.3%)
- 11-19 years (20.7%)
- 20+ years (48.3%)

70% read either **every article** or almost every article of each issue

90% refer back to the magazine at least once



Guider

Our Readers Say...

“I love the ideas. ... We also share the magazines with our girls! They love to see other girls doing the same stuff as they do.”

“...each publication is always full of ideas that I can use with my Unit, and it keeps me up to date with current trends and world issues.”



“I have done so many things with the girls, from challenges to camps, to service projects, because of something I read in *Canadian Guider*. It has challenged me to keep learning, keep growing, and keep working with the girls, who are so amazing. I consider *Canadian Guider* magazine to be an invaluable resource for me and my Units.”

“A great source of hands on information.”

“Colourful, fun, great ideas.”





Canadian Guider

Advertising Rate Card

PRICE

Single copy price	\$4.25
Annual subscription price	
within Canada	\$12
USA	\$15
Overseas	\$20

CONTACTS

Advertising	Margaret Valois
Phone	416 487-5281 x 264
Email	cdn guider@girlguides.ca

CIRCULATION

National Controlled	23,000
Paid to 300	

COMMISSION & DISCOUNTS

1. Agency Commission: 15% of gross
2. Discount for not-for-profit :10%
3. Invoices are rendered on the publication date of each issue and are due within 30 days of date of invoice.
4. A service fee of 2% per month (24% per annum) is charged on overdue accounts

DISPLAY ADVERTISING RATES

FOUR COLOUR

Size	1X	2X	3X
Full page	\$ 900	\$ 850	\$ 800
2/3 page	800	750	700
1/2 page	700	650	600
1/3 page	600	550	500
1/4 page	500	450	400
1/8 page	400	350	300
Inside Back Cover	1,100	1,050	1,000
Back Cover	1,300	1,200	1,100

INSERTS, COUPONS, POLYBAGS

Rates and availability upon request

GENERAL DEADLINES

Issue	Ad Order Confirmation	Materials Due	Estimated Release Date
Winter	Sept. 1	Oct. 1	Nov. 15
Spring	Dec. 15	Jan.15	Apr. 15
Fall	May 1	June 1	Aug. 15



Girl Guides
of Canada
Guides
du Canada

For advertising information please contact:
Margaret Valois
Manager, Marketing & Communications
416 487-5281 ext. 264 | valoism@girlguides.ca

1-800-565-8111
girlguides.ca



Canadian Guider

Technical Requirements

MATERIAL SUBMISSIONS

Digital files must be submitted at their proper size with all printer's marks, including bleeds, in PDF/X-1a:2001 format.

Canadian Guider CANNOT accept Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.

Make sure all fonts are embedded.

File must be CMYK. All spots to process. Keep any black/grey type as one colour black (no four colour black text).

Simple ads can be made upon request.

Send art files smaller than 8 megabytes to: cdnguider@girlguides.ca. Please contact us if the file size is larger than 8 mega bites and arrangements will be made.

When sending art, please include the company name, designer's name, phone and email addresses.

CONTRACT REGULATIONS

1. The acceptance or execution of an order is subject to the approval of the Publisher.
2. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or instructions, which conflict with the policies of the Publisher.
3. The Advertiser assumes full and complete responsibility and liability for all advertising submitted, printed and published.
4. Advertising orders are accepted subject to the condition that the Publisher shall have no liability for failure to execute accepted orders because of acts of God, fires, strikes, government restrictions, accidents or other occurrences beyond the Publisher's control which prevent partial or complete producing, publishing or distributing of the magazine.

AD SIZES

Size	Trim (W x H) in	Bleed (W x H)
Full page	8.125 x 10.875 in.	8.375 x 11.125 in.
Back Cover	8.125 x 8.875 in.	8.375 x 9.125 in.
2/3 page horizontal	7.125 x 6.07 in.	N/A
1/2 page horizontal	7.125 x 4.57 in.	N/A
1/2 page vertical	3.479 x 9.318 in.	N/A
1/3 page horizontal	7.125 x 3.1 in.	N/A
1/3 page vertical	2.25 x 9.318 in.	N/A
1/4 page horizontal	4.7 x 3.39 in.	N/A
1/4 page vertical	3.479 x 4.579 in.	N/A
1/6 page vertical	2.25 x 3.479 in.	N/A



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