



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

Canadian Guider is mailed to every Member of Girl Guides of Canada, in every province and territory. Copies are also provided for 5,000 young women Members aged 15 to 17.

Single Copy Price \$4.25
Annual Subscription Price within Canada \$12
\$15 to USA, \$20 overseas

Contacts

Publications Manager: Shauna Klein
Editor: Sharon Pruner
Advertising: Veveen Gregory
Phone: (416) 487-5281
Fax: (416) 487-5570

Circulation

National
Controlled to 40,000
Paid to 300

Commission & Discounts

1. Agency Commission: 15% of gross.
2. Discount for not-for-profit organizations: 10%
Does not apply to classified ads.
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.

Advertising Rates

Four Colour

Size	1 Time	3 Times	4 Times
Full page	\$ 2,530	\$ 2,254	\$ 2,070
2/3 page	2,070	1,863	1,725
1/2 page	1,748	1,590	1,484
1/3 page	1,392	1,288	1,139
1/4 page	1,219	1,139	1,035
1/8 page	610	570	518

Black and White - 20% less four colour rates.

Black and One-Process Colour - Add \$125.00 to black and white rate for full page or less.

Inserts and Coupons

Rates and availability upon request.

Word Ad Rates

1x - \$4.10 per word (20 word minimum)

3x - \$3.60 per word (20 word minimum)

4x - \$3.05 per word (20 word minimum)

General Deadlines

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

Ad Sizes



Full Page
7" x 10"



2/3 pg hori.
7.125" x 6.4"



1/2 pg hori.
7.125" x 4.75"



1/2 pg vert.
3.5" x 9.75"



1/3 pg hori.
7.125" x 3.145"



1/3 pg vert.
2.265" x 9.75"



1/4 pg vert.
3.5" x 4.75"



1/4 pg hori.
7.125" x 2.35"



1/8 pg hori.
3.5" x 2.3"

Trim size	8 ¹ / ₈ "	10 ⁷ / ₈ "
Image area	7"	10"
Bleed size	8 ⁵ / ₁₆ "	11 ¹ / ₄ "

Digital File Specs

- Please submit all files in Macintosh format on either Zip, CD or floppy.
- Ads should be supplied as Photoshop JPEG or Quark Xpress page layout format.
- All electronic files must be accompanied by either a tear sheet, colour laser or b/w laser proof.
- All support files must be included on the disk - ALL FONTS, PICT, EPS, TIFF, JPEG, etc.
- Fonts must be postscript because true type are not reliable for film output.

Images and files that do not meet these guidelines will incur production costs.

Film Specs

Film

- Negative film, right reading emulsion down for plating should be supplied.
- Film density of 3.0 minimum is required.
- Process colour negatives should be dimensionally stable film consisting of one piece per colour.
- Minimum and maximum thickness should be .004 to .010.

Under Colour Removal

- The sum percentage of the dot area values in a given area should not exceed 300%.

Screen Rulings

- Do not exceed 133 lines per inch.

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 Catalogue.

Canadian Guider

Reader Demographics



Girl Guides
of Canada
Guides
du Canada

50 Merton Street
Toronto, ON, Canada M4S 1A3
www.girlguides.ca

The Typical Reader

Canadian Guider readers are female with the majority being between the ages of 25-55, married and work outside the home. Our readers are interested in a variety of issues and activities, including the environment, women's issues, outdoor activities and sports.

Age of Readers

under 25	3.4%
25 - 34	28%
35 - 55	48.6%
over 55	19.7%

Education (Highest Level Completed)

high school	30.3%
college/tech school	28.3%
university	38.9%

Marital Status

married	80.6%
single	18.3%

Language

English	98%
French	1%
Other	1%

Household Income

under \$40,000	23.4%
\$40,000 - 75,000	38.0%
\$75,000 - 100,000	9.4%

Community Size

under 5,000	26%
5,000 - 20,000	18%
21,000 - 500,000	32%
over 500,000	24%

Number of years in Guiding as an adult

1 year	1.4 %
2 years	6.0 %
3 years	8.9 %
4 years	5.7 %
Over 5 years	71.4 %

Circulation

National
Controlled to 40,000
Paid to 300

** Based on a 2001 Readership Survey conducted by Rotenberg Research*

Internet Users

67.1 % have Internet access at home
28.6 % have Internet access at work

Purchased products advertised in *Canadian Guider*

44.9 % of our readers have purchased a product advertised in the last year.

Interests

Reading	70.9 %
Camping	66.3 %
Cooking	65.7 %
Environmental Issues	65.4 %
Travel	62.7 %
Crafts	59.7 %
Hiking	55.7 %
Photography	43.1 %
Bird Watching	30.0 %

Refers Backs

Once or twice	23.7 %
3 to 7 times	37.1 %
8 to 12 times	10.0 %
More than 12 times	10.3 %

Pass Alongs

2 other people	25.1 %
Three other people	12.0 %
Four other people	3.4 %
Five or more	4.3 %



2011 Editorial Calendar

Please note that dates are subject to change.

Issue	Theme	Ad Closing	Materials Due	In Mail
Winter 2011	Meeting the Challenge	September 1, 2010	September 30, 2010	December 7, 2010
Spring 2011	Guiding Conventions	December 15, 2010	February 15, 2011	April 2, 2011
Fall 2011	Girls Have the Power	May 1, 2011	June 1, 2011	August 15, 2011

For more information, call Veveen Gregory at 416-487-5281 ext. 299 or e-mail gregoryv@girlguides.ca.