

Muskoka

MAGAZINE

Muskoka Magazine is the magazine for Muskoka cottagers, residents and frequent visitors – people who enjoy the district's unique lifestyle and care about its future. Reaching subscribers at their home residence, **Muskoka Magazine** provides coverage of fascinating people, things to see and do, special places, and current issues facing those with an interest in Muskoka. Contemporary in design, every issue is a must-read which combines outstanding feature journalism and superb photography to offer readers an in-depth look at Muskoka.

2010 NET ADVERTISING RATES

	1X	2X-3X	4X-6X	7X-9X	10X
Full Page	\$ 2,067	\$ 1,798	\$ 1,563	\$ 1,359	\$ 1,182
2/3 Page	1,627	1,415	1,230	1,070	930
1/2 Page	1,292	1,124	977	850	739
1/3 Page	914	795	691	601	522
1/4 Page	711	618	538	468	407
1/5 Page	583	507	441	383	333
1/6 Page	517	449	391	340	296
1/8 Page	413	360	313	272	236
1/12 Page	296	257	224	194	169
1/16 Page	236	205	178	155	135
Directory					
1/6 Page	517	449	391	340	296
1/8 Page	413	360	313	272	236
1/12 Page	296	257	224	194	169
1/16 Page	236	205	178	155	135
Covers					
Outside Back-Full	3,568	3,103	2,698	2,346	2,040
Inside Front/Back	3,209	2,791	2,427	2,110	1,835

N.B. Cover ads include full colour

Process Colour	150	1x
Specified Spot Colour	270	1x (subject to availability)

Premium rates for location and colour pricing for proportional sizes available on request.

GENERAL INFORMATION: Press-ready ads must be submitted as computer-generated electronic files (Macintosh-compatible, using Quark Xpress or Adobe Acrobat PDFs).

AVERAGE DISTRIBUTION: 13,410 copies
(6-month period ending August 2009)

Featuring a full-colour 80 lb. coated stock cover, **Muskoka Magazine** is printed on 40 lb. coated stock with full colour throughout.

FORMAT AND SPECIFICATIONS:

Trim Size: 10.25 inches X 13 inches

Type Page: 9.25 inches X 12 inches

Advertising Dimensions:

Full Page	9.25 inches X 12 inches
2/3 Page H	9.25 inches X 7.75 inches
2/3 Page V	6 inches X 12 inches
1/2 Page H	9.25 inches X 5.875 inches
1/2 Page V	4.5 inches X 12 inches
1/3 Page S	6 inches X 5.875 inches
1/3 Page V	2.875 inches X 12 inches
1/4 Page S	4.5 inches X 5.875 inches
1/4 Page V	2.125 inches X 12 inches
1/5 Page S	4.5 inches X 4.75 inches
1/6 Page H	6 inches X 2.8 inches
1/6 Page V	2.875 inches X 5.875 inches
1/12 Page S	2.875 inches X 2.8 inches
1/8 Page H	4.5 inches X 2.8 inches
1/8 Page V	2.125 inches X 5.875 inches
1/16 Page S	2.125 inches X 2.8 inches

ISSUE DATES: February, April, May, June, July, August, September, October, November, December.

DISCOUNTS:

Pre-press Discount: 10 per cent

A pre-press discount off the black and white advertising rates is provided for advertisements which are computer-generated electronic files. Computer-generated electronic files must be compatible with equipment and software used by Muskoka Magazine (Macintosh computers, using Quark Xpress or Adobe Acrobat).

Repeat Ad Discount:

Advertisers, who repeat the same ad (NO COPY CHANGES), are also entitled to receive the above-noted Pre-press Discount on the second and subsequent insertions.

Prepayment Discount: 5 per cent

Prepayment discounts require payment to be received on or before publication date. For advertisers receiving a frequency discount, payment must be made by post-dated cheques, VISA or Mastercard.



MAGAZINE

Published by: **COTTAGE COUNTRY COMMUNICATIONS – A DIVISION OF OSPREY MEDIA PUBLISHING INC.**

Mail: Box 180, Bracebridge, ON P1L 1T6 Courier: 195 Ecclestone Drive

Phone: (705) 646-1314 Fax: (705) 645-6424

E-mail: info@muskokamagazine.com

Website: www.muskokamagazine.com

