



MACLEAN'S



Mission Statement

Maclean's is committed to providing the sharpest opinion and analysis on Canadian public affairs, and to leading the conversation about the issues that matter most to Canadians.

Maclean's delivers this with a unique, provocative style aimed at challenging, engaging and entertaining its audiences in the areas of politics, economy and business, science and technology, society, arts and culture, education and work. Whether in print, online, mobile, tablet or at live events, Maclean's delivers new and intelligent ways for our audiences to think about and appreciate the world through a distinct Canadian lens.

†Audience (A18+): 3.94MM print & digital

†Vividata Spring 2019

2020 Publishing Calendar

ISSUE NUMBER	COVER DATE	SPACE CLOSE	MATERIAL CLOSE	IMPACT DATE
1	JANUARY	NOV 7	NOV 14	NOV 28
2	FEBRUARY	DEC 5	DEC 12	JAN 9
3	MARCH	JAN 16	JAN 23	FEB 6
4	APRIL	FEB 13	FEB 20	MAR 5
5	MAY	MAR 19	MAR 26	APRIL 9
6	JUNE	APRIL 16	APRIL 23	MAY 7
7	JULY	MAY 21	MAY 28	JUNE 13
8	AUGUST	JUNE 18	JUNE 25	JULY 9
9	SEPTEMBER	JULY 16	JULY 23	AUGUST 6
10	OCTOBER	AUG 20	AUG 27	SEPT 10
11	NOVEMBER	SEPT 17	SEPT 24	OCT 8
12	DECEMBER	OCT 15	OCT 22	NOV 5
	JANUARY 2021	NOV 5	NOV 12	NOV 26

2020 Rates (Net)

Ad Size	1x	3x	6x	9x	12x
FP	\$19,958	\$18,959	\$18,012	\$17,112	\$16,256
DPS	\$35,924	\$34,128	\$32,422	\$30,815	\$29,260

	IFC DPS	IBC	OBC
Covers	\$43,109	\$23,949	\$23,949

Please contact your account manager for all other sizes.

EDITORIAL HIGHLIGHTS

An iconic Canadian brand, *Maclean's* brings readers the latest news, opinion and analysis, plus engaging writing on arts, culture, society, technology, education and the way we live now.

Maclean's Politics remains your home for thought-provoking analysis from Ottawa, the provinces and abroad.

Maclean's Education Series: Whether in specific sections of our monthly issue, or as stand alone publications, *Maclean's* Education Series are highly anticipated by students and faculty across Canada. Our education coverage is uniquely able to serve today's high school, university and college students—before, during and after graduation.

Special Business & Finance coverage: Canada's Best Managed Companies, Canada's Best Employers and the Growth 500 are examples of special business and financial supplements *Maclean's* is able to offer throughout the year. Engaging the knowledge and expertise of *Canadian Business* and *Moneysense*, we are able to be at the forefront of the economic news that matters most.

IN EVERY ISSUE

National: stories that matter from across Canada

International: world events and the world stage from a Canadian lens

Economy: the latest news and financial information to help Canadians

Society: news, trends and viewpoints that readers count on from *Maclean's*

Opinion: *Maclean's* columnists deliver their thought-provoking insight on a wide range of issues—never failing to engage Canadian readers and drive the national conversation

Advertising Specifications

Appendix

CHATELAINE ^{Today's} Parent

Ad Size	Trim		Live		Bleed	
	Width	Height	Width	Height	Width	Height
Double Page Spread	15.75" x 10.75"		15.25" x 10.25"		16" x 11"	
Full Page	7.875" x 10.75"		7.375" x 10.25"		8.125" x 11"	
1/2 Page Horizontal	7.875" x 5.375"		7.375" x 4.875"		8.125" x 5.625"	
1/3 Page Vertical	2.75" x 10.75"		2.25" x 10.25"		3" x 11"	

MACLEAN'S

Ad Size	Trim		Live		Bleed	
	Width	Height	Width	Height	Width	Height
Full Page	7.875" x 10.5"		7.375" x 10"		8.125" x 10.75"	
DPS	15.75" x 10.5"		15.25" x 10"		16" x 10.75"	
1/2 Double Page Spread	15.75" x 5.25"		15.25" x 4.75"		16" x 5.5"	
1/2 Page Horizontal	7.875" x 5.25"		7.375" x 4.75"		8.125" x 5.5"	
1/2 Page Vertical	3.875" x 10.5"		3.375" x 10"		4.125" x 10.75"	
1/3 Page Vertical	2.75" x 10.5"		2.25" x 10"		3" x 10.75"	
1/3 Page Square	5" x 5.5"		4.5" x 5"		5.25" x 5.75"	
Banner Ad	7.875" x 2"		7.375" x 1.5"		8.125" x 2.25"	

HELLO! CANADA

Ad Size	Trim		Live		Bleed	
	Width	Height	Width	Height	Width	Height
Double Page Spread	18" x 11.625"		17.5" x 11.125"		18.25" x 11.875"	
Full Page	9" x 11.625"		8.5" x 11.125"		9.25" x 11.875"	
1/2 Double Page Spread	18" x 5.75"		17.5" x 5.25"		18.25" x 6"	
1/2 Page Horizontal	9" x 5.75"		8.75" x 5.5"		9.25" x 6"	
1/2 Page Vertical	4.5" x 11.625"		4" x 11.125"		4.75" x 11.875"	
1/3 Page Vertical	3" x 11.625"		2.5" x 11.125"		3.25" x 11.875"	

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" gutter allowance for spreads. Publisher is NOT responsible for the lineup 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.



Advertising Information

InDesign CS3 or higher templates for ALL ad sizes are available at addirect.sendmyad.com (select Ad Sizes from the left-hand navigation menu).

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 (see contact us page) 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. We are 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/. Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/gray 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.



Production Process

Chatelaine / Today's Parent

Printing

High-speed, web offset lithography

Binding

Perfect bound

Magazine Trim Size

7.875" Width x 10.75" Depth

HELLO! Canada

Printing

High-speed, web offset lithography

Binding

Saddle-stitched

Magazine Trim Size

9" Width x 11-5/8" Depth

Maclean's

Printing

High-speed, web offset lithography

Binding

Saddle-stitched

Magazine Trim Size

7.875" Width x 10.5" Depth