



WOMEN'S outdoor WORLD



media
kit
2011

Entrusting mind, body and spirit to the elements



Mission

To provide an excellent product filled with factual information and inspirational content and photos. Women's Outdoor World Magazine strives to:

- Treat all people equally and with respect
- Create a friendly and fun atmosphere in which business will still be conducted in a professional manner
- Become a leader in its community as well as a role model
- To inform readers with an entertaining mix of how-to articles, feature stories and travel information
- To encourage women to improve their outdoor skills and broaden their knowledge of the Canadian outdoors

Vision

Our goal is to educate and excite women about adventure and outdoor activity, creating synergy between physical activities and a healthy mind and spirit. Women's Outdoor World Magazine is very unique as it seeks to educate its readers in all aspects of outdoor activities. From hiking and biking to yoga and meditation. We want to teach all women that they can do anything they choose and guide them into trying. We will publish stories of first attempts as well as award winning experiences.

Publishers' Profile

The company's owners, Livia Mior and Yvonne Dean have over 50 years of combined experience in all aspects of media.

Yvonne has been trained in graphic design and holds credentials in both editing and publishing. Her career has consisted of graphic arts, layout and design, editing and publishing a horticultural magazine in Winnipeg, Manitoba and a business magazine in Sarnia, Ontario.

Livia began her career in design in the 90's designing menus for restaurants and graduated to newspaper sales in 2001. Livia has been the recipient of many sales awards, including 6 President Club Awards, Employee of the Year as well as the prestigious Ma Murray Award for design.

www.womensoutdoorworldonline.com



Women's Outdoor World Magazine is unique in the multitude of publications directed at women since it is the only one solely dedicated to women in the pursuit of outdoor adventure.

According to the Outdoor Industry Foundation, 79% of women are proactive about managing their health and of this 50% use outdoor activities as their main form of exercise.

The target market of Women's Outdoor World Magazine is women aged 30+ in Canada and the US.

For advertising information:

778 847 1171 or 604 790 6010

info@womensoutdoorworldonline.com

www.womensoutdoorworldonline.com

Advertising Rates

| ad space | Dimensions | | | |
|---------------------------------|------------|----------|----------|----------|
| | 1x | 2x | 3x | 4+ x |
| EIGHTH PAGE | | | | |
| Vertical | \$180.00 | \$171.00 | \$162.00 | \$153.00 |
| Horizontal | \$180.00 | \$171.00 | \$162.00 | \$153.00 |
| QUARTER PAGE | | | | |
| Vertical | \$360.00 | \$306.00 | \$288.00 | \$270.00 |
| Horizontal | \$360.00 | \$306.00 | \$288.00 | \$270.00 |
| HALF PAGE | | | | |
| Vertical | \$720.00 | \$540.00 | \$504.00 | \$468.00 |
| Horizontal | \$720.00 | \$540.00 | \$504.00 | \$468.00 |
| FULL PAGE | \$1440.00 | \$936.00 | \$864.00 | \$720.00 |
| INSIDE BACK | +25% | | | |
| INSIDE FRONT | +25% | | | |
| BACK PAGE | +25% | | | |
| GUARANTEED POSITIONING add 10% | | | | |
| 15% commission paid to agencies | | | | |

Closing Dates

DEADLINES:

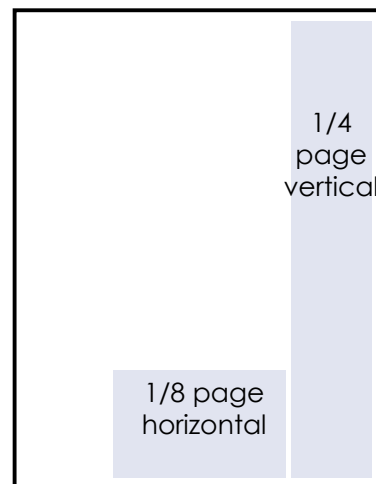
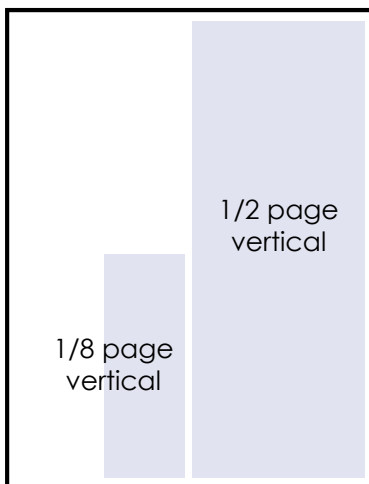
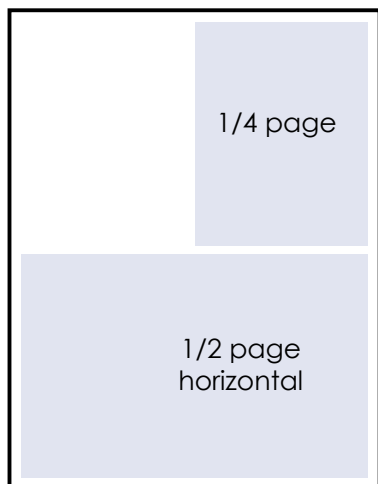
| Issue | Ad Closing | Material Deadline | Issue Date |
|--------|-------------|-------------------|------------|
| Winter | December 10 | December 15 | January 1 |
| Spring | March 4 | March 9 | April 1 |
| Summer | June 3 | June 9 | July 1 |
| Fall | September 2 | September 7 | October 1 |

Please note: Dates are subject to change

Display Ad Sizes

| | Non-Bleed | | Trim Sizes | | Bleed Sizes | |
|--|-----------|--------|------------|---------|-------------|--------|
| | Width | Depth | Width | Depth | Width | Depth |
| Full Page (4 columns wide) | 7.12" | 9.5" | 8.25" | 10.875" | 8.54" | 10.86" |
| Half Page Vertical (2 columns wide) | 3.475" | 9.5" | - | - | - | - |
| Half Page Horizontal (4 columns wide) | 7.12" | 4.725" | - | - | - | - |
| Quarter Page Vertical (2 columns wide) | 3.475" | 4.725" | - | - | - | - |
| Quarter Page Vertical (1 column wide) | 1.65" | 9.5" | - | - | - | - |
| Eighth Page Vertical (1 column wide) | 1.65" | 4.725" | - | - | - | - |
| Eighth Page Horizontal (2 columns wide) | 3.475" | 2.25" | - | - | - | - |

**For bleed ads, keep critical live area 0.375 in from trim size, all around





Contact Information

Publishers:

Livia Mior
604 790 6010

Yvonne Dean
778 847 1171

Address:

Women's Outdoor World
Magazine Inc.
21469 126th Ave.
Maple Ridge BC
V4R 2H4

Advertising

Contact Livia or Yvonne or
info@womensoutdoorworldonline.com

Production & Editorial:

Yvonne Dean
778 847 1171
production@womensoutdoorworldonline.com

Marketing & Web

Livia Mior
604 790 6010
livia@womensoutdoorworldonline.com

General Information

info@womensoutdoorworldonline.com

Additional Info

COPY APPROVAL All advertisements must be acceptable in content and design at the publishers' discretion. The publishers reserve the right to refuse any or all copy deemed to be unsuitable by the publishers.

EDITORIAL POLICY Editorial is completely independent from advertising, and no special editorial consideration or commitment of any kind can form any part of the sale agreement.

CANCELLATIONS Advertising cannot be cancelled after deadline.

PRODUCTION CHARGES Expenses incurred as a result of the client's failure to conform to mechanical specifications will be charged to the client. Unclaimed advertising materials will be discarded after one year of publication.

LATE COPY Late material will be subject to a penalty unless the publishers receive due notice and agrees to an extension.

GENERAL POLICIES

A) Advertisers and their agents assume complete liability for all content (including text, representation and illustration) of advertisements and responsibility for any claims arising therefrom.

B) The publishers shall not be subject to any liability whatsoever for failure to publish or circulate any advertisement, in whole or in part or for errors in any advertisement however caused beyond the amount the advertiser paid for such advertisement.

C) When in conflict, the conditions, terms, and rates contained within this rate card take precedence over the conditions printed on contracts, insertion orders, or previous rate cards, unless specifically allowed for by the publishers. The publishers reserve the right to change the rates in this card by giving 30 days notice in writing of such changes to contract holders. If contracted linage volume is not completed within 12 months, the advertiser will be short rated at the prevailing rate card rates. Special position contracts are non-cancellable and require 90 days notice if contract is not going to be renewed.

D) Publishers are not responsible for print quality of the colour reproduction if the advertiser has not sent a contract quality proof with the ad.

E) All invoices are payable on receipt of invoice. Interest at the rate of 1.5% per month will be added to overdue accounts. Accounts payable in Canadian funds.



Supplying Artwork

Preferred file format: Finished ads are to be supplied in **PDF format** with all fonts embedded, **CMYK** colour and minimum **300 dpi**. All digital material must be supplied at minimum **300 dpi**. Note: website images are generally at 72 dpi and not suitable for print.

Photographs are accepted in **.jpg**, **.tiff** or **.eps** format.

Logos are to be in vector file format - **.ai** or **.eps** with all fonts converted to outlines

Technical Stuff

This publication is printed in 4-colour process, perfect-bound with a 150 line screen. All digital photography should be supplied at 300 dpi at approximate size dimensions in either CMYK or RGB colour space. RGB files will be converted to CMYK process using the U.S. Web Coated (SWOP) v2 profile where dot gain=20% and maximum ink density is 300%.

Colour Accuracy

Colour accuracy is not guaranteed. Please send a high quality colour accurate proof to the address indicated to the left if colour accuracy is critical.

FTP Uploads

Clients are encouraged to submit their PDF files via our FTP site using FTP software. Large files should be compressed.

FTP Address: **ftp.womensoutdoorworldonline.com**

User Name: **public@womensoutdoorworldonline.com**

Password: **public**

Port: **21**

Place your files in the **public_ftp**, **incoming** folder.

Any material, such as cd's, should be shipped to the address to the left.

Editorial

The content of Women's Outdoor World is entirely Canadian. Most articles run from 1,000 to 2000 words, while shorter pieces may run from 100 to 600 words. Stories must be original and unpublished.

All articles submitted should be in Word format – up to and including Office 2007.

All lengths of articles will be considered, however, we will only use those that fit the theme of the issue currently in production. Articles not suitable for immediate use will be held for future publications by mutual agreement.

All articles may be edited for length and/or content verification.

Please submit any and all photos in a jpeg format, not less than 300 dpi. Any photos not used for the issue in production will be held for future publications by mutual agreement between Women's Outdoor World and the photographer.

Please include a brief biography about yourself: where you live, what attracted you to the outdoors, current job, etc., anything that might be relevant and of interest to the reader.

Payment consists of a one-year subscription to Women's Outdoor World. All by-lines & photo credits will be given to the author and/or photographer.

Please submit to **editorial@womensoutdoorworldonline.com**

Files may be zipped to expedite file transfer.

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