

# Media Kit

## 2009-2010



## International Prestige

*Diplomat & International Canada* is the Capital's premier publication targeting the executive business and government audiences, as well as individuals who understand how international issues affect Canada.

*Diplomat* provides quarterly analysis of international politics and business, written by experts for the discerning reader.

*News, opinions & lifestyle information for over 20 years*

## Our Editorial Calendar Provides Targeting Opportunities

*Diplomat* features editorial content on the following topic areas:

\*International Trade . Tourism . Defence. Energy. Health. Science & Technology . Development . International Conflicts & Governance

\*Regular articles and column topics include: Diplomatic Events, Travel & Dining, Wine & Art, Books & Culture, Lifestyle & Real Estate

## Executive Power

\**Diplomat's* readers are high-profile, private- & public-sector executives, business owners and influential decision-makers with high disposable incomes.

\**Diplomat* readers eat in restaurants, hire caterers & travel frequently.

\**Diplomat* readers require fine clothing and accessories to wear for business & social functions.

## A Dynamic & Influential Audience

- . Readership 288,000\* + annually
- . Influential and affluent people in the National's Capital
- . Targeted and controlled circulation of 10,000 with 4 editions per year
- . Circulation to 3,400 diplomats from 126 embassies and high commissions, 1,600 family members of diplomats posted in Ottawa
- . Long shelf-life as a reference resource for its directory of current and newly posted diplomats
- . Subscribers to The Ottawa Citizen in affluent neighbourhoods
- . Members of Parliament and Senators and their staffs
- . Senior staff at Federal Departments: Foreign Affairs and International Trade, CIDA, Environment, Natural Resources, Agriculture and AgriFood Canada, Business Development Bank, IDRC, Parks Canada, Public Safety and Emergency Preparedness, Privy Council Office, National Defence, RCMP, Canadian Forces College and the Parliamentary Library.
- . Diplomat also has paid circulation and is available at selected newsstands and Chapters/Indigo bookstores nationwide.

*\* Pass-on Readership (7.2 readers per copy)*

## Premium Advertising Opportunities

*Diplomat* readers need up-to-date information on:

- \*Rental accommodations & buying or leasing a car
- \*Where to send their children to school, how to spend their leisure time
- \*Home furnishings, the right insurance coverage, family doctors & dentists
- \*Products needed to do their jobs, printing, information technology, language training, office supplies, relocation & moving services.
- \*Catering & event venues

## Publishing Schedule

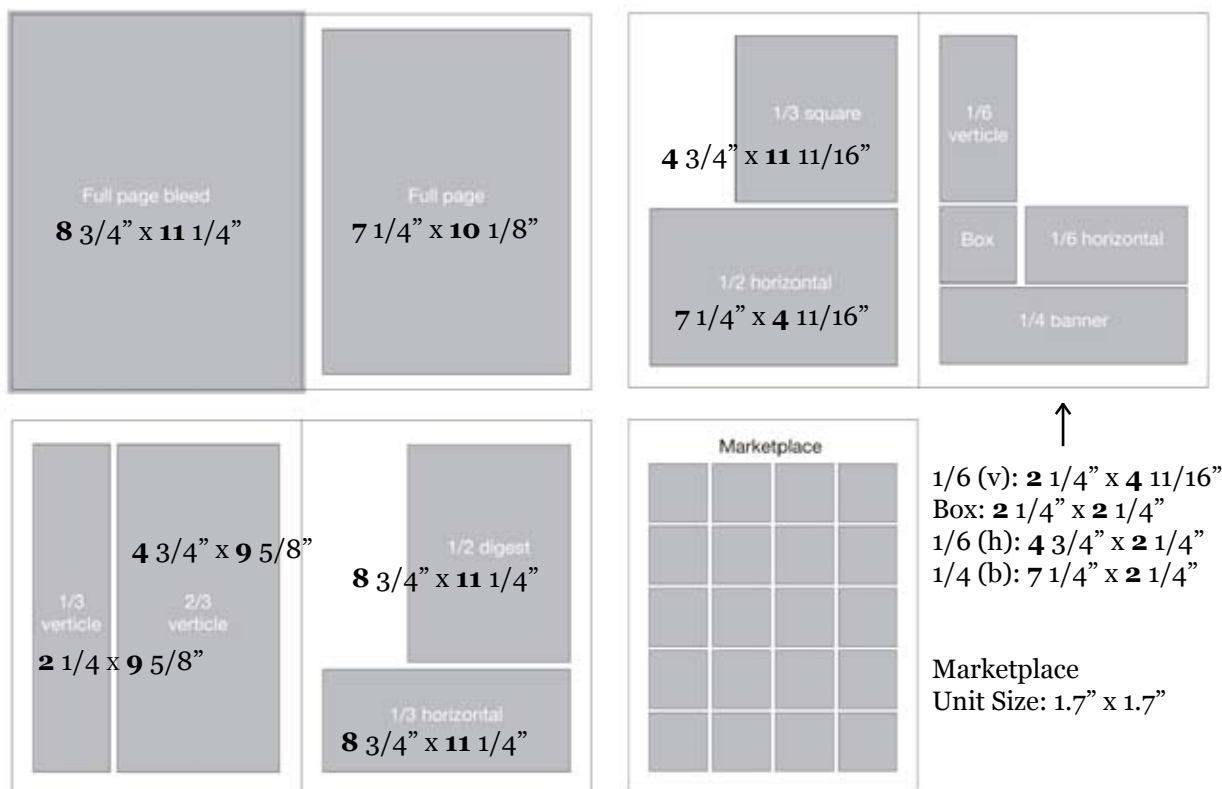
Issue	Deadline	Distribution
January-March	December. 12	January 7
April-June	February 19	April 5
July-September	May 14	July 5
October-December	August 14	October 4
January-March, 2010	November 12, 2009	January 10, 2010

## Display Ad Sizes

Double Page Spread with 1/8" bleed: **17 1/4" x 11 1/4"**

Outside Back Cover with 1/8" bleed: **8 3/4" x 11 1/4"**

Inside Front Cover with 1/8" bleed: **8 3/4" x 11 1/4"**



## Mechanical Information

Printing Method: Computer-to-sheet-fed offset press

Bindery method: saddle-stitched

### Copy and Contacts

- a. First-time advertisers must pay first insertion in full at time of booking
- b. No cancellations accepted after space closing date.
- c. Rates quoted are for space only and assume Advertiser supplies final files meeting Publisher's specifications.
- d. All contracts, material, and insertion orders are to be sent to Diplomat Magazine, at P.O. Box 1173, Station B, Ottawa. K1P 5R2. Contact the Publisher for courier delivery address
- e. Frequency discounts are based on a set contract period commencing with the Advertiser's first insertion. Advertisers who fail to use the space contracted for will be short-rated.
- f. The acceptance or execution of an order is subject to the Publisher's approval.
- g. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction that conflict with the Publisher's policies.
- h. All advertising is published upon the understanding that the Advertiser and the Advertising Agency assume full liability for all electronic advertising material submitted, printed, or published.
- i. The Publisher reserves the right to hold the Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
- j. The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or type set by the Publisher, nor will the Publisher accept any responsibility for any error caused as a result of bookings or advertising material received not according to specifications or after material closing date
- k. All advertising insertion orders are subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or any other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing Diplomat & International Canada.

## Material Requirements

Please confirm all electronic submissions by contacting

Donna Jacobs or Neil Reynolds at (613) 259-3038 or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

### Digital File Specifications

**Media:** Mac formatted: CD-Rom.

**E-mail:** Files less than 5MB [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

Files larger than 5MB contact Publisher for FTP site instructions

**Compression:** Stuffit ".sit" or ".sea" only

**Media Labeling Requirements:** Issue Date, Advertiser, Agency Name, Vendor Contact, Ad Number/Name, File Name/Number, Return Address, List of Contents

**Ad File Formats:** MACS Standard: TIFF-IT P1, PDF-X1.

**Layout Application Files:** Mac Quark XPress 6, Adobe Illustrator 9, PDF (press optimized), TIFF, EPS.

Support files and elements: All elements must be CMYK (not RGB or PMS).

Files must include all supporting elements: Supply "Collect for Output" or similar reports

Include all typefaces used, Adobe PostScript Type 1 only

**Images and resolution:** All images are at least 300 dpi at 100% final size  
TIFF or JPEG images

**Position Proofs:** All submissions, e-mail or CD, must be accompanied by a 100% size hard copy position reference proof. Position proofs are to verify the content and position of items ONLY. In some cases a PDF will be acceptable as a position proof.

**Colour (contract) proofs:** In order to accurately reproduce colours from a provided file a contract proof (Ink jet/dye sublimation calibrated to SWOP standards must be supplied with your file. If a contract proof is not supplied we cannot guarantee the accuracy of colour reproduction.

**Desktop Instructions:** Build pages to trim size and extend bleed beyond page edge. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, and logos/artwork. Do not nest EPS files in other EPS files.

Pantone colours must be in CMYK mode.

**IMPORTANT NOTE:** PUBLISHER MUST APPROVE ANY EXCEPTIONS TO THESE SPECS PRIOR TO SENDING

Material conversion costs will be billed as production charges.

Diplomat & International Canada is a member of the Canadian Magazine Publisher's Association.