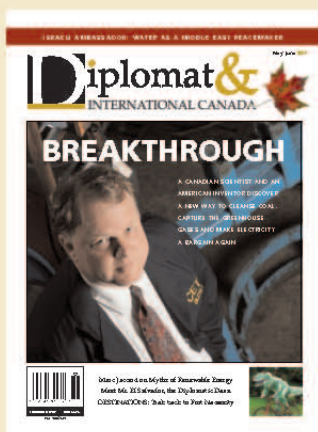


## The World in Canada

*Diplomat & International Canada* magazine is Canada's leading source for international affairs and Canadian foreign policy. *Diplomat* magazine is for people who want to stay informed about global issues and who care about Canada's role in the world. It is also a showcase for the diplomatic community in Canada. Canada's international community and internationally minded Canadians have been relying on *Diplomat & International Canada* since 1989.

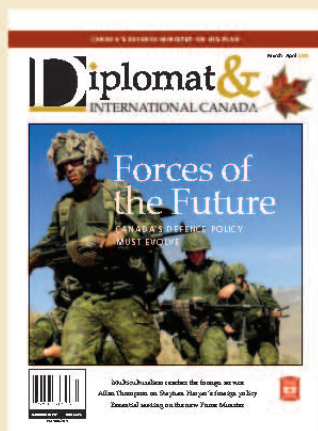


### A Strong Editorial Mandate

Our purpose is to inform discriminating readers about world affairs and engage them in an exchange of ideas. We maintain the highest standards of journalism in every issue. Our writers look beyond the headlines and explore the ideas and concepts that will reshape the world, from a Canadian perspective.

## A Dynamic, Affluent, Influential Readership

*Diplomat & International Canada* has a circulation of 8,000 and a readership of more than 23,000 influential and affluent people in Ottawa and across Canada.



Through targeted, controlled circulation in Ottawa, *Diplomat* reaches:

- 3,400 diplomats from 126 embassies and high commissions in Ottawa
- 1,600 family members of diplomats posted in Ottawa
- Subscribers to the *Ottawa Citizen* in affluent Ottawa neighbourhoods
- Members of Parliament and Senators and their staff
- Senior staff at Foreign Affairs and International Trade Canada

*Diplomat* is also mailed to paid subscribers and is sold on newsstands and at Chapters/Indigo stores from coast to coast.

*Reach the World in Canada*



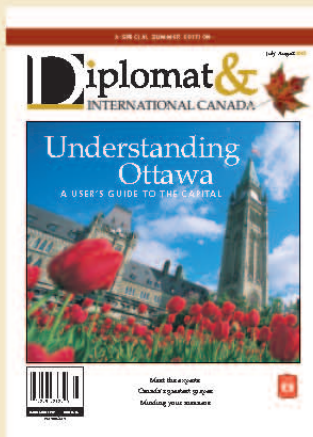
## Authoritative, Entertaining and Essential Editorial

*Diplomat & International Canada* is a premium general interest Canadian magazine devoted to covering international affairs from a Canadian perspective and furthering discussion on matters of importance to our readers.



## Influential, Affluent, and Sophisticated Readership

*Diplomat* provides advertisers with access to an affluent, opinion-leading readership in the highest-quality editorial environment.



## Indispensable for more than 17 years

Our readers have been relying on *Diplomat* for news, opinions and information since 1989.

*Reach the World in Canada*



Contact: Donna Jacobs or Neil Reynolds (613) 259-3038

advertise@diplomatonline.com

## **“There are 8,000 diplomats in Canada, 3,400 of them living in Ottawa.”**

- His Excellency Carlos Carrasco, Ambassador of Bolivia and President of the Ottawa Diplomatic Association.

## **Understanding Our Readership**

### **Diplomats and their families**

At any time, about 20 per cent of our diplomatic readership has recently arrived in Ottawa-Gatineau. These readers need up-to-date information on rental accommodations and buying or leasing a car. They need to decide on where to send their children to school and how to spend their leisure time. Use *Diplomat* to tell 5,000 diplomats and their family members living in Ottawa-Gatineau how your business can provide the products and services they are looking for from - home furnishings to finding the right insurance coverage to choosing a family dentist.



### **Embassies and High Commissions**

The 126 diplomatic missions in Ottawa spend millions of dollars annually in the Ottawa-Gatineau area to acquire the products and service the diplomats need to do their jobs. Each of these diplomatic missions has an office in Ottawa and each relies on Ottawa area businesses to provide the necessary products and services including: information technology, office supplies and furnishing, hotel accommodations, catering, event venues, printing, insurance coverage, relocation and moving services and language training, to name just a few.

### **Internationally minded Canadians**

Our readers are educated, professionals who have high disposable incomes, a taste for luxury and the willingness to pay for conveniences. *Diplomat* readers eat in restaurants and hire caterers. Our readers travel frequently, and they require high-end clothing and accessories to wear for business and social functions. Our readers look for quality in home furnishings and home renovations.

*Diplomat's* Canadian readers are among the most powerful and influential decision makers in Canada. Our readers are private and public sector executives, business owners, professionals and politicians. And, they are instrumental in the important decisions that governments make, in Canada and abroad.

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**“We really enjoy this publication and we get response from the advertising. Great awareness!”** -Renée Bates, Director of Sales, Aristocrat Suite Hotel.

## Why Advertise in *Diplomat & International Canada*?

Advertisers in *Diplomat* have access to an affluent, opinion-leading readership in a high quality editorial environment. *Diplomat's* readers are sophisticated people who surround themselves with the finer things in life. With an average household income of more than \$90,000, *Diplomat's* readers represent a market of uncompromising taste and spending power for business, home and leisure. *Diplomat* is an excellent place to raise awareness of quality products, services, and events among our influential, dedicated readers.



*Diplomat's* high quality editorial and high production value means that each issue is kept by our readers as a reference. Readers refer back to each issue of the magazine over and over again so your display ad will be seen repeatedly.

*Diplomat* reaches opinion leaders who are interested in issues that affect Canada and the world. *Diplomat* offers the opportunity to communicate with important and hard to reach readers. Deliver your message in *Diplomat's* environment of quality and integrity and capture the attention of influential decision makers and opinion leaders.

## Put magazine advertising to work for you

- Magazines are read thoroughly and repeatedly
- Readers are highly receptive to editorial and advertisements.
- Magazines deliver a personal relationship with their readers, enhancing attention, connectivity and receptivity.
- Advertisements are integral to magazines and are read with interest.
- Reader's respond/take action to magazine advertising.
- Magazines target with precision, without waste.
- Magazines deliver strong return on investment.

*Source: HOW MAGAZINE ADVERTISING WORKS, Fourth Edition*  
By Guy Consterdine, November 2002

*Reach the World in Canada*



## Our Editorial Content

*Diplomat* has five key sections:

### Diplomatica

Shorter editorial offerings which include:

- A guest column by a diplomat about his or her diplomatic agenda
- Questions asked of a prominent person involved in international affairs
- Good deeds diplomats do to benefit their Canadian community
- Experts offer advice on important international issues.
- Photos and biographies of all recently arrived ambassadors and high commissioners.
- Upcoming events

### Dispatches

Longer features and editorial packages about global issues and Canada's role in the world. Articles cover a range of topics related to international affairs from diplomacy, defence, development and international trade.

Other regular features in the Dispatches section include a "Face Off" with guest columns by a cabinet minister and the portfolio critic from the official opposition on topic related to international affairs. Our trade column provides insights into international trade between Canada and selected country based on an in-depth interview with the ambassador or head of mission from that country.

### Delights

This is *Diplomat's* lifestyle section. Each issue has columns about food, wine, art and travel. The Envoy's Photo Album depicting recent events hosted and attended by diplomats is especially popular.

### Diplomatic Contacts

Each issue of *Diplomat* contains the contact information for all embassies and high commissions along with other important contact information.

### Debate

*Diplomat* gives the last word to columnist Allan Thompson. Mr. Thompson is an award-winning journalist with extensive experience reporting on foreign affairs, defence and immigration issues.

Contact: Donna Jacobs or Neil Reynolds (613) 259-3038

[advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

### More than a Magazine

Advertising options offer more ways to reach our readers

- Display advertising and inserts in the bi-monthly magazine.
- Advertising features in the magazine.
- *Diplomat & International Canada* online at [www.diplomatonline.com](http://www.diplomatonline.com) includes an extensive library of international affairs resources and a popular online photo album.
- 'Welcome packages' sent to recently arrived diplomats
- Event sponsorships
- Contests
- Community Partnerships

*Diplomat* is involved in the community and has established a number of partnerships.

*Diplomat* is proud to be associated with:

- The Canadian Club of Ottawa
- The Norman Paterson School of International Affairs at Carleton University
- *The Paterson Review*: a graduate journal on international affairs
- WaterCan
- Ottawa Diplomatic Association
- Historica
- Star-y Night: An evening of recognition for the efforts of locally engaged staff at diplomatic missions

### Our Editorial Calendar provides Targeting Opportunities

On an annual basis, in addition to the regular features *Diplomat* featured editorial content on the following topic areas:

- International trade
- Defence
- Health
- Development

Regular articles and column topics include:

- Travel
- Food
- Wine
- Art
- Books
- Culture
- Trade
- Canadian history

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