



Authoritative

Diplomat & International Canada magazine delivers authoritative news and information to Canada's international community and internationally minded Canadians.



Entertaining

The magazine provides practical and personal advice and information with regular columns about food, wine, art and cultural events.



Indispensable

Diplomat magazine is used and kept by readers as an indispensable reference tool.

Reach the World in Canada

A Dynamic, Affluent Readership

Diplomat & International Canada has a circulation of 10,800 and a readership of more than 25,000 influential and affluent people in Ottawa and across Canada.



Through targeted, controlled circulation *Diplomat* reaches:

- 127 embassies and high commissions in Ottawa
- Consulates in Montreal, Toronto and Vancouver
- Members of Parliament and Senators and their staff
- Senior staff at Foreign Affairs and International Trade

As well, in partnership with the Ottawa Citizen, *Diplomat* is delivered to affluent and exclusive Ottawa neighborhoods including Rockcliffe Park.

Diplomat magazine is sold on newsstands and at Chapters/Indigo stores across Canada and the paid subscriber base is growing.

Send Your Message to People Who Count

The magazine's editorial mandate makes it the perfect forum for new ideas and the ideal venue for issues advertising. *Diplomat* readers are interested in issues that affect Canada and the world. And, they are instrumental in the important decisions that governments make, in Canada and abroad. If you have a message that you want decision makers to hear, *Diplomat* is a medium unparalleled in Canada. *Diplomat* offers the opportunity to communicate with the most important and hard to reach readers within an authoritative setting.

Readers with a Taste for Luxury

Diplomat is a unique place to reinforce your national brand among affluent readers with sophisticated tastes for luxury goods and services. *Diplomat* readers appreciate the value of quality goods and services: Fine clothing, automobiles, luxury travel and packaged goods just to name a few.

Reach the World in Canada

National Advertising Rates and Dates

National Advertising Rate Card No. 5. Effective Jan. 1, 2005

Full Colour	1X	3X	6X	12X
Double page spread	\$5,713	\$5,142	\$4,571	\$3,999
Outside back cover	\$4,761	\$4,285	\$3,809	\$3,333
inside back/front cover	\$3,533	\$3,180	\$2,826	\$2,473
full page	\$3,144	\$2,830	\$2,515	\$2,201
2/3 (vert.)	\$2,692	\$2,423	\$2,154	\$1,885
1/2 (horiz.)	\$2,375	\$2,137	\$1,900	\$1,662
1/3 (vert., horiz, square)	\$1,365	\$1,229	\$1,092	\$956
1/4 (banner)	\$1,113	\$1,002	\$891	\$779
1/6 (vert.)	\$718	\$646	\$574	\$502

Black and White	1X	3X	6X	12X
full page	\$2,830	\$2,547	\$2,264	\$1,981
2/3 (vert.)	\$2,423	\$2,181	\$1,938	\$1,696
1/2 (horiz.)	\$2,137	\$1,924	\$1,710	\$1,496
1/3 (vert., horiz, square)	\$1,229	\$1,106	\$983	\$860
1/4 (banner)	\$1,002	\$902	\$802	\$701
1/6 (vert.)	\$646	\$581	\$517	\$452

Publishing Schedule

Issue	Space Closing	Material Closing	Distribution Closing
May-June	March 28	April 1	April 30
July-Aug	May 13	May 20	June 14
Sept-Oct	July 22	July 29	Sept 7
Nov-Dec	Sept 23	Sept 30	Oct 31
Jan-Feb	Nov 25	Dec 2	Jan 4

Guaranteed position premium: 10%
 Prices and availability of gatefolds, inserts, etc. on request.
 Agency commission 15%
 Goods and Services Tax will be added to rates at time of billing.

Mechanical Information

Standard Unit Sizes

Printing Method: Computer-to-sheet-fed offset press	
Bindery method: saddle-stitched	
Double page spread	8" x 22 1/2"
Outside back cover	8" x 11 1/4"
Inside back/front cover	8" x 11 1/4"
Full page with bleed	8" x 11 1/4"
Full page	7" x 10 1/8"
2/3 vertical	4" x 9 5/8"
1/2 horizontal	7" x 4 11/16"
1/3 Vertical	7" x 3 1/16"
1/3 horizontal	2" x 9 5/8"
1/3 square	4" x 4 11/16"
1/4 banner	7" x 2"
1/6 vertical	2" x 4 11/16"

Copy and Contacts

- First-time advertisers must pay first insertion in full at time of booking
- No cancellations accepted after space closing.
- Rates quoted are for space only and assume Advertiser supplies final files meeting Publisher's specifications.
- All contracts, material, and insertion orders are to be sent to Diplomat Magazine, to P.O. Box 1173, Station B, Ottawa. K1P 5R2. Contact the Publisher for courier deliveries
- 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.
- The acceptance or execution of an order is subject to the Publisher's approval
- 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.
- 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.
- 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.
- 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
- 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 Lezlee Cribb at 613-789-6890 or diplomatmagazine@sympatico.ca

Digital File Specifications

Media: Mac formatted: CD-Rom.

E-mail: Files less than 5MB (insert e-mail)
Files larger than 5MB (insert FTP)

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 5, 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 EPS
No 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.