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INQUIRIES AND SALES CONTACT  
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## OUR READERS

**240,000 READERS**  
(3 READERS PER COPY)

**48% BOYS**

**52% GIRLS**

**74% 11 YEARS & OLDER**

**26% 10 YEARS & UNDER**

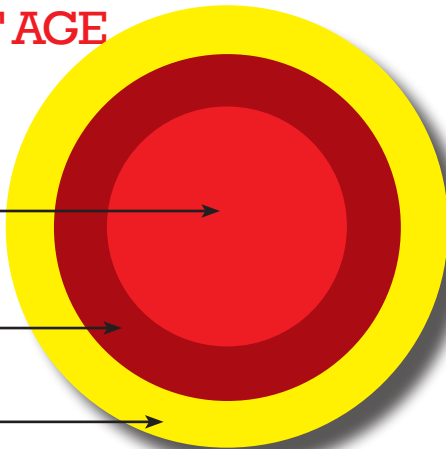
### TARGET AGE

**10-13**

**63%**

**14-16+**  
**26%**

**7-9**  
**11%**



## DISTRIBUTION

**80,000** TOTAL AVG PRINT RUN

### PROJECTED DISTRIBUTION BREAKDOWN PER MONTH

Total average monthly sale 35,149



### SAMPLE COPIES

Total sampled via schools, hospitals and partner events 36,000

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### PROVINCIAL BREAKDOWN

Ontario **62%**

Prairies **18%**

British Columbia **9%**

Atlantic Canada **7%**

Quebec **4%**



### THE MAGAZINE IS FOR SALE AT PARTICIPATING STORES:

Wal\* Mart, Zellers, Mac Convenience Stores (Eastern & Western), Atlantic Co-Op, B C Ferry Corporation, Calgary Co-Op, Fairway Markets, Freson Markets, Hds Retail North America, Indigo Books & Music Inc., Irving Oil Convenience Stores, London Drugs, Overwaita, Peoples Drug Mart, Pharmasave Drugs, Quality Foods, Reddi Mart Convenience Stores, Safeway, Shoppers Drug Mart, Thrifty Foods, Sobeys East, Sobeys West, Loblaws, Federated Co Op Ltd., Avondale and HMS Host & Hudson Retail Airports (Halifax, Vancouver and Calgary), Value Drug Mart and thousands of check-outs at ma/pa convenience stores.

## OTHER OPPORTUNITIES

### MARKET RESEARCH

What burning questions do you have for the youth market? Click to

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### SAMPLING IN SCHOOLS

Want to get your product into the hands of your target demo in schools across Canada? Click to

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IN MARCH 2010 WE HAD...

**53,582** UNIQUE VISITORS

**896,602** PAGE VIEWS

# SIZES AND RATES

	1X	2X-4X	5X-7X	8X-9X
FULL PAGE	\$5,500	\$5,400	\$5,100	\$4,900
DOUBLE PAGE SPREAD	\$10,725	\$10,530	\$9,945	\$9,555
DOUBLE TRUCK BANNER	\$3,667	\$3,600	\$3,400	\$3,267
1/2 PAGE	\$3,300	\$3,240	\$3,060	\$2,940
SKYSCRAPER	\$2,750	\$2,700	\$2,550	\$2,450

## DESIGN RATES

\$1,250
\$2,250
\$950
\$850
\$800

# COVER POSITIONS

OUTSIDE BACK COVER	\$6,875	\$6,750	\$6,375	\$6,125
INSIDE BACK OR INSIDE FRONT COVER	\$6,325	\$6,210	\$5,865	\$5,635

DESIGNING PRINT AND WEB CREATIVE FOR TOP 100 COMPANIES SINCE 2000!

AD RATES GROSS

DESIGN RATES NET

# DIMENSIONS

Files can be supplied to FTP (contact us for login info) by disc or by email for anything under 6 MB. Please provide files as a high-res PDF, or Indesign CS document. Please include 0.125" bleed on all documents. Quark documents will not be accepted.

**FULL PAGE**  
5.25" x 8.125"

**DOUBLE PAGE SPREAD**  
10.5" x 8.125"

**DOUBLE TRUCK BANNER**  
10.5" x 1.5"

**HALF PAGE HORIZONTAL**  
5.25" x 4.063"

**HALF PAGE VERTICAL**  
2.625" x 8.125"

**SKYSCRAPER**  
2.121" x 8.125"

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**WEB BANNER**  
468-60 PIXELS

**WEB BOX**  
138-200 PIXELS

Contact us for quotes on concept and layout design, tipping, bind-ins, stickers and more.

# CLOSING DATES 2010

Issue	Space closing	Material closing	Street week
JUN/JUL 2010	APR 28, 2010	APR 30, 2010	JUNE 7, 2010
AUG 2010	JUN 21, 2010	JUN 23, 2010	JULY 26, 2010
SEPT/OCT 2010	JUL 23, 2010	JUL 26, 2010	SEPT 7, 2010
NOV 2010	SEP 22, 2010	SEP 24, 2010	NOV 1, 2010
DEC 2010	OCT 22, 2010	OCT 26, 2010	NOV 29, 2010
JAN/FEB 2011	NOV 22, 2010	NOV 26, 2010	JAN 3, 2011
MAR 2011	JAN 24, 2011	JAN 28, 2011	FEB 28, 2011
APR 2011	FEB 21, 2011	FEB 25, 2011	MAR 28, 2011
MAY 2011	MAR 28, 2011	MAR 31, 2011	MAY 2, 2011