



2010 Dress for SUCCESS

The new decade is upon us and new styles in men's clothing are changing. How is anyone to know what is acceptable in Men's business wear anymore? Hip and young IT professionals, ad agency and marketing execs are wearing skinny ties (when they wear ties) and flashy belt buckles. Is this truly the new business attire?

We have all heard the advice about men's office wear: Dress for success, clothes make the man, dress for the job that you want. These are all tried and true statements that do make a lot of sense. But with so many choices and so many opportunities not to wear the right thing, where can professional mails get the right information?

To help our readers spot trends and understand better the do and don'ts of business attire for the next year in Men's clothing, The Globe and Mail will produce special features in the May and October issues of ROBM on Men's fashion and business attire called Dress for Success. The content will feature tips from experts as well as forward thinking advice from some of Canada's leading fashion experts.

MAY

Issue date: April 30**Space deadline:** March 15**Material deadline:** March 31

OCTOBER

Issue date: September 24**Space deadline:** August 11**Material deadline:** August 27**Tentative topics to include:**

- » What are the top Canadian business people thinking about what their employees should be wearing?
- » What are the latest trends in men's office wear.
- » What should be tossed out of the closet.
- » When the boss says casual is ok, where is that line exactly?
- » 4 seasons on one budget.
- » Accessories that will help complete the look.
- » New job, new look. Power suits for that life changing position.

Don't miss your opportunity advertise in these feature.

Take advantage of buying the 2 issues and save.

Please contact your Globe and Mail sales representative today to discuss reserving your space in Dress for Success in the 2010 May and October issues of ROBM.

For information about advertising in this advertising feature, please contact:

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Sonja Tasovska Project Co-ordinator t: 416.585.5542 e: stasovska@globeandmail.com

Advertising Rates

Pricing - Negotiated volume rates apply.
15% discount when 2 issues are purchased.

Ad Size	Net Rate
Full Page + Full Page Content	\$24,000
DPS + Full Page Content	\$38,000
1/2 Page + 1/2 Page Content	\$14,000

Production Requirements

Advertisement Sizes	Live	Trim	Bleed
Page	7 1/4 x 10	8 1/8 x 10 3/4	8 5/8 x 11 1/4
DPS	15 1/2 x 10	16 3/8 x 10 3/4	17 1/8 x 11 1/4
1/2 Horz	7 1/4 x 4 15/16	8 1/8 x 5 3/8	8 5/8 x 5 7/8
1/2 Horz DPS	15 1/4 x 4 15/16	16 3/8 x 5 3/8	17 1/8 x 5 7/8

General Requirements for Advertising Material

- » DPS ads must be set up as single pages
- » All disks (Zip, CD, Jaz) must be supplied with a digital halftone proof (eg. Polaproof, Kodak Approval)
- » Non-halftone digital proofs (eg.thermal, dye sublimation or ink-jet proofs) are not recommended without colour calibration with our printing press
- » Laser proofs and colour keys are not acceptable proofs

General Requirements for Macintosh QuarkXPress Files

- » All high-resolution files in CMYK (minimum 300 dpi)
- » All TIFFS and EPS files must be placed in your document
- » Adobe Illustrator files must be saved with a preview and all placed art or images must be included
- » QuarkXPress data and hyphenation files must be included if using QuarkXPress 3.0 or earlier
- » All screen and printer fonts used in the document (plus all EPS files) must be supplied
- » All colours must be defined as CMYK with separation turned on in the edit colours dialog box
- » Ads with drop shadows should be layered in offset text boxes
- » Include a printout of the directory list of all files, fonts, EPS files, etc.

General Requirements for PDF Files

- » Optimized PDF with thumbnail preview (PDFX 1 preferred)
- » Output resolution set to 2400 dpi
- » No compression or resampling
- » Embed all fonts
- » All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- » No colour conversion and all colours should be defined as CMYK

Mechanical Specifications

- » Web offset printing
- » 133 line screen
- » Saddle stitch binding

2010 Closing Dates

Dates subject to change

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2010
Dress for
SUCCESS

RESEARCH:**Report on Business Magazine Readers:**

- » They are over 2.4 times more likely than the average Canadian to have a university degree
- » Over 1 in 4 are in senior manager/professional positions (Index 287)
- » 76% have purchased men's clothing in the last 12 months (Index 118)
- » They spent over \$640 million on men's clothing in the last 12 months (Index 191)
- » On average, they spend over \$700 on men's clothing; 60% more than the average Canadian!

Source: PMB 2009 Fall 2 Year Study; Base: Total Canada – Adults 18+