

THE GLOBE AND MAIL

# REPORT ON BUSINESS

MAGAZINE

CANADA'S MOST-READ BUSINESS MAGAZINE

ADVERTISING FEATURE

MAY ISSUE

## Deadlines

Issue Date: April 30

Space Close: March 16

Material Deadline: March 31

## Libations

### COCKTAIL GUIDE

New twists on classic entertaining

Whether they're a classic recipe or a modern concoction, cocktails add a sophisticated twist to parties and make guests feel at home faster than you can say "shaken, not stirred." In this special report, you'll learn what's au courant in cocktails, how to build a cocktail-ready bar in your own home — starting with the essential liquors and mixes and moving on to barware and fixtures — and what hors d'oeuvres pair well with certain cocktails.

You'll also be introduced to the latest in cocktail gadgets and books, and get ideas from the country's top bartenders and party planners. And because serving up cocktails is more than just handing out drinks, you'll also want to read up on how to put on a show for your guests while you're whipping up their favourite libations. How entertaining — which is exactly what cocktails should be.

#### Reach your audience:

Sponsorship of this special report will allow your company or organization to be included in the editorial content of the feature. Upon confirmation of your sponsorship our special projects writer/editor will be in contact with you to conduct an interview, obtain a quote or collect art.

**Report on Business Magazine readers are drinkers of a variety of spirits, wine and beer:**

#### In the past six months:

- 57% drank beer (Index 114) • 59% drank wine (Index 117)
- Almost 1 in 5 drank champagne (Index 159) • 1 in 3 drank vodka (Index 120)
- 1 in 5 drank scotch whisky (Index 237)

#### In the past thirty days:

- They are 2.8 times more likely than the average person to have consumed 3+ glasses of scotch (Index 287)
- They are 22% more likely than the average person to have consumed 3+ glasses of vodka (Index 122)
- They are 2.5 times more likely than the average person to consume premium beer (Index 249)

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



**ADVERTISING INFORMATION****ADVERTISING RATES**

<b>4 Colour Process</b>	<b>1x</b>
Full Page	\$25,325
DPS	\$48,115
1/2 DPS	\$32,260
1/2 Page	\$16,985

**PRODUCTION REQUIREMENTS**

<b>Advertisement Sizes</b>	<b>Live</b>	<b>Trim</b>	<b>Bleed</b>
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

**YOU ALSO NEED TO KNOW:** Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of license) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise). All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.