

THE GLOBE AND MAIL

REPORT ON BUSINESS

MAGAZINE

CANADA'S MOST-READ BUSINESS MAGAZINE

OCTOBER ISSUE

ADVERTISING FEATURE

Wines of the World

LIBATIONS-

Deadlines

Issue Date: September 24

Advertising Close: August 9 • **Material Due:** August 27

Globalization, increased travel and sophisticated tastes have combined to make the enjoyment of wine an international adventure. Familiar classics are no longer the automatic choice when consumers shop for wine. Rather, they select excellent wines from regions representing almost every continent. In the October, 2010 issue we'll take Report on Business magazine readers on a tour of some of the world's best wine-producing regions. Experts will describe the attributes that set the regions apart and highlight some of their best products.

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.

Why Consider Report on Business magazine for your promotional message:

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

In the past six months:

- ◆ 60% drank beer (Index 119)
- ◆ 63% drank wine (Index 126)
- ◆ About 1 in 5 drank champagne (Index 161)
- ◆ 1 in 3 drank vodka (Index 118)
- ◆ 1 in 4 drank scotch whisky (Index 257)

Alcohol Preferences:

- ◆ They are significantly more likely than average to consume premium beer
- ◆ They are more willing than the average person to purchase higher priced wines
- ◆ 53% enjoy drinking red wine (Index 148)
- ◆ They enjoy all kinds of wines from various regions:
 - ◆ Canada – Index 164
 - ◆ USA – Index 197
 - ◆ France – Index 133
 - ◆ Italy – Index 157
 - ◆ New Zealand – Index 237
 - ◆ South Africa – Index 203

They agree with the following statements:

- ◆ They are willing to pay more for good quality wine than the average Canadian
- ◆ More than 1 in 4 make drinking as part of their lifestyle

Source: PMB 2010 Spring 2 year Study;
Base: Total Canada – Adults 18+;
Degree of Agree Statement: 1-4



2010

ADVERTISING INFORMATION**ADVERTISING RATES**

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

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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