THE GLOBE AND MAIL
REPORT ON BUSINESS
MAGAZINE
CANADA'S MOST-READ BUSINESS MAGAZINE

globeandmail.com

The Perfect Pour is a new opportunity within ROB Magazine to reach the affluent and educated reader with a discerning taste in everything from clothes, cars to what they eat and drink. Written with your brand values in mind, 2 pages of custom content followed by a brand ad will address current themes your brand is associated with - from sport to art to the craftmanship behind creating your alcoholic beverage - plus provide the ideal recipes and tips on entertaining that suit your brand. Includes an adjacent brand ad for a total of 3 pages.

Ultimately, the Perfect Pour will share what makes your brand different in a dominant influential environment.

Report on Business magazine and **Globeandmail.com**. provide outstanding environments for your beverage messaging.

Each month, Report on Business magazine will custom-create a 'Perfect Pour' feature on behalf of one exclusive alcohol partner. Contacts for interviewing and photos should be provided. The content will also be placed in PDF format online for one month, on Globeandmail.com's Food & Wine hub, 1 million promotional ad units in banner and earlug format, will drive globeandmail.com users to the 'Perfect Pour'.

REPORT ON BUSINESS READERS ARE DRINKERS OF A VARIETY OF SPIRITS, WINE AND BEER:

In the past six months:

- 59% drank beer (Index 112)
- 62% drank wine (Index 120)
- Almost 1 in 5 drank champagne (Index 153)
- Almost 1 in 3 drank vodka (Index 123)
- Almost 1 in 6 drank scotch whisky (Index 194)

In the past thirty days:

- They are twice as likely as the average person to have consumed 3+ glasses of scotch (Index 201).
- They are 58% more likely than the average person to have consumed 3+ glasses of vodka.
- They are 2.5 times more likely than the average person to consume premium beer (Index 246)

SOURCE: PMB 2007 – Age 18+

COST
$48,000 net

Booking Deadline: 2 month's prior to publication date.

FOR COMPLETE ADVERTISING INFORMATION AND TO BOOK YOUR SPACE, PLEASE CONTACT YOUR GLOBE AND MAIL ACCOUNT MANAGER OR:

CATEGORY MANAGER
Natalie Prior I t: 416.585.5056 I e: nprior@globeandmail.com

PROJECT CO-ORDINATOR
Liz Massicotte I t: 416.585.5484 I e: lmassicotte@globeandmail.com

2009

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ADVERTISING INFORMATION

RELEVANT DATES

Issue:	Publication Date:	Space Close:	Material Close:
February 2009	Friday, January 30, 2009	Tuesday, December 1, 2008	Tuesday, December 22, 2008
March	Friday, February 27, 2009	Thursday, January 1, 2009	Friday, January 30, 2009
April	Friday, March 27, 2009	Monday, January 26, 2009	Monday, March 2, 2009
May	Friday, April 24, 2009	Wednesday, February 25, 2009	Thursday, March 27, 2009
June	Friday, May 29, 2009	Friday, March 27, 2009	Monday, May 4, 2009
July	Friday, June 26, 2009	Monday, April 27, 2009	Wednesday, May 27, 2009
September	Friday, August 28, 2009	Monday, June 29, 2008	Thursday, July 30, 2009
October	Friday, September 25, 2009	Monday, July 27, 2009	Friday, August 28, 2009
November	Friday, October 30, 2009	Friday, August 28, 2009	Friday, October 2, 2009
December	Friday, November 27, 2009	Monday, September 28, 2009	Monday, November 2, 2009
January 2010	Friday, January 1, 2010	Wednesday, November 18, 2009	Saturday, December 5, 2009

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 1/2 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
- Perfect Bound

***2009 Closing Dates**

Dates are subject to change.

created: oct. 15/08 by pb

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.