



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE



Canadian Wildlife magazine leads the way



| Issue | Advertising space close | Material Due |
|-------------------------|-------------------------|------------------|
| July / August 2008 | May 9, 2008 | May 29, 2008 |
| September / October | July 12, 2008 | August 12, 2008 |
| November / December | September 20, 2008 | October 1, 2008 |
| January / February 2009 | November 28, 2008 | December 5, 2008 |
| March / April | January 23, 2009 | February 6, 2009 |
| May / June | March 27, 2009 | April 10, 2009 |

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sponsorship inquiries:

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Rate card

Canadian Wildlife Federation Magazines



The Canadian Wildlife Federation

The Canadian Wildlife Federation is one of Canada's largest non-profit, non-governmental conservation organizations. Wherever you live, you'll find CWF in action. With over 300,000 members and supporters, CWF is dedicated to fostering awareness and enjoyment of our natural world.

We offer a winning combination for marketers looking to communicate with specific consumer groups.

It is our goal to develop relationships with corporations that fulfill their business objectives by supporting the advancement of the Canadian Wildlife Federation's conservation and education programs. Through our magazines, we offer effective ways for helping you meet your objectives. We'll work with you to determine a program best suited for your company.



Keeping Canadians informed...

Canadian Wildlife and its French language counterpart, **Biosphère** Magazine are 100% paid subscriber-driven magazines. They reach Canadians who share a commitment and vision to preserve our wildlife. Recognized as the authority in its field for over 10 years, **Canadian Wildlife** and **Biosphère** are renowned for their exceptional photography, and in-depth features that explore and celebrate **Canadian wildlife** in all its wondrous diversity. From interviews with the scientific community to new initiatives to safeguard wildlife, content is dynamic, thought-provoking and inspiring.

A Dedicated and Loyal Reader

Subscribers to **Canadian Wildlife** and **Biosphère** are readers who have a "need to know" profile. **Canadian Wildlife** and **Biosphère** editorials take readers on a voyage of discovery featuring the latest science, wildlife, environment, travel and human stories from across the country.

It is this connection that makes subscribers passionate about their magazine. They read each issue cover to cover, spending an average of 2+ hours. Affluent and well educated, they possess discretionary income to travel, practice outdoor hobbies and a variety of philanthropic and charitable activities.



Quality Readership:

- :: 20,000 Paid Subscribers Nationally
- :: 3.6 readers per copy (72,000 readers)
- :: Loyal and passionate about their magazine, over two thirds (67%) have subscribed for 5 or more years and 15% for 2-5 years
- :: Average time spent reading: 2+ hours (131+ minutes)
- :: Reading occasions per issue: 5
- :: Editorial interest score (10 being highest): 9
- :: 77% keep their issues as a reference source

Demographics:

- :: 55% female/45%male
- :: Average age: 40 - 55
- :: Married
- :: 49% University educated
- :: 70% consider themselves wildlife enthusiasts
- :: 82% are members of the Canadian Wildlife Federation
- :: Average HHI \$65,000+
- :: Philanthropic
- :: Enjoy photography, travel/eco tours and outdoor activities

Outdoor activities:

- :: 85% walking
- :: 67% bird watching
- :: 62% hiking
- :: 77% attend museums
- :: 53% visited nature parks
- :: 56% other outdoor areas
- :: 78% enjoy photography

Readers who Buy Quality Products:

Our readers respond to product offers and promotions and have both the interest and discretionary income to make purchases in leisure and lifestyle.

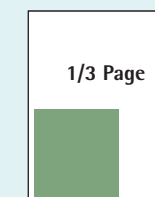
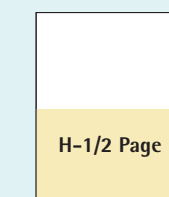
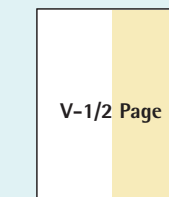
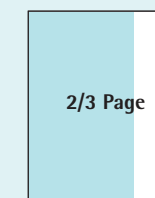
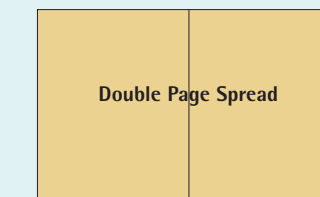
"NATURE GEAR" highlights what's hot on the market and some of the "must haves" for the outdoor enthusiast.

"OUT THERE" with stunning photography and helpful information to help readers plan for their next adventure. This includes wildlife and eco-tours to more remote destinations.

Rate Card

(rates in gross)

| | |
|---|----------------|
| Double Page Spread (15.75" x 10.75", add 0.125" for bleed) | \$5,200 |
| 1 Page (7.875" x 10.75", add 0.125" for bleed) | \$2,950 |
| 2/3 Page (5" x 10.75", add 0.125" for bleed) | \$2,225 |
| 1/2 Page - Island (4.5" x 7", no bleed) | \$2,100 |
| 1/2 Page H-(7.875" x 5.25", add 0.125" for bleed) V-(3.75" x 10.25", add 0.125" for bleed) | \$1,925 |
| 1/3 Page (4.5" x 5.25", no bleed) (2.5" x 10.75", add 0.125" for bleed) | \$1,475 |



Technical specifications

Electronic Support
Platform : • Macintosh

Software used:
• QuarkXPress 6.1 • Illustrator CS
• Photoshop CS

File formats used:
• TIFF • JPEG • EPS • PDF
Transport used: CD-ROM

Photos:
Minimum 275dpi
Colour proof must be supplied for perfect reproduction.

Fonts must be supplied or converted to outline

Colour proof requested with electronic file
FTP SITE AVAILABLE FOR INFORMATION
CALL (905) 472-4716

