

2011 Holiday Gift
Guide Briefing Book &
Editorial Opportunities



A Cision Executive Briefing Report

Daily Newspaper: Halifax Herald Ltd.(The) *The Chronicle Herald* Ms. Pam Nauss-Redden, Special Sections, Manager, Media Innovation

Shipping Address:

2717 Joseph Howe Dr.
Halifax, NS B3J 2T2
Canada

Phone: +1 (902) 426-2811 Ext. 11 (p)

Fax: +1 (902) 426-1158 (m)

Email: pnauss@herald.ca (p)

Home Page: thechronicleherald.ca

Circulation: 115,429

Mailing Address:

PO Box 610
Halifax, NS B3J 2T2
Canada

Beat/Title (Additional): Holiday Gift Guide

Pitching Tips: Preferred Order: E-Mail

Profile: Nauss-Redden is the Manager of Media Innovation and oversees special sections and the holiday gift guide Editor. She is interested in receiving press releases on the hottest items of the season for the holiday gift guide, which is usually broken down into separate categories for men, women and children. The deadline for gift guide submissions is the end of October. Be sure to include price points and where the product is available. Do not pitch products which are not available for purchase in Nova Scotia. Contact her via e-mail. She earned a bachelor's degree in recreation from Dalhousie University in 1979.

Lead Times: Features - 7 days prior, News - 0 days prior, Advertising - 7 days prior.

Outlet Profile: The Chronicle Herald is the largest newspaper in Nova Scotia and the highest circulation newspaper in Canada's Atlantic provinces. This broadsheet newspaper targeting Halifax residents was established in 1874 and offers to its readers Nova Scotia, national and international news, business, sports, entertainment and more. The newspaper has won several awards including the National Newspaper Award and Atlantic Journalism Award.

Twitter handle: <http://twitter.com/chronicleherald>

Facebook Page: <http://www.facebook.com/thechronicleherald>

Ad Rate: \$129.25 USD (\$123.51 CAD)

Color Ad Rate: \$463.28 USD (\$442.00 CAD)

Subscription Rate: \$240.05 USD (\$229.39 CAD)

Coverage: Nova Scotia

Circulation: 115,429

Morning Circulation: 115,429

Saturday Circulation: 118,907

Sunday Circulation: 103,876

Code Frequency: Daily

Topic: International News,Local News,National News,News

News Service: Associated Press, Reuters, Canadian Press

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Daily Newspaper: Metroland Media Group Ltd., Waterloo Region Record Ms. Christine Michaud, Special Sections Editor

Shipping Address:

160 King St E
Kitchener, ON N2G 4E5
Canada

Phone: +1 (519) 895-5564 (p)

Fax: +1 (519) 894-3829 (n)

Email: cmichaud@therecord.com (p)

Home Page: www.therecord.com

Circulation: 63,864

Mailing Address:

160 King St E
Kitchener, ON N2G 4E5
Canada

Beat/Title (Additional): Holiday Gift Guide, Home Improvement, Home

Pitching Tips: Preferred Order: E-Mail

Profile: Michaud is the Special Sections Editor and oversees Home Improvements, Home and the Holiday Gift Guide. The newspaper runs six holiday gift guides per year. The deadline for the Christmas gift guide is the end of October. Michaud requests that gift guide pitches include price points, where the product is available and a high-resolution image. She states, "We tend to stay away from online-only products." Contact her via e-mail.

Lead Times: Features - 7 days prior, Advertising - 2 days prior.

Outlet Profile: Waterloo Region Record is a 40+ page broadsheet newspaper written for the residents of Kitchener, Ontario and surrounding communities. It is one of the major newspapers in the region covering business, sports and entertainment. The weekend edition has an expanded entertainment section including event listings and extra entertainment, food, and health coverage. The newspaper has won several awards, including the Western Ontario Newspaper Award for Outstanding Photography and Journalism. Lead times vary throughout the paper.

The outlet offers RSS (Really Simple Syndication).

Twitter Handle: http://twitter.com/WR_Record

Facebook Page: <http://www.facebook.com/waterlooregionrecord>

Ad Rate: \$38.90 USD (\$37.17 CAD)

Color Ad Rate: \$58.72 USD (\$56.00 CAD)

Subscription Rate: \$177.56 USD (\$169.68 CAD)

Coverage: Waterloo County

Circulation: 63,864

Morning Circulation: 63,864

Saturday Circulation: 71,410

Code Frequency: Daily

Topic: News

Format: Uses ROP Color

News Service: Associated Press, Reuters, Canadian Press

Audit Bureau: BPA Worldwide, CCAB - Canadian Circulations Audit Board

Language: English

Daily Newspaper: Metroland Media Group Ltd. Toronto Star Mr. Doug Devine, Holiday Gift Guide, Holiday Gift Guide Editor

Shipping Address:

1 Yonge St
Toronto, ON M5E 1E6
Canada

Phone: +1 (416) 869-4883 (p)**Fax:** +1 (416) 869-4328 (m)**Email:** ddevine@thestar.ca (p)**Home Page:** www.thestar.com**Circulation:** 381,310**Mailing Address:**

1 Yonge St
Toronto, ON M5E 1E6
Canada

Pitching Tips: Preferred Order: E-Mail

Profile: Devine is the Holiday Gift Guide Editor ONLY for the November and December guides. He is looking for both new and unique items and older "tried and true" holiday staples. He does not cover items that are "too high end." He recommends that anyone sending product information take the time to research whether the product is available for purchase in the Toronto area. Any product that is featured in the gift guide MUST be available locally. Devine would like all submissions for the holiday gift guide to be in by the beginning of October, but states, "the greater the lead time, the better." He would like to be contacted via e-mail with all product pitches. He does not mind receiving them by mail, but says that it is not necessary.

Lead Times: Features - 7 days prior, Advertising - 4 days prior.

Outlet Profile: The Toronto Star, established in 1892 and distributed mostly in Ontario, is Canada's highest circulation newspaper. Published seven days a week, this broadsheet newspaper offers provincial, national and international news, as well as opinion columns and editorials, entertainment news, municipal news, sports, business and financial news and trends and more. Optional weekend sections include Starweek, a Saturday TV listings supplement, and on Sundays an abridged version of The New York Times' international section, editorials and book reviews. Through the years, the publication has won the prestigious National Newspaper Award well over 100 times. The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/torontostar>**Twitter Handle:** <http://twitter.com/TorontoStarNews>**Twitter Handle:** <http://twitter.com/StarSports>**Twitter Handle:** <http://twitter.com/StarBusiness>**Twitter Handle:** <http://twitter.com/StarEntertain>**Twitter Handle:** <http://twitter.com/StarGTANews>**Twitter Handle:** <http://twitter.com/starvideo>**Twitter Handle:** <http://twitter.com/WhatsOnToronto>**Twitter Handle:** <http://twitter.com/StarLiving>**Twitter Handle:** <http://twitter.com/wheelsca>**Twitter Handle:** <http://twitter.com/moneyville>**Facebook Page:** <http://www.facebook.com/torontostar?v=wall&ref=search>**City:** Toronto**Ad Rate:** \$818.75 USD (\$782.39 CAD)**Color Ad Rate:** \$1,169.46 USD (\$1,117.00 CAD)**Subscription Rate:** \$374.93 USD (\$358.28 CAD)**Coverage:** Ontario**Circulation:** 381,310**Morning Circulation:** 381,310**Saturday Circulation:** 546,819**Sunday Circulation:** 337,846**Code Frequency:** Daily**Topic:** International News, Local News, National News, News**Format:** Uses ROP Color**News Service:** Associated Press, Reuters, New York Times, McClatchy Newspapers, Bloomberg, Canadian Press**Audit Bureau:** CCAB - Canadian Circulations Audit Board**Language:** English

**News Web Sites: Weddings & Honeymoons Publishing, Inc. *Weddings & Honeymoons*
Ms. Joyce Barslow, Editor in Chief, Publisher & Editor in Chief****Shipping Address:**

65 Helena Ave.
Toronto, ON M6G 2H3
Canada

Phone: +1 (416) 653-4986 (m)**Email:** barwed@rogers.com (p)**Home Page:** www.weddingshoneymoons.com**Mailing Address:**

65 Helena Ave.
Toronto, ON M6G 2H3
Canada

Beat/Title (Additional): Weddings,Beauty & Grooming,Holiday Gift Guide,Honeymoon Travel,Publisher**Pitching Tips:** Preferred Order: E-Mail

Profile: Barslow is the Publisher and Editor in Chief and covers subjects related to Weddings, Honeymoons, Romance, Fashions, Beauty, Gifts, Invitations, Flowers, Wine, Food and Lifestyle. She also handles the holiday gift guide. She accepts follow-ups if they are regarding relevant material, and says she "always" accepts images, although they should be sent through the mail unless specifically requested. Her lead time varies, and she adds, "we're 24/7, so it really doesn't matter." Barslow says her PR complaint is, "when they really don't know their client and they really don't know the publication they're getting free publicity from. It's not really free publicity; it's a service. I mean, it's really to tell the reader that this is happening and that's happening and that's happening." She says that the magazine has a very niche topic. They cover all things romance for couples and they're specifically looking for stories that are appropriate for their readers. If the material's relevant, and it's not a blast e-mail sent to 1,000 people, she always responds. She assigns all the stories, so it's best to contact her and she'll pass information on to the appropriate person. She can be reached via e-mail.

Outlet Profile: Editorial features up-to-date information to assist the Ontario bride and groom as they start on the process of planning, budgeting and implementing their wedding. Includes complete how-to's and behind-the-scenes ideas for the engagement, wedding and honeymoon.

Visitors Per Month: 1,466**Code Frequency:** Weekly**Topic:** Honeymoon Travel,Weddings**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles**Audit Bureau:** Compete.com**Profile:** Consumer, Regional Interest

Website Properties: Editorial Personnel Listing, Links to Other Web Sites, Visitor Feedback, FAQs - Frequently Asked Questions, Articles Archived, Company Press Releases, Keyword Search, Media Kit, Abstracts of Articles, Full Text of Some Articles

Language: English

Blogs: January Publishing, Inc. *January Magazine*
Ms. Linda Richards, Editor**Shipping Address:**

#101-1001 W Broadway #192
Vancouver, BC V6H 4E4
Canada

Phone: +1 (250) 539-9845 (m)

Fax: +1 (250) 539-9846 (m)

Email: linda@januarymagazine.com (p)

Home Page: www.januarymagazine.com

Mailing Address:

#101-1001 W Broadway #192
Vancouver, BC V6H 4E4
Canada

Beat/Title (Additional): Holiday Gift Guide, Fiction, Book Reviews, Non-Fiction, Mystery Books

Pitching Tips: Preferred Order: E-Mail

Profile: Richards is the Editor and covers Authors, Book Reviews, Book-Related Features, Author Profiles and Author Interviews. She also writes the holiday gift guide. She is interested in receiving books for review, case study information, company news, personality profiles, product information, trend information, and vendor submissions. Regarding her PR pet peeves, Richards states, "Never use the telephone. Never send attachments via e-mail that I haven't requested. We prefer ASCII press releases within the body of a message. We delete unread attachments as it is company policy." Their critics do not generally write about "cozies" or mysteries in which animals figure as the detectives. They prefer to receive review copies at least two months in advance of a book's publication. They do not generally review books that have been available to readers for more than two or three months. Do not use UPS. They cannot be contacted by phone, please e-mail them only. Wait for them to contact you, then contact them. Send press releases via e-mail.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: Hosts the works of journalists, critics and photographers. Covers new book reviews on the web. Focuses on books from everywhere published in English and also provides a steady stream of profiles and author interviews, as well as art and photos to support those articles. Sections on the site include Fiction, Non-fiction, Crime Fiction, Art & Culture, Science Fiction, Children's Books, Cookbooks, Biography, Profiles and Features. Every two weeks, January Magazine sends its subscribers a text e-mail overview.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well. The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/januarymagazine>

Facebook Page: <http://www.facebook.com/pages/January-Magazine/391518802416?ref=ts>

Date Established: 12/18/2006

Visitors Per Month: 15,981

Code Frequency: Daily

Topic: Book Reviews

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Magazine: Rogers Media Inc., Today's Parent
Ms. Sadiya Dendar , Assistant Editor**Shipping Address:**

One Mount Pleasant Ave Fl 8
Toronto, ON M4Y 2Y5
Canada

Phone: +1 (416) -764-2000 (p)**Fax:** +1 (416) 764-2801 (m)**Email:** sadiya.dendar@tpg.rogers.com (p)**Home Page:** www.todayparent.com**Circulation:** 165,548**Mailing Address:**

One Mount Pleasant Ave Fl 8
Toronto, ON M4Y 2Y5
Canada

Beat/Title (Additional): Holiday Gift Guide,Family & Parenting**Pitching Tips:** Preferred Order: E-Mail**Profile:** Dendar is the Assistant Editor. She also handles gift products and submissions for the holiday gift guide, though toys and children's games should be sent to the executive editor. Contact her via e-mail. Twitter Handle: <http://twitter.com/sadiyad>**Lead Times:** Features - 150 days prior, News - 0 days prior, Advertising - 30 days prior.**Outlet Profile:** Established in 1984 for Canadian parents. Provides universal information and support for parents and parents-to-be. Covers parenting techniques and familial issues concerning children from 0 months to age 12. Published and distributed to home subscribers, doctor's offices and newsstands. Addresses parenting in terms of health, education, safety, lifestyle, nutrition, education, childhood development and behavior, as well as providing advice and product information.**Specific sections include:** In Person, profiles of Canadians who have accomplished something remarkable for the benefit of children; Beyond Motherhood, a section that recognizes that mothers are women too, and deals with topics not directly related to parenting, such as women's health and well-being, stress, and exercise; Education, which covers both straightforward subjects (helping with homework, field trips) and controversial or complex topics (such as French immersion or phonics vs. whole language); Health, which deals with common health issues affecting children, including how to take a temperature, common baby ailments, ear infections, but also includes some investigative topics; Behavior, which focuses on child development and discipline; Slice of Life, which is a first-person, back-page column that explores the lighter side of parenting; Up front, which includes reviews of audio and/or video, software, products, and books for children and parents; Cooking with Kids, which is a cooking column for parents and kids; Quick Cuisine, easy and nutritious recipes for busy parents, written by a registered dietitian; and Steps & Stages, a five-part department covering a broad range of topics within various age groupings. The age grouping is one day up to one year, 1 and 2, 3 to 5, 6 to 8, and 9 to 12. Feature topics have included stories such as the evolving role of fathers, choosing the discipline technique that's right for your child, dealing with picky eaters, postpartum depression, returning to work, sex after childbirth, birthday party ideas, surrogate motherhood and child poverty.**Twitter Handle:** <http://twitter.com/todayparent>**Ad Rate:** \$17,941.68 USD (\$17,145.00 CAD)**Color Ad Rate:** \$19,935.20 USD (\$19,050.00 CAD)**Subscription Rate:** \$18.78 USD (\$17.95 CAD)**Circulation:** 165,548**Code Frequency:** Monthly**Topic:** Family & Parenting**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

Magazine: Transcontinental Media *Vancouver Magazine* Ms. Rebecca Philps, Regional General Interest, Senior Editor

Shipping Address:

2608 Granville St #560
Vancouver, BC V6H 3V3
Canada

Phone: +1 (604) 877-4828 (p)**Fax:** +1 (604) 877-4823 (m)**Email:** rphilps@vancouvermagazine.com (p)**Home Page:** www.vanmag.com**Circulation:** 47,223**Mailing Address:**

2608 Granville St #560
Vancouver, BC V6H 3V3
Canada

Beat/Title (Additional): Senior Editor,Holiday Gift Guide,Consumer General Interest,Fashion**Pitching Tips:** Preferred Order: E-Mail

Profile: Philps is the Senior Editor and covers topics related to Fashion, Lifestyle and the Holiday Gift Guide. She is also the online editor and blogs at Shopgirl in addition to serving as the editor of Vancouver Magazine's annual special interest publications, Eating & Drinking Guide and (a guide to Vancouver's bars, restaurants and food shops) and Guestlife Vancouver (a hotel room magazine that covers local places to see, shop, eat, drink and explore). Send all materials and products for review four months in advance. Contact her via e-mail. Philps has been with the company since 2001.

Lead Times: Features - 60 days prior, News - 60 days prior, Advertising - 60 days prior.

Outlet Profile: Launched in 1967 and designed as an entertainment and lifestyle publication for upscale inhabitants of Vancouver, Canada. Highlights the city's most interesting people, stories, places and ideas. Offers authoritative restaurant coverage, gourmet recipes, shopping suggestions, celebrity profiles, fashion layouts and cultural events.

Twitter Handle: http://twitter.com/vanmag_com**Facebook Page:** <http://www.facebook.com/vancouvermagazine>**Facebook Page:** <http://www.facebook.com/vancouvermagazine>**Ad Rate:** \$7,006.10 USD (\$6,695.00 CAD)**Color Ad Rate:** \$8,063.03 USD (\$7,705.00 CAD)**Subscription Rate:** \$43.90 USD (\$41.95 CAD)**Circulation:** 47,223**Code Frequency:** Monthly**Topic:** Consumer General Interest,Entertainment,Fashion,Lifestyle,Regional General Interest,Restaurant Reviews**Format:** Regional Publication

Publicity Materials Used: New Products, Trade Literature, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Local Entertainment Listings, Uses Color Publicity Photos

Audit Bureau: Publisher's Statement**Profile:** Consumer**Language:** English

Magazine: Metroland Media Group Ltd. *Forever Young*
Mr. Don Wall, Editor**Shipping Address:**

467 Speers Road
Oakville, ON L6K 3S4
Canada

Phone: +1 (905) 815-0017 (m)

Fax: +1 (905) 337-5571 (m)

Email: dwall@metroland.com (p)

Home Page: www.foreveryoungnews.com

Circulation: 25,000

Mailing Address:

467 Speers Road
Oakville, ON L6K 3S4
Canada

Beat/Title (Additional): Mature Lifestyle, Holiday Gift Guide, Retirement, Aging, New Products

Pitching Tips: Preferred Order: E-Mail

Profile: Wall is the Editor and the best contact for New Products and Holiday Gift Guide submissions. When submitting for the guide, carbon copy the contributor. He states, "I prefer follow-up e-mails and send me new information that is not always available. Send me information such as results of surveys and anything that looks reputable. Unbiased information is what we look for. Do NOT send me slanted surveys that meet the needs of a financial company. Send me consumer surveys that bring new information, and new products information." Wall tells PR professionals, "I know you have to do your job, but send me things that I like. Send information that sheds new light on consumer trends and tell me if your product fits into trends. If you send me news that says 80 percent of seniors are using the Internet as opposed to 60 percent, that's a unique trend. Send me a spokesperson that can give insight into that trend. That's potentially useful information to us." He works with a six-month lead time, however send materials for the gift guide three months in advance. Contact him by e-mail. Twitter Handle: http://twitter.com/FYI_Magazine

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: Published in 14 editions distributed throughout Canada, editorial content is written for people 50 years and older. Provides information on travel, health, food, housing, finance, recreation, entertainment and lifestyle. Features include hobbies, businesses, and advances in geriatric care.

Facebook Page: <http://www.facebook.com/pages/ForeverYoungNews/172542926105380>

Ad Rate: \$15,418.65 USD (\$14,734.00 CAD)

Color Ad Rate: \$15,418.65 USD (\$14,734.00 CAD)

Subscription Rate: \$20.93 USD (\$20.00 CAD)

Page Width: 11

Page Length: 14

Columns per Page: 4

Circulation: 25,000

Code Frequency: Monthly

Topic: Aging, Mature Lifestyle, Retirement

Publicity Materials Used: New Products, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: CCAB - Canadian Circulations Audit Board

Profile: Consumer

Language: English

Magazine: St. Joseph Media Ltd. FASHION
Ms. Jordan Porter, Fashion Market Editor**Shipping Address:**

111 Queen St East
Ste 320
Toronto, ON M5C 1S2
Canada

Phone: +1 (416) 364-3333 Ext. 40 (p)**Fax:** +1 (416) 594-3374 (m)**Email:** jporter@fashionmagazine.com (p)**Home Page:** www.fashionmagazine.com**Circulation:** 144,398**Mailing Address:**

111 Queen St East
Ste 320
Toronto, ON M5C 1S2
Canada

Beat/Title (Additional): Holiday Gift Guide**Pitching Tips:** Preferred Order: E-Mail

Profile: Porter is the Fashion Market Editor and also handles submissions for the Holiday Gift Guide, which the magazine will organize in August. Contacted via e-mail. Twitter Handle: <http://twitter.com/jordanlporter> Porter returned to the staff in December 2010 as the fashion market editor. She previously served as an assistant fashion editor from 2007 to 2009.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 42 days prior.

Outlet Profile: Established in 1977 and created to bring the world of international fashion home to Canadians. Brings up-to-the-minute news on fashion runways and local-market expertise. Fashion section showcases the latest trends and must-haves of the season. Beauty section includes in-depth technology stories, product launches, and beauty photography. Culture and music section includes subjects from the latest in arts and culture, red carpet fashion, and the latest news in entertainment. Shops section offers city-specific, as well as nation-wide, shopping information on fashion trends and launches, the salon, spa and beauty industries and other famous lines available across Canada.

Twitter Handle: <http://twitter.com/fashioncanada>**Facebook Page:** <http://www.facebook.com/fashioncanada>**Ad Rate:** \$21,944.42 USD (\$20,970.00 CAD)**Color Ad Rate:** \$21,944.42 USD (\$20,970.00 CAD)**Subscription Rate:** \$24.02 USD (\$22.95 CAD)**Circulation:** 144,398**Code Frequency:** Monthly**Topic:** Beauty & Grooming, Fashion, Lifestyle, Women's Interests**Publicity Materials Used:** New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Local Entertainment Listings, Uses Color Publicity Photos**Audit Bureau:** ABC-Audit Bureau of Circulations**Profile:** Consumer**Language:** English

Magazine: National Families Network *WestCoast Families* Ms. Anya Levykh, Managing Editor

Shipping Address:

140-13988 Maycrest Way
2nd fl
Richmond, BC V6V 3C3
Canada

Phone: +1 (604) 377-8749 (p)**Fax:** +1 (604) 247-1331 (m)**Email:** editor@westcoastfamilies.com (p)**Home Page:** www.westcoastfamilies.com**Circulation:** 50,000**Mailing Address:**

140-13988 Maycrest Way
2nd fl
Richmond, BC V6V 3C3
Canada

Beat/Title (Additional): Holiday Gift Guide, Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

Profile: Levykh is the Managing Editor. She also handles Holiday Gift Guide submissions, which must be either Canadian-made or locally available. Regarding pitching for the gift guide, she says, "We normally plan out issues several months in advance, so the earlier the better." She is also the editor of Yummy Mummy and freelances on food, beverage and recipe topics. She can be contacted via e-mail. Twitter Handle: <http://twitter.com/foodgirlfriday> Levykh joined the publication in November 2008 as the editor.

Lead Times: Features - 30 days prior, News - 30 days prior, Advertising - 14 days prior.

Outlet Profile: Launched in 1993 as a guide to family fun and facts on Canada's west coast. Regular features range from very real life issues to fun and practical. Includes birthday party theme ideas, vacation ideas for families, book and video reviews and a calendar of events. Covers cooking that the entire family can enjoy, technology for kids, health topics, parenting advice and guides to camps and local programs for children of all ages.

Twitter Handle: <http://twitter.com/wcfmag>

Facebook Page: <http://www.facebook.com/pages/WestCoast-Families-Magazine/138067696264640>

Ad Rate: \$2,706.74 USD (\$2,586.55 CAD)

Color Ad Rate: \$3,184.40 USD (\$3,043.00 CAD)

Subscription Rate: \$20.93 USD (\$20.00 CAD)

Circulation: 50,000

Topic: Book Reviews, Calendar & Events, Children & Youth, Children's Health, Cooking & Baking, Family & Parenting, Family Travel

Format: Regional Publication

Publicity Materials Used: New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Local Entertainment Listings, Uses Color Publicity Photos

Audit Bureau: Publisher's Statement

Profile: Consumer

Language: English

Magazine: Zoomermedia Limited Zoomer Mr. Travis Persaud, Holiday Gift Guide, Associate Editor

Shipping Address:

30 Jefferson Ave
Toronto, ON M6K 1Y4
Canada

Phone: +1 (416) 363-7063 Ext. 25 (p)

Fax: +1 (416) 363-7963 (m)

Email: t.persaud@zoomermag.com (p)

Home Page: www.zoomermag.com

Circulation: 179,540

Mailing Address:

30 Jefferson Ave
Toronto, ON M6K 1Y4
Canada

Beat/Title (Additional): Mature Lifestyle, Associate Editor

Pitching Tips: Preferred Order: E-Mail

Profile: Persaud is an Associate Editor and also handles Holiday Gift Guide submissions. Send items for the gift guide by the end of the summer or early September. He can be contacted via e-mail. Persaud was promoted to his current his position in September 2009. He previously served as an assistant editor and, before that, editorial assistant for the publication. He received a master's degree in journalism from Centennial College in 2008 and a bachelor's degree in mass communications from Carleton University Ottawa.

Lead Times: Features - 60 days prior, News - 42 days prior, Advertising - 60 days prior.

Outlet Profile: Formerly called CARP: for the 50Plus. Re-launched in October 2008 and written for mature Canadians over 45 who embrace life with experience and confidence. Editorial content includes fashion, food, adventure, lifestyle, beauty, technology, business, personal health, culture, travel, sexuality, golfing, eco-travel, home renovation and decorating and spirituality.

Twitter Handle: <http://twitter.com/zoomermag>

Facebook Page: <http://www.facebook.com/ZoomerMag>

Ad Rate: \$14,624.38 USD (\$13,975.00 CAD)

Color Ad Rate: \$14,624.38 USD (\$13,975.00 CAD)

Subscription Rate: \$20.88 USD (\$19.95 CAD)

Circulation: 179,540

Topic: Beauty & Grooming, Fashion, Finance, Golf, Green Living, Home Decorating, Mature Lifestyle, Personal Health, Retirement, Sexuality, Spirituality, Technology, Travel

Publicity Materials Used: New Products, Calendar of Events, Staff-Written Articles, Letters to the Editor, Book Reviews

Audit Bureau: CCAB - Canadian Circulations Audit Board

Profile: Consumer

Language: English

Magazine: Robert Kennedy Publications *Oxygen* Ms. Kirstyn Brown, Assistant Editor

Shipping Address:

400 Matheson Blvd W
Mississauga, ON L5R 3M1
Canada

Phone: +1 (905) 507-3545 Ext. 19 (p)

Fax: +1 (905) 507-2372 (m)

Email: kbrown@oxygenmag.com (p)

Home Page: www.oxygenmag.com

Circulation: 205,349

Mailing Address:

400 Matheson Blvd W
Mississauga, ON L5R 3M1
Canada

Beat/Title (Additional): Personal Health, Holiday Gift Guide

Pitching Tips: Preferred Order: E-Mail

Profile: Brown is an Assistant Editor. She is also the contact for Holiday Gift Guide submissions. Contact her via e-mail.

Lead Times: Features - 60 days prior, News - 0 days prior, Advertising - 90 days prior.

Outlet Profile: Designed exclusively for women who have a serious interest in fitness and physique. Editorial focus is on nutrition, training and supplementation for female exercise enthusiasts using free weights, scientific stretching and cardio programs. Photographic images portray the advancement of women's health, strength, fitness and improved body shape. Feature articles cover fashion and beauty, celebrity athletes, medical concerns, healthy eating and cooking tips and bodybuilding.

Twitter Handle: <http://twitter.com/oxygenmagazine>

Facebook Page: <http://www.facebook.com/oxygenmag>

YouTube Channel: <http://www.youtube.com/oxygenmagazine>

Ad Rate: \$6,325.00 USD

Color Ad Rate: \$6,325.00 USD

Subscription Rate: \$19.97 USD

Circulation: 205,349

Code Frequency: Monthly

Topic: Beauty & Grooming, Bodybuilding, Cooking & Baking, Fashion, Fitness & Exercise, Nutrition, Recreational Vehicles, Women's Health, Women's Interests

Publicity Materials Used: New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Consumer

Language: English

Magazine: JCO Communications Inc. HOToronto
Mr. Joey Cee, Publisher & Managing Editor**Shipping Address:**

1235 Bay St Fl 4
Toronto, ON M5R 3K4
Canada

Phone: +1 (905) 593-1608 (p)**Fax:** +1 (905) 820-9512 (m)**Email:** joeycee@rogers.com (p)**Home Page:** www.joeycee.com**Circulation:** 60,000**Mailing Address:**

1235 Bay St Fl 4
Toronto, ON M5R 3K4
Canada

Beat/Title (Additional): Holiday Gift Guide, Local Entertainment Guides, Managing Editor**Pitching Tips:** Preferred Order: E-Mail

Profile: Cee is the Publisher and Managing Editor. He is also the best contact for the Holiday Gift Guide and requests that submissions are sent 30 days in advance. Cee is also the CEO at JCO Communications Inc. as well as the owner and in-house producer for Nightflite Records. Contact him by e-mail. Cee has been the CEO of JCO Communications Inc. since 1963. From January 1967 to December 1969, he was the music director for CKFH Radio.

Lead Times: Features - 21 days prior, News - 21 days prior, Advertising - 10 days prior.

Outlet Profile: Founded in 1994 and written as a guide to Toronto for both natives and visitors. Provides full seasonal concert and show calendars for most of the major theatres, a concise movie planner's checklist, music concert and exhibition listings, coverage of film festivals and guides to outdoor activities. Also includes home schedules for the Toronto Blue Jays, Argonauts, Raptors and Maple Leafs.

Twitter Handle: <http://twitter.com/Hotoronto>**Facebook Page:** <http://www.facebook.com/group.php?gid=8497991252>**Ad Rate:** \$3,238.82 USD (\$3,095.00 CAD)**Color Ad Rate:** \$3,898.09 USD (\$3,725.00 CAD)**Circulation:** 60,000**Code Frequency:** Quarterly**Topic:** Calendar & Events, Concert Guides & Music Reviews, Film Festivals, Local Entertainment Guides, Visitor's Guides**Format:** Regional Publication**Publicity Materials Used:** Calendar of Events, By-Lined Articles, Staff-Written Articles, Local Entertainment Listings**Subscription Exception:** Free**Audit Bureau:** Controlled Circulation**Profile:** Consumer**Language:** English

**Magazine: Robert Kennedy Publications *Maximum Fitness*
Mr. Michael DeMedeiros, Editor in Chief****Shipping Address:**

400 Matheson Blvd W
Mississauga, ON L5R 3M1
Canada

Phone: +1 (905) 507-3545 Ext. 15 (p)

Fax: +1 (905) 507-3064 (m)

Email: mdemedeiros@maxfitmag.com (p)

Home Page: www.maxfitmag.com

Circulation: 200,000

Mailing Address:

400 Matheson Blvd W
Mississauga, ON L5R 3M1
Canada

Beat/Title (Additional): Holiday Gift Guide, Men's Health, Fitness & Exercise, Nutrition, New Products

Pitching Tips: Preferred Order: E-Mail

Profile: DeMedeiros is the Editor in Chief and seeks information on all aspects of Men's Health, including Diet and Nutrition, Strength Training, new Fitness and Lifestyle Products, trends in the Health and Fitness Industry, Sports Training and the latest news in the Medical Field as it pertains to Men's Health. He is the best contact for the holiday gift guide and says to send a sample and fact sheet via mail and photos via e-mail or on a disk. According to DeMedeiros, the guide runs a broad range of products, attire and "pretty much anything a guy would look at and say, 'hey, that's cool, I've never seen that before.'" He adds, "there isn't a hard deadline though; we're always putting cool new products in every issue." He says, "A detailed e-mail is always preferred for ideas, and product samples for the rest." Allow a lead time of at least two weeks for non-breaking news stories. "We generally do not cover breaking news," he states. Contact him by e-mail. De Medeiros is the author of over 10 books, including Elvis: The Complete Music Catalog, the NBA Championships and the Amazing History of Spider-man.

Lead Times: Features - 90 days prior, News - 0 days prior, Advertising - 60 days prior.

Outlet Profile: Formerly American Health & Fitness. Written for the beginner to advanced male fitness enthusiast and serves as a guide for the busy man. Focuses on information and advice for men who enjoy working out and want to maintain a healthy lifestyle, participate in sports and improve physical appearance and overall health. Contains articles on exercise and specific workouts, diet, nutrition, sports and new products. Also features areas of coverage such as weight loss, supplements, sex, weight training, general health.

Ad Rate: \$3,725.00 USD

Color Ad Rate: \$3,725.00 USD

Subscription Rate: \$19.97 USD

Circulation: 200,000

Code Frequency: Bi-Monthly

Topic: Bodybuilding, Dieting, Fitness & Exercise, Men's Health, Men's Interests, Sex, Vitamins & Dietary Supplements

Publicity Materials Used: New Products, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

Audit Bureau: Publisher's Statement

Profile: Consumer

Language: English

Magazine: Publimedia Communications Inc. Backbone
Mr. Peter Wolchak, Editor**Shipping Address:**

1676 Wembury Rd
Mississauga, ON L5J 4G3
Canada

Phone: +1 (905) 403-0980 (p)

Fax: +1 (604) 986-5309 (m)

Email: pwolchak@backbonemag.com (p)

Home Page: www.backbonemag.com

Circulation: 121,335

Mailing Address:

1676 Wembury Rd
Mississauga, ON L5J 4G3
Canada

Beat/Title (Additional): Holiday Gift Guide,Technology,Consumer Electronics,E-Commerce,Business

Pitching Tips: Preferred Order: E-Mail

Profile: Wolchak is the Editor and edits the Teknowledge section, dealing with Electronic, Technological Consumer Products for Business People. He also is the Web site editor for the publication. He is the main contact for the holiday gift guide, and recommends submitting items two months before the distribution date listed in the editorial and supplements calendar (mid-August). He says, "we run product news and summaries in every issue so I am always interested in new items. I would like to hear about new products two months before distribution date." He is interested in e-commerce information, but not financial statements. Please review the magazine's content and focus before sending irrelevant news items and press releases. Remember to keep their Canadian readership in mind when pitching a story. Contact him by e-mail. Wolchak was previously the editor of ComputerWorld Canada.

Lead Times: Features - 42 days prior, News - 42 days prior, Advertising - 30 days prior.

Outlet Profile: Established in 2000. Written for Canadian business leaders. Provides practical day-to-day information to businesses to keep them up-to-date on important technology trends and e-commerce. Features technology news applicable to both in-office and inter-office or marketing issues.

Twitter Handle: <http://twitter.com/backbonemag>

Facebook Page: <http://www.facebook.com/pages/Backbone-Magazine/351675304207>

Ad Rate: \$11,207.66 USD (\$10,710.00 CAD)

Color Ad Rate: \$12,452.96 USD (\$11,900.00 CAD)

Subscription Rate: \$20.88 USD (\$19.95 CAD)

Circulation: 121,335

Code Frequency: Bi-Monthly

Topic: Business,Consumer Electronics,E-Commerce,Technology

Publicity Materials Used: New Products, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

Audit Bureau: CCAB - Canadian Circulations Audit Board

Profile: Trade

Language: English

Magazine: Cineplex Media *Cineplex Magazine* Ms. Marni Weisz, Editor in Chief

Shipping Address:

102 Atlantic Ave Ste 100
Toronto, ON M6K 1X9
Canada

Phone: +1 (416) 539-8800 Ext. 22 (p)

Fax: +1 (416) 539-8511 (m)

Email: marni.weisz@cineplex.com (p)

Home Page: www.cineplexmedia.com

Circulation: 650,000

Mailing Address:

102 Atlantic Ave Ste 100
Toronto, ON M6K 1X9
Canada

Beat/Title (Additional): Celebrities,Holiday Gift Guide,Movies & Video,Fashion,Entertainment

Pitching Tips: Preferred Order: E-Mail

Profile: Weisz is the Editor in Chief and covers Movies, Celebrities and Fashion and is also responsible for the Holiday Gift Guide. Submissions for the gift guide are due at the beginning of September. Weisz says, "Please make sure they are all readily available in major Canadian stores and not just online." Weisz is interested in receiving information on movies and celebrities. She says, "Most of our features are more like celebrity interviews. It's usually a one source interview with the star." She is always happy to speak with experienced movie writers who have good access to celebrities they would like to interview. She is also interested in fashion. She adds, "If they offer good JPEGs of products, that's helpful, or a link to where we can download JPEGs. Weisz prefers not to receive follow-up e-mails or phone calls. She states, "If we haven't responded, it probably means it's not right for our publication and a follow up is taking up too much of our time." She advises PR professionals to provide a clear, concise headline in the press releases. She does not want to receive lengthy press releases. Weisz further advises that two to three months lead time is ideal. She prefers to be contacted via e-mail. Weisz was previously a deputy editor for Famous Kids.

Lead Times: Features - 90 days prior, News - 90 days prior, Advertising - 21 days prior.

Outlet Profile: Previously called Famous and established in 1999 for movie enthusiasts. Editorial features gossip, stories about upcoming movies, plot information about current and future releases, biographies of and interviews with starring actors, the season's style, news about movies set to begin filming, and runway fashions.

Ad Rate: \$30,085.93 USD (\$28,750.00 CAD)

Color Ad Rate: \$30,085.93 USD (\$28,750.00 CAD)

Subscription Rate: \$32.96 USD (\$31.50 CAD)

Page Width: 8

Page Length: 10

Columns per Page: 3

Circulation: 650,000

Code Frequency: Monthly

Topic: Celebrities,DVD & Video Reviews,Fashion Shows,Gossip,Movies & Video

Publicity Materials Used: New Products, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: CCAB - Canadian Circulations Audit Board

Profile: Consumer

Language: English

Magazine: Publications Transcontinental-Hearst inc.(Les) *ELLE Canada*
Ms. Christina Reynolds, Senior Editor**Shipping Address:**

25 Shephard Ave W Ste 100
Toronto, ON M2N 6S7
Canada

Phone: +1 (416) 227-8215 (p)

Fax: +1 (416) 733-7981 (m)

Email: creynolds@ellecanada.com (p)

Home Page: www.ellecanada.com

Circulation: 136,198

Mailing Address:

25 Shephard Ave W Ste 100
Toronto, ON M2N 6S7
Canada

Beat/Title (Additional): Holiday Gift Guide,Fashion

Pitching Tips: Preferred Order: E-Mail

Profile: Reynolds is a Senior Editor and also handles Holiday Gift Guide submissions. Pitches and submissions for the gift guide should be in by the beginning of August. She prefers to be contacted by e-mail. Reynolds joined the magazine as a senior editor in May 2010. She previously served as the editor of CalgaryInc. Prior to that, she was the managing editor. She joined the publication in 2005.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 60 days prior.

Outlet Profile: Launched in 2001 and targeted toward English-speaking Canadian women aged 18 to 49. Features international and local fashion, beauty, trends, art and entertainment news, lifestyles, relationships, people and ideas, travel, celebrity profiles, health and fitness, gossip, interior decorating, food, finance and shopping.

Regular departments include ELLE Radar, covering noteworthy events around Canada from theatre openings to art exhibits and festivals; ELLE Celebrity, with in-depth features on A-list celebrities; ELLE Fashion News, which includes news about models, store openings, product launches, hot products and the latest trends; ELLE Body, covering the latest health news; ELLE Trends, featuring hot social and lifestyle trends; and ELLE Gourmet, with coverage of hot restaurants, popular chefs and food trends.

Twitter Handle: http://twitter.com/Elle_Canada

Facebook Page: <http://www.facebook.com/ellecanada>

Ad Rate: \$16,604.29 USD (\$15,867.00 CAD)

Color Ad Rate: \$18,449.22 USD (\$17,630.00 CAD)

Subscription Rate: \$14.65 USD (\$14.00 CAD)

Circulation: 136,198

Code Frequency: Monthly

Topic: Beauty & Grooming,Fashion,Fashion & Beauty

Publicity Materials Used: New Products, Industry News, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews, Uses Color Publicity Photos

Audit Bureau: Media Kit

Profile: Consumer

Language: English

Magazine: Feature Publishing Ltd. *Movie Entertainment*
Ms. Deborah Wilson, Editor**Shipping Address:**

181 Bay Street
Box 787, Ste 100
Toronto, ON M5J2T3
Canada

Phone: +1 (514) 939-5024 (m)**Email:** dwilson@astral.com (p)**Home Page:** www.movieentertainment.ca

Profile: Wilson is the Editor and also handles Holiday Gift Guide submissions. She assigns a writer to the guide article in late September. She also is the editor of the online edition and can be reached via e-mail. Wilson joined the publication as editor in fall 2009.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 35 days prior.

Outlet Profile: Established in 1990 and written for cable television subscribers across Canada. Provides detailed programming information for the premium television services delivered by cable operators and direct-to-home satellite transmission in Eastern Canada. Programming information is included for The Movie Network, Viewers Choice Pay Per View, Arts & Entertainment, The Superstations, Family Channel and new specialty networks as they become available. Three regional editions are published: Eastern Canada, Ontario and Greater Toronto. Monthly departments include Frontline (an overview of the month's highlights), Getting Shot (what films are currently shooting in Canada), Making the Scene (a round-up of party and premiere news), Who's Hot (a profile of an up-and-coming star), Cover Story (in-depth exposure of a celebrity, film, trend or event), Chick Flicks (reviews of films women love), Storyboard (a report on the film industry), At the Cineplex (a look at the month's new movies), Adesso - Fashion Now (celebrity fashion), Plugged In (consumer electronics), DVDs, CDs (the newest films and music on digital), Music (the latest Canadian bands and artists) and Curtain Call (movie listings from across Eastern Canada).

Ad Rate: \$10,778.61 USD (\$10,300.00 CAD)**Color Ad Rate:** \$10,778.61 USD (\$10,300.00 CAD)**Subscription Rate:** \$25.12 USD (\$24.00 CAD)**Circulation:** 447,903**Code Frequency:** Monthly**Topic:** CDs, Movies & Video, Music, TV Guide**Format:** Regional Publication**Publicity Materials Used:** New Products, By-Lined Articles, Staff-Written Articles, Uses Color Publicity Photos**Audit Bureau:** CCAB - Canadian Circulations Audit Board**Profile:** Consumer**Language:** English**Circulation:** 447,903**Mailing Address:**

181 Bay Street
Box 787, Ste 100
Toronto, ON M5J2T3
Canada

Beat/Title (Additional): Holiday Gift Guide, TV Guide**Pitching Tips:** Preferred Order: E-Mail

Magazine: Rogers Media Inc. *Glow***Ms. Adriana Ermter, Beauty & Grooming, Acting Beauty Editor****Shipping Address:**

One Mount Pleasant Rd 8th Fl
Toronto, ON M4Y 2Y5
Canada

Phone: +1 (416) 764-4176 (p)

Fax: +1 (416) 764-2488 (m)

Email: adriana.ermter@rci.rogers.com (p)

Home Page: www.glow.ca

Circulation: 360,000

Mailing Address:

One Mount Pleasant Rd 8th Fl
Toronto, ON M4Y 2Y5
Canada

Beat/Title (Additional): Holiday Gift Guide

Pitching Tips: Preferred Order: E-Mail

Profile: Ermter is the Acting Beauty Editor. She is also the interim contact for Holiday Gift Guide pitches and submissions. Contact her by e-mail. Twitter Handle: <http://twitter.com/AErmter> Ermter joined the staff as the acting beauty editor in February 2011. She was previously the executive beauty editor for ELLE Canada, a position she was named to in October 2010. She previously served as the beauty director for Fashion magazine. Before that, she was the managing editor of SweetSpot.ca. She was also previously the editor in chief of Salon Magazine and a columnist with Style at Home and the National Post. Ermter also worked as the editor of Canadian Jeweller and in television. She has written pieces for Flare, Elle, glow, Elevate, Men's Health, Chatelaine and The Globe and Mail.

Lead Times: Features - 60 days prior, News - 60 days prior, Advertising - 60 days prior.

Outlet Profile: Written for Canadian women and offers tips and professional advice, real experience and the inside scoop on fashion, health fads, beauty, trends, the latest styles and innovations in fitness, nutrition, skincare, health concerns, colors, hair and makeup.

Facebook Page: <http://www.facebook.com/group.php?gid=13968444226>

Ad Rate: \$23,482.72 USD (\$22,440.00 CAD)

Color Ad Rate: \$23,482.72 USD (\$22,440.00 CAD)

Page Width: 7

Page Length: 10

Columns per Page: 3

Circulation: 360,000

Code Frequency: Bi-Monthly

Topic: Beauty & Grooming, Fashion, Women's Interests

Publicity Materials Used: New Products, By-Lined Articles, Staff-Written Articles, Uses Color Publicity Photos

Audit Bureau: Publisher's Statement

Profile: Consumer

Language: English

News Web Sites: *Canadian Parents Online* Ms. Helen Williams, Holiday Gift Guide, Senior Producer

Shipping Address:

428 Campbell St
Cobourg, ON K9A 4C4
Canada

Phone: +1 (905) 377-1721 (m)**Fax:** +1 (905) 377-1436 (m)**Email:** helen.williams@rci.rogers.com (p)**Profile:** Williams is a Senior Producer and serves as the Editor. Direct all editorial, product review pitches and Christmas gift guide pitches to her. Publishers, companies, and individuals wishing to have Canadian Parents Online consider their parenting, family and children's related products, DVDs, CDs, services, and books should contact Williams. Contact her via e-mail**Outlet Profile:** Serves as an online community for Canadian parents who share one common goal; a passion for raising their children well. Provides news; expert advice; cooking tips; recipes; product, book, DVD and CD previews and reviews; product recalls and deals. Sections include: Pregnancy, Babies, Toddlers & PreSchoolers, Grade-Schoolers and Tweens & Teens.**Twitter Handle:** <http://twitter.com/CanadianParents>**Facebook Page:** <http://www.facebook.com/CanadianParents>**Date Established:** 1/1/1996**Visitors Per Month:** 14,863**CPM Ad Rate:** \$20.93 USD (\$20.00 CAD)**Code Frequency:** Mon thru Fri**Topic:** Family & Parenting, Recipes**Publicity Materials Used:** New Products, Calendar of Events, By-Lined Articles, Staff-Written Articles, Book Reviews**Audit Bureau:** Compete.com**Profile:** Consumer**Website Properties:** Links to Other Web Sites, Visitor Feedback, Discussion Groups, Articles Archived, Keyword Search, Media Kit, Abstracts of Articles, Full Text of All Articles**Language:** English**Home Page:** www.canadianparents.com**Mailing Address:**

428 Campbell St
Cobourg, ON K9A 4C4
Canada

Beat/Title (Additional): Editor, Family & Parenting**Pitching Tips:** Preferred Order: E-Mail

2011 Editorial
Calendar Opportunities



Outlet: Alberta Home
Opportunity Topic: Holiday Gift Guide, Home Entertaining
Opportunity Description: Bearing gifts: our roundup of creative and useful hostess gifts transcends the seasons.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 35,000
Advertising Deadline: 10/17/2011

Outlet: Animal Wellness Magazine
Opportunity Topic: Holiday Gift Guide, Pets
Opportunity Description: Holiday gift guide.
Issue Date: 11/15/2011
Features Deadline: 9/16/2011
Circulation: 75,000
Advertising Deadline: 9/16/2011

Outlet: Backbone
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Making a list: last-minute gift guide.
Issue Date: 11/22/2011
Features Deadline: 10/11/2011
Circulation: 121,335
Advertising Deadline: 10/23/2011

Outlet: The Barrie Examiner
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Nick of time gift guide.
Issue Date: 12/6/2011
Features Deadline: 12/5/2011
Circulation: 7,217
Advertising Deadline: 12/3/2011

Outlet: Calgary Herald
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 11/1/2011
Features Deadline: 10/25/2011
Circulation: 142,807
Advertising Deadline: 10/30/2011

Outlet: The Calgary Sun
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas gift guide: part one.
Issue Date: 11/1/2011
Features Deadline: 10/25/2011
Circulation: 48,811
Advertising Deadline: 10/30/2011

Outlet: Canadian Home Workshop
Opportunity Topic: Holiday Gift Guide, Do-It-Yourself (DIY)
Opportunity Description: Great gift projects: projects that you can make with your own hands to delight someone on your list.
Issue Date: 11/1/2011
Features Deadline: 9/2/2011
Circulation: 100,077
Advertising Deadline: 9/2/2011

Outlet: The Chronicle Herald

Opportunity Topic: Holiday Gift Guide
Opportunity Description: Last minute gift guide.
Issue Date: 12/7/2011
Features Deadline: 11/30/2011
Circulation: 115,429
Advertising Deadline: 11/30/2011

Outlet: Cineplex Magazine
Opportunity Topic: Holiday Gift Guide, Entertainment
Opportunity Description: Holiday Gift Guide.
Issue Date: 12/1/2011
Features Deadline: 9/2/2011
Circulation: 650,000
Advertising Deadline: 11/10/2011

Outlet: The Cottage Magazine
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift ideas.
Issue Date: 10/24/2011
Features Deadline: 9/12/2011
Circulation: 9,079
Advertising Deadline: 9/19/2011

Outlet: The Daily Courier
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift guide Kelowna.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 13,614
Advertising Deadline: 11/26/2011

Outlet: East Coast Living
Opportunity Topic: Holiday Gift Guide, Home, New Products
Opportunity Description: Holiday gift guide: fabulous gift ideas for the home featuring hot new products from local and Canadian suppliers.
Issue Date: 11/27/2011
Features Deadline: 9/28/2011
Circulation: 32,058
Advertising Deadline: 10/28/2011

Outlet: The Edmonton Journal
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas gift guides: parts three and four.
Issue Date: 12/1/2011
Features Deadline: 11/24/2011
Circulation: 106,093
Advertising Deadline: 11/28/2011

Outlet: The Edmonton Sun
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas gift guide: part two.
Issue Date: 12/1/2011
Features Deadline: 11/24/2011
Circulation: 63,348
Advertising Deadline: 11/29/2011

Outlet: ELLE Canada

Opportunity Topic: Holiday Gift Guide, Promotions
Opportunity Description: Holiday giveaway and gift guide.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 136,198
Advertising Deadline: 10/2/2011

Outlet: Elle Québec
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift Guide.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 78,346
Advertising Deadline: 10/13/2011

Outlet: Faze Magazine
Opportunity Topic: Holiday Gift Guide, Family & Parenting
Opportunity Description: Great holiday gift ideas for friends and family.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 120,000
Advertising Deadline: 11/1/2011

Outlet: Flare
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Annual gift guide section.
Issue Date: 12/1/2011
Features Deadline: 9/2/2011
Circulation: 136,939
Advertising Deadline: 11/1/2011

Outlet: The Gazette
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gifts.
Issue Date: 11/16/2011
Features Deadline: 11/9/2011
Circulation: 147,110
Advertising Deadline: 11/14/2011

Outlet: Glow
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gifts.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 360,000
Advertising Deadline: 10/2/2011

Outlet: The Grid
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Made in Toronto gift guide.
Issue Date: 12/1/2011
Features Deadline: 11/24/2011
Circulation: 64,700
Advertising Deadline: 11/24/2011

Outlet: The Hamilton Spectator
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift guide: part four.
Issue Date: 12/8/2011
Features Deadline: 12/1/2011
Circulation: 99,391
Advertising Deadline: 12/5/2011

Outlet: Le Journal de Québec
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift ideas.
Issue Date: 11/25/2011
Features Deadline: 9/26/2011
Circulation: 121,261
Advertising Deadline: 11/22/2011

Outlet: Kamloops Daily News
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Giftology.
Issue Date: 11/1/2011
Features Deadline: 9/2/2011
Circulation: 12,397
Advertising Deadline: 10/30/2011

Outlet: The Leader Post
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas shopping catalogue.
Issue Date: 12/1/2011
Features Deadline: 11/24/2011
Circulation: 45,048
Advertising Deadline: 11/29/2011

Outlet: Metro Calgary
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 55,000
Advertising Deadline: 11/29/2011

Outlet: Métro Montréal
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas gifts.
Issue Date: 12/15/2011
Features Deadline: 10/16/2011
Circulation: 170,000
Advertising Deadline: 12/13/2011

Outlet: Metro Ottawa
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 12/8/2011
Features Deadline: 10/9/2011
Circulation: 50,000
Advertising Deadline: 12/6/2011

Outlet: Metro Toronto
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 12/1/2011
Features Deadline: 11/29/2011
Circulation: 310,000
Advertising Deadline: 11/29/2011

Outlet: Metro Vancouver
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 12/22/2011
Features Deadline: 10/23/2011
Circulation: 139,000
Advertising Deadline: 12/20/2011

Outlet: Montreal Mirror
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift guide.
Issue Date: 12/1/2011
Features Deadline: 11/17/2011
Circulation: 70,000
Advertising Deadline: 11/17/2011

Outlet: NOW
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Last minute gift and sale guide.
Issue Date: 12/15/2011
Features Deadline: 12/8/2011
Circulation: 105,345
Advertising Deadline: 12/8/2011

Outlet: The Observer
Opportunity Topic: Holiday Gift Guide, Christmas, Toys
Opportunity Description: Toys for boys this Christmas.
Issue Date: 12/9/2011
Features Deadline: 10/10/2011
Circulation: 14,348
Advertising Deadline: 12/7/2011

Outlet: Pacific Yachting
Opportunity Topic: Boating & Yachting, Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 11/21/2011
Features Deadline: 8/23/2011
Circulation: 30,000
Advertising Deadline: 10/7/2011

Outlet: La Presse
Opportunity Topic: Holiday Gift Guide, Shopping
Opportunity Description: Super bargains after Christmas.
Issue Date: 12/23/2011
Features Deadline: 10/24/2011
Circulation: 210,553
Advertising Deadline: 12/20/2011

Outlet: pure
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gifts.
Issue Date: 12/1/2011
Features Deadline: 11/1/2011
Circulation: 69,000
Advertising Deadline: 11/1/2011

Outlet: Red Deer Advocate
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Last minute gift guide.
Issue Date: 12/1/2011
Features Deadline: 10/2/2011
Circulation: 13,934
Advertising Deadline: 11/29/2011

Outlet: RV gazette
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 10/14/2011
Features Deadline: 8/19/2011
Circulation: 15,200
Advertising Deadline: 9/9/2011

Outlet: Satellite Direct
Opportunity Topic: Holiday Gift Guide, Satellite Television
Opportunity Description: Holiday shopping guide.
Issue Date: 11/1/2011
Features Deadline: 9/2/2011
Circulation: 100,000
Advertising Deadline: 10/2/2011

Outlet: Satellite Orbit
Opportunity Topic: Holiday Gift Guide, Satellite Television
Opportunity Description: Holiday shopping guide.
Issue Date: 11/1/2011
Features Deadline: 9/6/2011
Circulation: 30,000
Advertising Deadline: 9/6/2011

Outlet: The Sault Star
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Gift guide: part one.
Issue Date: 11/19/2011
Features Deadline: 9/20/2011
Circulation: 18,353
Advertising Deadline: 11/17/2011

Outlet: Sounding Board
Opportunity Topic: Holiday Gift Guide, Luxury Goods
Opportunity Description: Luxury gift guide.
Issue Date: 11/1/2011
Features Deadline: 9/2/2011
Circulation: 7,000
Advertising Deadline: 10/4/2011

Outlet: The Star Phoenix
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 11/23/2011
Features Deadline: 11/16/2011
Circulation: 51,638
Advertising Deadline: 11/20/2011

Outlet: Style at Home
Opportunity Topic: Home Decorating, Home
Opportunity Description: Celebrate in style with our inspiring houses decorated for the festive season.
Issue Date: 12/1/2011
Features Deadline: 9/2/2011
Circulation: 231,854
Advertising Deadline: 10/2/2011

Outlet: Toronto Star
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 11/17/2011
Features Deadline: 11/10/2011
Circulation: 381,310
Advertising Deadline: 11/13/2011

Outlet: Up Here: Explore Canada's Far North
Opportunity Topic: Holiday Gift Guide
Opportunity Description: 2011 arctic gift guide.
Issue Date: 10/1/2011
Features Deadline: 8/2/2011
Circulation: 25,091
Advertising Deadline: 8/27/2011

Outlet: Vancouver Magazine
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide: we round up the best presents for everyone on your list.
Issue Date: 11/1/2011
Features Deadline: 9/2/2011
Circulation: 47,223
Advertising Deadline: 9/2/2011

Outlet: WestCoast Families
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 11/1/2011
Features Deadline: 10/2/2011
Circulation: 50,000
Advertising Deadline: 10/18/2011

Outlet: Western Mariner
Opportunity Topic: Holiday Gift Guide, Fishing, Books
Opportunity Description: Christmas books and gifts for fishermen and mariners.
Issue Date: 11/25/2011
Features Deadline: 10/26/2011
Circulation: 5,960
Advertising Deadline: 10/26/2011

Outlet: Winnipeg Parent Newsmagazine
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Holiday gift guide.
Issue Date: 12/1/2011
Features Deadline: 11/13/2011
Circulation: 25,000
Advertising Deadline: 11/13/2011

Outlet: Winnipeg Sun
Opportunity Topic: Holiday Gift Guide
Opportunity Description: Last minute gift guide.
Issue Date: 12/14/2011
Features Deadline: 12/7/2011
Circulation: 38,924
Advertising Deadline: 12/11/2011

Outlet: Zamoof!
Opportunity Topic: Holiday Gift Guide, Christmas
Opportunity Description: Christmas gift ideas.
Issue Date: 9/30/2011
Features Deadline: 8/1/2011
Circulation: 5,000
Advertising Deadline: 8/1/2011