

Oh Baby! Québec 2010

Oh Baby! knows moms

Our magazine is dedicated to providing readers with information to support them through pre-conception, during pregnancy, and throughout their child's early years. Regular Oh Baby! features include: nutrition and health tips, recipes, fun contests, new and cool products, an extensive resource directory, and more.

Oh Baby! Magazine really delivers!

Hestia International distributes over 40,000 copies quarterly across Québec through Sears Canada. Oh! Baby Magazine is also available through independent regional retailers.

Demographics

Our readers are pregnant women and new mothers.

- 41% are between 25-30 years of age
- 39% have a household income of over \$75,000
- 85% are married

Distribution

Oh Baby! Magazine has the most extensive and targeted distribution of any free baby or parenting magazine in Canada. Each issue is strategically placed to ensure that it reaches Canadian Moms!

Some of our partners include:

- Sears Canada - 20,000 copies across Québec, available in childrens' wear department and baby registry
- Clement Stores - 20,000 copies across Quebec distributed in the children's wear and baby departments.
- Prenatal facilities, doctors offices, health units, maternity stores, toy stores, baby and parenting trade shows.



Our Premier Issue, Summer 2009



Oh Baby! Magazine

Nick Eliades, Publisher

Box 357 Postal Station E

772 Dovercourt Road

Toronto, ON

M6H 4E3

Canada

Tel: 416 869 0770 Fax: 416 869 3788

Email: neliades@ohbabymagazine.com

Web: www.ohbabymagazine.com

Another Publication by:



Rate card pricing

Magazine Insertion	1 Issue	2 Issues	Annual
Full page	\$ 3,000	\$ 2,700	\$ 2,500
Double page spread	\$ 4,500	\$ 4,050	\$ 3,825
Outside back cover	\$ 6,000	\$ 5,400	\$ 5,100
Inside back/front cover	\$ 4,000	\$ 3,600	\$ 3,400
Half page vertical (no premium)	\$ 1,500	\$ 1,350	\$ 1,275
Half page horizontal (no premium)	\$ 1,500	\$ 1,350	\$ 1,275
Third of a page, horizontal	\$ 1,000	\$ 900	\$ 850
Double page, half page	\$ 3,000	\$ 2,700	\$ 2,500
BRC	\$ 3,000	\$ 3,000	\$ 3,000
Marketplace Small ad	\$ 250		
Marketplace Large ad	\$ 400		

*** Any annual booking includes a free editorial or advertorial.**

**** For any additional opportunities, please contact your account representative.**

Material Deadlines:

Issue	Sales Deadline	Ad Deadline	Release
Spring Issue	March 1 st , 2010	March 1 st , 2010	March 15 th , 2010
Summer Issue	August 1 st , 2010	August 1 st , 2010	August 15 th , 2010
Winter Issue	November 1 st , 2010	November 1 st , 2010	November 15 th , 2010

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Print ad specs

Pages & page sizing:

Ad type	Bleed*	Page trim	Type Safety*	Ad Size
Double Page Spread	10.75" x 8.5"	10.5" x 8.25"	10.5" x 8.25"	10.5" x 8.25"
Full Page	5.5" x 8.5"	5.25" x 8.25"	4.75" x 7.75"	5.25" x 8.25"
Half Page	5.5" x 4.375"	5.25" x 8.25"	4.75" x 3.75"	5.25" x 4.125"

*Bleed: The ad must be made slightly larger than the page size to avoid white edges when the page is cut.

*Type Safety: All text must be within this border to avoid being cut off.

General requirements:

Colours	All colours must be CMYK. No PANTONE, spot or RGB colours. Be sure to check logos and linked images
Registration Marks	If used, offset them by 12pts so they don't overlap the bleeds
Image Resolution	Linked or embedded images should be 300dpi.

File formats:

Adobe Acrobat	(Preferred file format) No image compression. Embed all fonts.
QuarkXPress	Please make sure all placed images and fonts are included with the file.
EPS	Convert all fonts to outlines.

Submitting your ad:

Proofs	If you wish to send a proof for colour matching, please make sure that it is a professionally produced contract proof.
Where to send ads	Digital files can be put onto our FTP site at: ftp.ohbabymagazine.com Username: babymag Password: media. Feel free to create your own subfolder. Proofs and CD-ROMs should be mailed to the address below.


If you have any problems or questions, feel free to contact our Production Department by e-mail at: production@ohbabymagazine.com, or by telephone at: 416.869.0770 ext.13

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Marketplace

TO ADVERTISE, CALL 416.869.0770 OR EMAIL MARKETPLACE@OHBABYMAGAZINE.COM



2.25" X 1.325"

2.25" X 2.845"

65 ohbabymagazine.com

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