



canadian family ADVENTURE

Canada's Magazine for Family Fun and Adventure

Don't miss the opportunity to reach your unique audience...

"No other magazine can explore the flavour, colour and rhythms of outdoor family adventure and exploration like Canadian Family Adventure™ magazine - the official publication of Treasureventure™."

What is Treasureventure™?

June 18th & 19th, 2011 – Treasureventure™ will once again welcome adventure seekers and eco enthusiasts to a truly unique "hands-on" adventure festival. Treasureventure™ is more than just an event. Through education, entertainment and interactive exhibits, our visitors leave with the means and the tools to create their own adventures.

"...it was a phenomenal day!... Can't believe how exciting it was. Hope to be back next year!"

"Simply the best festival we've ever been to..."

– Treasureventure 2010 visitor comments

Canadian Family Adventure™ magazine

Editorial mission – deliver a heightened readership experience, one that solicits and invites interaction, supporting self-guided attainable opportunities for "real-time" experiences in leisure and lifestyle.

- fresh content, cutting edge product reviews, plus inspirational news and views from the realm of adventure and discovery
- epic adventure stories
- unprecedented reader interaction
- continued support and inspiration beyond the printed page through expanded content within the pages of an extensive interactive website

Trendsetting Readership – Canadian Family Adventure™ magazine attracts a loyal base of consumers on the leading edge of trends in the marketplace.

Our readers:

- thrive on challenges and new experiences
- express a natural curiosity and appreciation for the environment and their place in it
- are first to try new products and services
- are influential among peers and family
- lead value-driven lives and invest in quality
- are proactive about their health and well-being
- are environmentally aware and willing to make "green" choices

No other magazine can explore the flavour, colour and rhythms of the many definitions of "treasure" like Canadian Family Adventure™ magazine — the official publication of Treasureventure™. Canadian Family Adventure™ magazine and Treasureventure™ bring adventuring home, inspiring people of all ages, from all walks of life to celebrate life off the beaten path.

Distribution

Canadian Family Adventure™ magazine is available free at the Treasureventure™ event and at select locations in the Southern Ontario region. Online sales will support growth and sustain an interactive readership component essential to engaging and inspiring generations of readers.



Designed for Canadian adventurers!

Editorial Themes:

Celebrating Canadian Adventures – exploring realistic opportunities for individuals and families to discover life off the beaten path.

- Celebrity Profiles
- Eco-Adventure
- Fringe/Extreme Sport
- Wilderness Survival
- Orienteering
- Family Adventure
- Adventure Destinations
- Natural Wonders
- Amazing Mammals
- Insect World
- Amazing Discoveries
- Gear and Gadgets
- Geocaching
- Metal Detecting
- Treasure Hunting
- Historical Features
- Myths and Mystery
- Ghost Towns
- Relic Hunting
- Collector's Corner
- Flea Market Treasures
- Kids Crafts
- Reader Forums
- Adventure games and more....

A REACH WORTH EXPLORING!

All print ads will be supported by an online Company/Service profile to be hosted a minimum of six months after the Treasureventure™ event. Call for details.

Book your ad before January 28, 2011 and SAVE 20%

Rates

Placement (frequency x1)	Dimensions w x h	Rate	Early Booking
<input type="checkbox"/> Outside Back Full-Page	8" x 10.5"	\$2,000.00	\$1,600.00
<input type="checkbox"/> Inside Covers Full-page	8" x 10.5"	\$1,500.00	\$1,200.00
<input type="checkbox"/> Full-page Inside	8" x 10.5"	\$1,000.00	\$800.00
<input type="checkbox"/> Half-page	7.5" x 4.875"	\$700.00	\$560.00
<input type="checkbox"/> Quarter-page	3.625" x 4.875"	\$400.00	\$320.00

Full page: Live Area: 7" x 9.5 / Trim: 8.5" x 10.5 / Bleed: 8.75" x 10.75"

Half page is available in horizontal format only

Submission deadline: May 13, 2011

- Ad supplied camera-ready
- Design services required. Additional fees may apply call for details.

13% HST: \$ _____

Total Enclosed: \$ _____

- Camera-ready advertising must be submitted in Adobe PDF format created at 300dpi resolution in CMYK colour.
- Publication is printed heatset web, 4-colour process using a 133-line screen
- Submit PDF files via our FTP site or by CD/DVD discs
- Discs should be shipped to the attention – Treasureventure Prepress: 30 Hatt St. Dundas, ON L9H 2E8

Our professional in-house design team can help facilitate any promotional materials you may need. Estimates are available upon request.

For more information and FTP instruction please contact Mark Draak at Treasureventure: 905-627-2374 or mdraak@treasureventure.ca

Please make cheques payable to: Treasureventure™

The advertiser agrees to abide by all the terms set forth. This application shall become a binding contract only upon acceptance and confirmation as such by Treasureventure™. The Advertiser or representing Agency must sign and date to complete application. I have read, understood and agree to all the terms and conditions

Name: _____ Business Name: _____

Address: _____ City: _____ Postal: _____

Ph: _____ Fax: _____ email: _____

Advertiser Signature _____

Treasureventure™ Signature _____

Date: _____

- Treasureventure™ will not assume responsibility for the reproduction quality of advertisements that do not conform to our mechanical specifications or SWOP standards.
- The publisher does not accept responsibility for production problems resulting from poor quality client-supplied materials.
- All advertising materials will be destroyed by the publisher if not requested within one year after the date last used.
- Limit of 2 advertising proofs per issue. \$50 extra per additional proof.
- Cancellations or changes will not be accepted after the published closing date.
- Execution of an order is subject to publisher's approval of copy, including display, text and illustration.
- Rates and regulations are subject to change without notice.
- Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control. Liability is limited solely to the cost of the advertisement.
- All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish and authorize third parties to publish the entire contents of the advertisement, both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication).
- The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation or right of privacy, copyright infringement or plagiarism.
- Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions.

Canadian Family Adventure™ magazine – The official publication of Treasureventure™

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