



BOOKS FOR EVERYBODY

2010 FALL/HOLIDAY EDITIONS

More information at: www.booksforeverybody.com

ADVERTISING RATES

NATIONAL EDITIONS

	MAIN	YOUNG READERS
single unit	\$ 820.00	\$ 800.00
double unit	\$1,295.00	\$1,095.00
quad unit	\$1,725.00	\$1,595.00
Calendar (single unit)	\$ 410.00	

BC EDITION

single unit	\$ 275.00
double unit	\$ 480.00
quad unit	\$ 685.00

SCHEDULE

April 27	Deadline for submissions – National
late May (tbc)	Publishers notified of selected titles
June 9	Deadline for submissions –BC Edition
early Oct.	Catalogues arrive in stores
Oct./Nov.	Additional distribution TBA

For additional information contact:

Books For Everybody

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NEW DISTRIBUTIONS FOR 2010

INTERNATIONAL FESTIVAL OF AUTHORS (IFOA)

Distribution at IFOA (including IFOA Ontario) events in October, of combined *Main* and *Young Readers* editions.

THE GLOBE AND MAIL

22,000 copy distribution to home subscribers in British Columbia on Saturday, November 27; both national editions – *Main* and *Young Readers* – will be combined with *British Columbia Edition*.

CORE DISTRIBUTION BY RETAILERS

Books For Everybody is the vital pre-Christmas promotional tool for independents across the country; booksellers look to promote the key titles of the season – as well as those special titles they are best positioned to build.

PLUS

COMBO PROMOTION

CROSS PROMOTE YOUNG READERS and PARENTING TITLES

included in *Books For Everybody Fall 2010* in *Canadian Family* (November 2010 issue)

Special Combo Promotion Rate: \$1,085.00

single unit – *Books For Everybody*

1/12 page – *Canadian Family* (on-sale date October 11, 2010)

(Simply indicate on submission form if you want your titles to be part of the combo promotion.)

Canadian Family is Canada's leading lifestyle parenting magazine – a mix of expert advice,

family tested tips and solutions, plus life-style ideas. *Canadian Family* gives parents comprehensive, practical advice on health, wellness, education, child development, behavioural and societal issues.

- National circulation of 90,000
- 9.3 Readers per copy
- Actively engaged readership – 19,000 Canadian families participate in CF's "Family Tested" program

(for more info on the magazine, see www.canadianfamily.ca)

