



BOOKS FOR EVERYBODY

2010 SPRING/SUMMER EDITION

ADVERTISING RATES

1/8 page \$ 830.00

1/4 page \$1,295.00

1/2 page \$1,725.00

Display size chosen for each title after selections are made. (Availability of 1/2-page units will be confirmed once selections are completed.)

SCHEDULE – Extended deadline

January 28 Deadline for submissions

February 15 Publishers notified of selected titles

February 22 Listing forms/cover files due

early April Catalogues arrive in stores

April 17 *Globe and Mail* distribution

(Saturday national home delivery)

The submission form (word) accompanies this kit. Return one signed copy of the submission form by the deadline.

The information on the submission form is for the selection process only; if a title is selected the publisher then chooses the display size and provide the appropriate length consumer-oriented copy.

For more information contact

Books For Everybody

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1-888-360-6658 or 416-364-3333

Attila Berki, Associate Publisher

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GETTING THE WORD OUT WHAT TO READ NEXT IN 2010

A national catalogue, *Books For Everybody*, highlights a range of titles (including children's books) for consumers to read and give during the spring/summer months. This promotion tool supports the independent sector even as its national distribution creates a conversation with *The Globe and Mail's* coast-to-coast readership.

CROSS-CANADA PROMOTION

Globe and Mail home delivery: Saturday, April 17
(200,000 copies)

COMMUNITY-SPECIFIC PROMOTION BY BOOKSELLERS

Retailer distribution (160,000 copies in 2009)

Personalized digital editions for e-distribution and retailer sites

COMBO PROMOTION

CROSS PROMOTE YOUNG READERS and PARENTING

titles selected for *Books For Everybody Spring/Summer 2010* in *Canadian Family* ad (May 2010 issue).

Special Combo Promotion Rate: \$1,185.00

1/8 page – *Books For Everybody*

1/12 page – *Canadian Family*

(on-sale date April 12, 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 lifestyle 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

(also see www.canadianfamily.ca)

