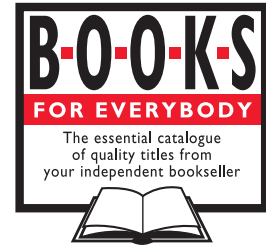


# SPRING / SUMMER 2011 BOOKS FOR EVERYBODY

A broad consumer sales campaign in the spring season

- **Book promotion at the national level**  
[Builds awareness at all levels; supports all retail]
- **Community-specific promotions by individual booksellers**  
[Provides particular support to independent retailers]

Special Rates  
& Combo Promo  
See pages  
2 & 3



Globe and Mail home delivery: **Saturday, May 7**  
(c. 190,000 copies)

Distribution by independents as of mid-April  
(estimated 100,000 copies)

Simultaneous digital edition available for booksellers to use  
on websites or distribute via email; digital edition on [www.theglobeandmail.com](http://www.theglobeandmail.com)

Format: 12-page magazine-size catalogue (full-colour 8" x 10")  
organized by category, including young readers titles

Selection process: Titles are selected by a representative committee  
of booksellers from different regions of the country.

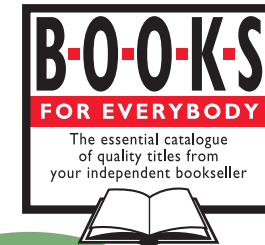
There is an emphasis on Canadian authors.

Booksellers choose titles that will appeal across the majority of markets,  
covering a broad range of genres, subject matter, format and price.

Books For Everybody , 111 Queen St. E., Ste. 320, Toronto, ON M5C 1S2 1-888-360-6658 or 416-364-3333  
Attila Berki, Associate Publisher, [aberki@booksforeverybody.com](mailto:aberki@booksforeverybody.com) (ext 3160)



# SPRING/SUMMER 2011 BOOKS FOR EVERYBODY ADVERTISING RATES



Publisher chooses a display size for each title after selections are made.

single unit	<del>\$ 820.00</del>	<b>\$ 715.00</b>
double unit	<del>\$1,295.00</del>	<b>\$ 1,125.00</b>
1/2 page	<b>\$1,725.00</b>	(Availability of 1/2-page units will be confirmed once selections are completed.)

(discounted rate available this spring)

A series can be considered as a single submission. Maximize your marketing dollars to promote front & backlist together.

## SCHEDULE

February 9	Deadline for submissions
February 22	Publishers notified of selected titles
February 28	Listing forms/cover files due
mid-April	Catalogues arrive in stores
May 7	Globe and Mail distribution (Saturday national home delivery)

The submission form (word) accompanies this kit. Return a 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 provides the appropriate length consumer-oriented copy.



# SPECIAL RATES FOR PUBLISHERS

## Reach additional parents with ad rates national advertisers only dream about

**YOUNG READERS/PARENTING** titles selected for **Spring/Summer 2011 BFE** can also appear in full-page ads in the 7<sup>th</sup> annual Summer Book Guide issue of **Canadian Family** (on sale June 9).

**Canadian Family** is Canada's leading lifestyle parenting magazine that speaks to all aspects of its readers' lives – a mix of expert advice, family tested tips and solutions, as well as lifestyle ideas. **Canadian Family** gives parents comprehensive, practical advice on health and wellness, education, child development, behavioural and societal issues. Editorial covers children from newborns to mid-teens, with a core of material focussed on children in the 4–12 age range.

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

### Spring/Summer Books For Everybody

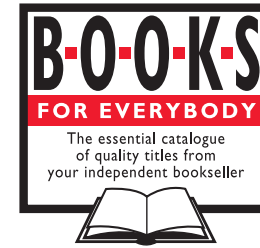
- is distributed to consumers by independent booksellers starting in April
- is delivered to **Globe and Mail** home subscribers on Saturday, May 7  
(National subscriber circulation: c.190,000)

### Special Rate for Combo:

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

**\$1,085.00**

single unit – *Books For Everybody* plus 1/12 page – *Canadian Family* (on-sale date June 9, 2011)



Fall AD - November 2010 Issue