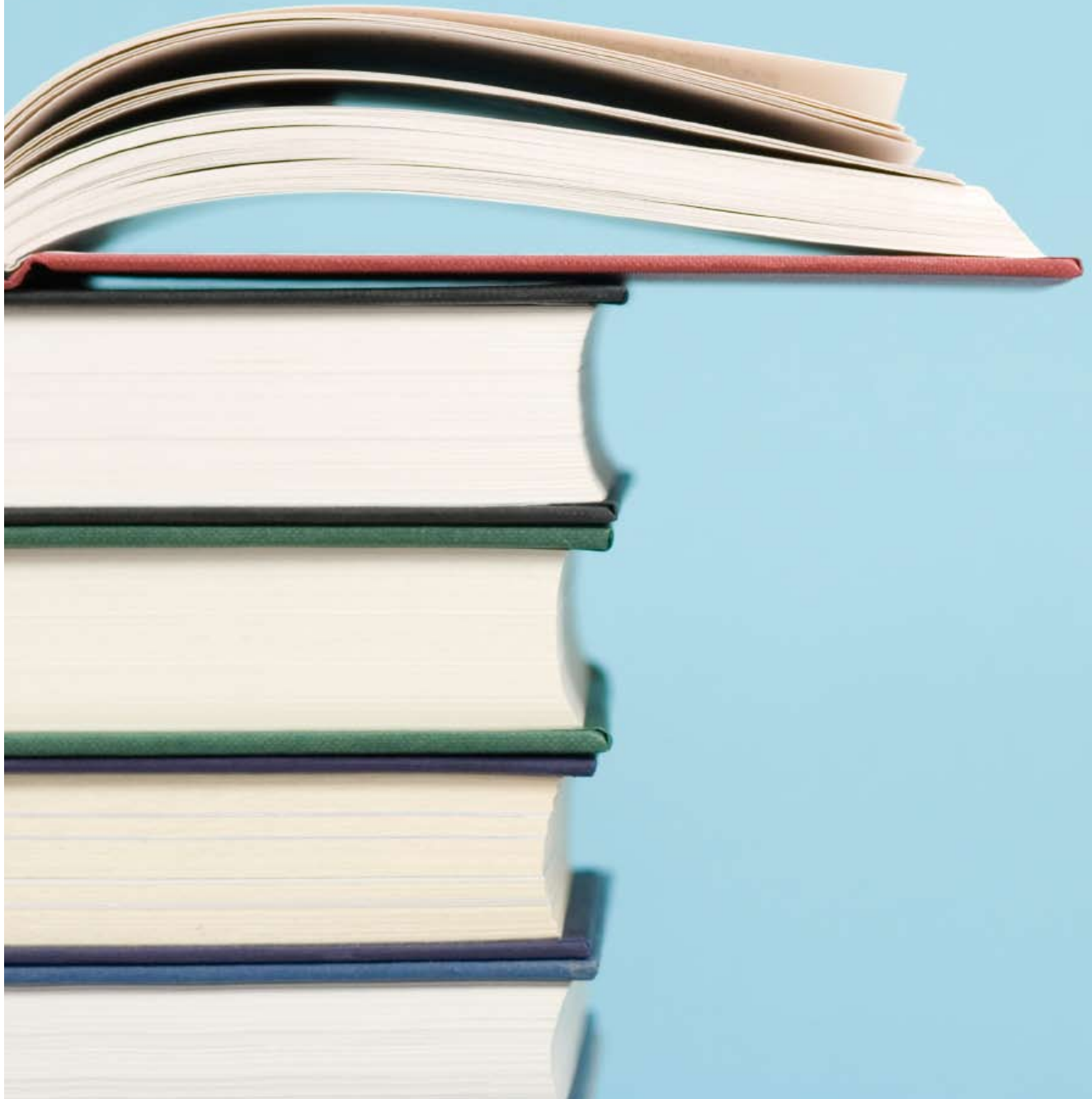


# QUILL & QUIRE





## The Canadian book industry's must-read magazine

For more than 70 years, *Quill & Quire* has been Canada's most authoritative and complete source of information on books and book publishing. *Quill & Quire* delivers agenda-setting editorial content, up-to-the-minute industry analysis and the most complete publishing news. But that's not all: we also deliver over 450 book reviews annually, providing the broadest scope of new Canadian title reviews. It's easy to see why *Quill & Quire* is the Canadian book industry's must-read magazine. In fact, in a recent Association of Canadian Publishers survey, *Quill & Quire* was ranked #1 of 60 information sources for teacher-librarians.

### Reach the people who make the decisions

Today, *Quill & Quire* reaches more than 21,000\* Canadian book publishing professionals, including key market influencers, decision-makers and all major trade book buyers. Not only is the magazine's readership the largest in the industry, our subscribers also cover off every segment of the market: bookstores, libraries and educational institutions, publishing and manufacturing, national and regional arts media, associations and government. When you want to reach Canada's book industry, *Quill & Quire* is your clear choice. We're the only publication that reaches the complete market.

### On the page and online

But *Quill & Quire's* reach isn't limited to the printed page. Quillandquire.com is the site you'll find bookmarked across the Canadian book publishing industry. Our up-to-the-minute book industry news, searchable archives, job board, blogs and more keep book publishing professionals and book consumers in the know. And with key professional content available by online subscription only, you know that your ad will be seen by a combined readership of savvy industry professionals and keen readers across Canada.

### ***Quill & Quire*: reaching the decision-makers, on the page and online.**

\*Source: 5400 monthly paid circulation, average 3.9 readers per copy



## 2009 editorial calendar

### Reaching the right audience in the right issue

#### JANUARY/FEBRUARY

Spring Previews

Special Report: Children's & Educational Publishing

**Bonus:** Mailed free to an additional 1500 teacher-librarians and school administrators

#### MARCH

Ones to watch: rising talent in the book industry

Spring Announcements: Adult Titles

#### APRIL

Native spotlight (tentative)

Spring Announcements: Children's Titles

#### MAY

Special Report: Libraries

**Bonus:** Mailed free to an additional 1500 public and specialized libraries

#### JUNE

BookExpo Canada preview

Regional spotlight: Quebec (English-language)

#### JULY/AUGUST

Fall Previews

**Bonus:** Extra copies at BEC

#### SEPTEMBER

Distribution survey: tracking the service of Canada's publishers and distributors

Fall Announcements: Adult Titles

#### OCTOBER

Fall Announcements: Children's Titles

**Bonus:** Mailed free to an additional 1500 teacher-librarians and school administrators

#### NOVEMBER

Special Report: Scholarly & College Publishing

**Bonus:** Mailed free to 1000 university professors across Canada

#### DECEMBER

Best Books of 2009

Year in Review



## 2009 Advertising Rates (Net)

FREQUENCY	1x	3x	6x	10x
Full page	\$3,660	\$2,970	\$2,715	\$2,595
b/w	\$3,350	\$2,660	\$2,405	\$2,285
2/3 page	\$3,330	\$2,780	\$2,595	\$2,180
b/w	\$3,025	\$2,470	\$2,285	\$1,870
1/2 page island	\$2,470	\$2,260	\$2,060	\$1,745
b/w	\$2,165	\$1,950	\$1,750	\$1,435
1/2 page horizontal	\$2,470	\$2,260	\$2,060	\$1,745
b/w	\$2,165	\$1,950	\$1,750	\$1,435
1/3 banner	\$1,950	\$1,735	\$1,480	\$1,315
b/w	\$1,640	\$1,425	\$1,170	\$1,005
1/3 square or vert.	\$1,650	\$1,545	\$1,440	\$1,340
b/w	\$1,340	\$1,235	\$1,135	\$1,030
1/6 vertical	\$465	\$405	\$360	\$345
1/12 square	\$335	\$310	\$285	\$255

## 2009 Production & Distribution Dates

ISSUE	SPACE CLOSING	CLASSIFIEDS & ARTWORK DUE	NEWSSTAND DATE
January/February 2009	Nov. 24	Dec. 1	Jan. 12
March 2009	Jan. 12	Jan. 16	Feb. 23
April 2009	Feb. 9	Feb. 13	Mar. 23
May 2009	Mar. 9	Mar. 13	Apr. 20
June 2009	Apr. 13	Apr. 17	May 25
July/August 2009	May 11	May 15	Jun. 24
September 2009	Jul. 13	Jul. 17	Aug. 24
October 2009	Aug. 11	Aug. 14	Sep. 21
November 2009	Sep. 4	Sep. 08	Oct. 19
December 2009	Oct. 9	Oct. 13	Nov. 23
January/February 2010	Nov. 21	Nov. 28	Jan. 15



quillandquire.com

QUILL & QUIRE

CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS

## quillandquire.com

### Reaching savvy professionals and keen readers

Looking for the latest facts and figures on the Canadian book industry? Posting a book industry job listing? Need detailed best-seller lists, author profiles or book reviews? Q&Q *Omni* at quillandquire.com is the one-stop source for all of this and more. And it's the perfect place for your ad, because it's the best place to reach executive-level book industry decision-makers in all segments of the industry.

### Professional information so valued that users subscribe to it

While the cultural content on Q&Q *Omni*—author profiles, book reviews—is available free of charge, professional content—book industry news and financials, deals and more—requires a paid membership. Place your ad in this highly valued context and you'll reach a combined readership of keen readers and savvy industry professionals.

### Q&Q *Omni* fast facts

- 32,200 unique visitors
- 132,400 montly page views

### Twice-weekly e-newsletter

Text ad: \$275 per exposure

### Job Board

Text ad: \$275 per exposure



## Quill & Quire Special Editions

### Canadian Publishers Directory: The ordering bible

Put your company at the fingertips of booksellers and librarians in *Quill & Quire's* key to Canada's publishing and distribution network. This biannual directory is used daily as an ordering bible. "It is often the very first place that every member of my data quality team turns to in our efforts to find the information required to maintain a clean database for our retail and online business," says Mark Lefebvre, database quality manager at Indigo Books & Music.

### Make the Canadian Publishers Directory work for you

If you're a small- or medium-sized publisher, you can increase your profile and credibility with buyers by appearing in one of the most used and trusted trade publications. If you're a larger publisher, use the Directory to help your customers do business with your company by clearly identifying which agency lines and ISBNs are yours. And if you're a wholesaler, use your Directory ad to tell potential customers the benefits of ordering from you.

### CPD fast facts

- Published twice yearly in June and December
- 6,500 copies distributed
- Free to all *Quill & Quire* subscribers
- So valued that over 500 subscribers buy additional copies
- One ad gives you six months of daily exposure with key buyers

### Deadlines

Issue	Space closing	Artwork deadline	Distribution
Summer 2009	April 6	April 13	May 25
Winter 2010	October 5	October 13	November 23

### Rates

Ad size	Width x Height	1X	2X
Full page	7 1/4 x 10"	\$1495	\$1300
1/2 horizontal	7 1/4 x 4 3/4"	\$985	\$805
1/3 vertical	2 1/4 x 9 5/8"	\$650	\$515
1/3 square	4 3/4 x 4 3/4"	\$650	\$515
1/6 vertical	2 1/4 x 4 3/4"	\$490	\$405

### Artwork specifications and delivery

- Ad artwork should be supplied in PDF format
- Ads under 2 MB can be emailed to ads@quillandquire.com
- When sending via the FTP site, please label your file with the name of the advertiser. To avoid confusion, do not label your file "CPD ad."

### The coordinates for our FTP site are:

**URL:** ftp.stjosephmedia.com

**Username:** quillandquire\_upload

**Password:** upload

More detailed ad specifications are available at [www.quillandquire.com/advertising.cfm](http://www.quillandquire.com/advertising.cfm)



## Quill & Quire Special Editions

### **The Book Trade in Canada, 2009 Edition**

The BTIC 2009 is the perfect vehicle to promote any service or product related to the book marketplace, affordably and effectively. Your ad will position your company as a key player in the Canadian publishing marketplace, and will grab the attention of potential customers just as they're looking for new sources and suppliers.

### **Your direct line to a \$1.5 billion industry**

The BTIC 2009 is the single most comprehensive Canadian book publishing industry reference tool. It delivers:

- An enhanced and expanded roster that captures the entire publishing marketplace
- More details and more categories than ever, including names, contact information and company descriptions
- Unmatched accuracy, with the edition completely updated and verified by the editors of *Quill & Quire*.

### **Deadlines**

**Reservation deadline:** November 2

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**Artwork:** November 7

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**Distribution:** January 2

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### **Rates**

<b>Ad size</b>	<b>Width X Height</b>	<b>Rate</b>
Full page	7 1/4 x 10"	\$1020
1/2 horizontal	7 1/4 x 4 3/4"	\$765
1/4 vertical	1 3/4" x 9 5/8"	\$515
Company logo and 80-word description		\$215
Company logo		\$115



## Digital File Specifications

### ADVERTISING MECHANICAL REQUIREMENTS

	BLEED	TRIM (WxH)	NON-BLEED* (WxH)
DPS**	17 x 11 1/4 "	16 1/2 x 10 3/4"	15 3/4 x 10"
Full page	8 3/4 x 11 1/4"	8 1/4 x 10 3/4"	7 1/4 x 10"
2/3 (columns)	5 3/8 x 11 1/4"	5 1/8 x 10 3/4"	4 3/4 x 9 5/8"
1/2 (horizontal DPS)	17 x 5 1/2"	16 1/2 x 5 1/4"	15 3/4 x 4 3/4"
1/2 (horizontal)	8 3/4 x 5 1/2"	8 1/4 x 5 1/4"	7 1/4 x 4 3/4"
Island/Digest	5 3/8 x 7 7/8"	5 1/8 x 7 5/8"	4 3/4 x 7 1/8"
1/3 (square)	5 3/8 x 5 1/2"	5 1/8 x 5 1/4"	4 3/4 x 4 3/4"
1/3 (banner)	8 3/4 x 3 3/4"	8 1/4 x 3 1/2"	7 1/4 x 3"
1/3 (vertical)	2 7/8 x 11 3/8"	2 5/8 x 10 3/4"	2 1/4 x 9 5/8"
1/6 (vertical)	n/a	n/a	2 1/4 x 4 3/4"

**Safety (non-bleed):**

Area within which all copy, logos, borders or other graphic elements should appear. All critical material must be kept within the non-bleed dimension. Partials that do no bleed should be built to safety size.

**Trim:** Actual size of magazine page.

**Bleed:** Area outside of magazine page printed to ensure full coverage.

**FTP INFORMATION**

**ftp.stjosephmedia.com**  
**username:** quillandquire\_up  
**password:** upload

### DIGITAL REQUIREMENTS – film not accepted

\*All critical matter must be kept within the non-bleed dimensions. \*\*Allow 1/8 on each side of the centre line of spine  
Spread creative to be supplied as single-page units to final trim size.

*Quill & Quire* will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally, created on a Macintosh computer (not IBM). File formats to supply full-page or spread creative include TIFF/IT-PI & PDF-XI files only. Fractional ad creative (only) to be supplied as pdf (press optimized, fonts embedded, acrobat distiller), InDesign, EPS or Tiff. We are NOT capable of accepting Aldus Freehand files.

- Document page must be set up to fit trim size: add bleed as appropriate
- Compressed files must be saved as self-extracting archives (.sea)
- All logos or graphics should be saved as TIFF files or EPS logos
- Scanned images should be a minimum resolution of 300 pixels per inch
- Type to be converted to outline when using Adobe Illustrator
- All images must be converted to CMYK and not submitted as RGB
- Ink density for all four process colours must not exceed 280%
- All images must be supplied at 100% actual size in InDesign
- Ads may be supplied on CD and/or Zip and must be accompanied by a colour proof. (see proof specifications below)
- All Font files should be included (printer and screen versions). Only Type fonts are acceptable
- Please be sure to include trim, cropmarks and bleed on your proof
- Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. *Quill & Quire* is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type
- Advertisers and/or advertising agencies assume full responsibility for all contents of advertisements and any claim made against the publisher because of such content. Publisher reserves the right to refuse any or all copy deemed by the publisher to be unsuitable

### PROOFING REQUIREMENTS

- Digital SWOP proofs such as Iris, Pictro or Iris proofs are required by *Quill & Quire* as a guide to reproduction (tear sheets and/or b/w laser proof are not acceptable for reference to a four colour advertisement)
- Refer to DMAC standards for further requirements

**SEND TO: St. Joseph Media, 111 Queen Street East, Suite 101, Toronto, ON M5C 1S2**  
**Attention: Scott Bradley, Production Manager**



## Marketplace

Get the word out to the industry quickly and economically. Whether you're an employer looking to fill a position, a publisher promoting a website, a supplier selling a specialized product, or a freelancer looking for additional clients, you can get the job done for less than a tenth of a cent per reader!

	1X RATE	3X RATE	6X RATE	12X RATE
<b>Double Unit*</b> per inch	\$150	\$140	\$125	\$105
<b>One unit*</b> per inch	\$85	\$80	\$75	\$60
<b>Word ad</b>	\$10/line	\$6/line	\$5/line	\$4/line

Email material to: [info@quillandquire.com](mailto:info@quillandquire.com)

## Q&Q Classified Marketplace Directory

### Announcements

- Changing Terms/Representation
- Out of Print
- Specials
- New Address, etc.

### Books

### Bookstore & Library

### Equipment

### Books Wanted

### Business for Sale

### Distribution

### Freelance Services

- Bibliographic
- Computer Systems
- Copywriting
- Design/Production
- Editorial
- Financial/Consulting
- Publicity
- Sales & Marketing
- Word Processing

### Merchandise

### Periodicals

### Personal

### Positions Open

### Positions Wanted

### Print & Production

### Queries

### Remainders

### Websites

### Wholesalers/Jobbers

### Writing

- Call for Submissions
- Contests, Awards
- Courses
- Readings
- Residencies
- Retreats/Housing
- Writer/Publisher Wanted

### Other