

E-BOOKS: CAN INDIGO'S KOBO COMPETE WITH APPLE?

QUILL & QUIRE

CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS APRIL 2010

75

Anniversary Issue
1935-2010

75 IDEAS FOR FIXING CANADIAN PUBLISHING
REBUILDING THE CANLIT CANON
MCNALLY ROBINSON MOVES ON AFTER A TOUGH YEAR
35+ REVIEWS: NEW BOOKS BY JOAN THOMAS, ROBERT MUNSCH, RUSSELL SMITH, BRIDGET STUTCHBURY, GARY FAGAN, AND MORE

SPECIAL REPORT: COLLEGE AND SCHOLARLY PUBLISHING

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CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS OCTOBER 2010



Anna Porter's latest phase

Charlotte Gray tackles Pierre Berton's Klondike

Canadian chefs finally get published

Textbook rentals come to Canada

40 REVIEWS
NEW BOOKS BY EMMA DONOGHUE, TREVOR COLE, MARINA NEMAT, HUGH BREWSTER, FETER ROBINSON, AND MORE

WOMEN IN PUBLISHING: IS SEXISM A THING OF THE PAST?

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CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS SEPTEMBER 2010



Alison Pick

A NOVELIST'S SEARCH FOR HER ROOTS

HOUSE OF ANANSI embarks on a new evolutionary phase

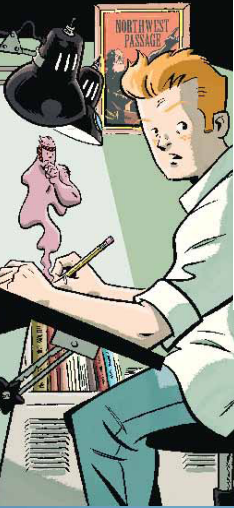
MICHAEL WINTER experiments with true-life fiction

40+ REVIEWS
NEW BOOKS BY WILLIAM GIBSON, SANDRA BIRDSELL, ALISA YONG, KYO MACLEAN, DAVID BERGER, AND MORE

TO TWEET, OR NOT TO TWEET

QUILL & QUIRE

CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS JULY/AUGUST 2010



Media Kit

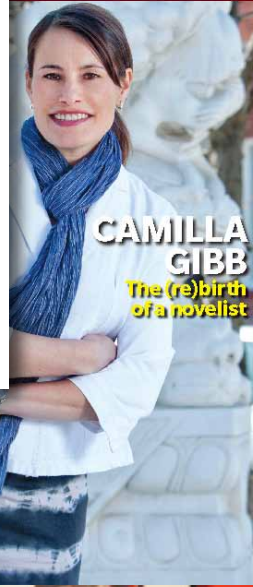
QUILL & QUIRE

2011

CANADIAN CULTURE AT RISK?

QUILL & QUIRE

CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS JULY/AUGUST 2010



CAMILLA GIBB

The (re)birth of a novelist



THE REMAKING OF MCARTHUR & COMPANY
THE SECRET NINE-TO-FIVE LIVES OF CANADIAN AUTHORS
35 REVIEWS OF NEW BOOKS BY TODD BABIAK, RUTH OHI, ANN VANDERHOOF, RICHARD SCRIMGER, AND MORE

REVIEWS

NEW BOOKS BY PAUL QUARRINGTON, MICHELLE BERRY, CORY DOCTOROW, KATHLEEN WINTER, JIM MUNROE, AND MORE

SPECIAL REPORT: CHILDREN'S & EDUCATIONAL PUBLISHING

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CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS MARCH 2010

How Canadian publishers are (finally) getting into the e-book game
Susan baby & mispent youth

STAGE NEXT

Allan Stratton moves on from Chanda's Wars

35+ REVIEWS

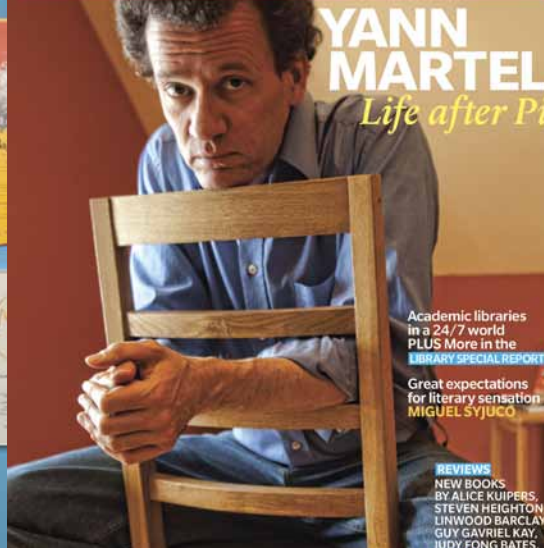
NEW BOOKS BY PASCALE QUIGNER, ANOSH IRANI, AND ROD MACQUEEN
PLUS KIDS' BOOKS BY MELANIE WATY, MARTHE JOCELYN, AND LUC MELANSON



AMAZON IN CANADA: A THREAT TO OUR CULTURE?

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CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS MAY 2010



YANN MARTEL

Life after Pi

Academic libraries in a 24/7 world
PLUS More in the LIBRARY SPECIAL REPORT

Great expectations for literary sensation MIGUEL SYLVEO

REVIEWS

NEW BOOKS BY ALICE KUIPERS, STEVEN HEIGHTON, LINWOOD BARCLAY, GUY GAVRIEL KAY, JUDY FONG BATES, AND MORE

DOES INDIGO'S E-READER MEASURE UP TO THE KINDLE?

QUILL & QUIRE

CANADA'S MAGAZINE OF BOOK NEWS AND REVIEWS JUNE 2010



Katherine Govier's Eastern odyssey

Dundurn's remarkable rise
The private lives of book bloggers

40 REVIEWS
BOOKS BY YANN MARTEL, DOUGLAS COUPLAND, TISH COHEN, POLLY HORVATH, AND MORE

The Canadian Book Industry's Must-Read Magazine

For over 75 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 400 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 Decision-Makers on the Page and Online

Quill & Quire reaches more than 19,000* Canadian book publishing professionals, including key market influencers 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.

Plus, *Quill & Quire's* reach isn't limited to the printed page. Quillandquire.com is the site 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.

* Source: 4900 monthly paid circulation, average 3.9 readers per copy

2011 Editorial Calendar

Reach the right audience in the right issue

Issue	Bonus	Ad Close	Materials Due	On Sale
JANUARY/FEBRUARY Spring Preview		Nov. 22	Dec. 3	Dec 29
MARCH Special Report: Children's and Educational Publishing	Mailed free to an additional 1000 teacher-librarians and school administrators	Jan. 10	Jan. 21	Feb. 10
APRIL B.C. Spotlight		Feb. 7	Feb. 18	Mar. 10
MAY Special Report: Libraries	Mailed free to an additional 1500 public and specialized libraries	Mar. 7	Mar. 18	Apr. 7
JUNE Special Report: Booksellers		Apr. 11	Apr. 21	May 12
JULY/AUGUST Fall Preview		May 23	Jun. 3	Jun. 23
SEPTEMBER 2011 Distribution survey: Tracking the service of Canada's publishers and distributors		Jul. 4	Jul. 15	Aug. 4
OCTOBER Special Report: Children's and Educational Publishing	Mailed free to an additional 1500 teacher-librarians and school administrators	Aug. 8	Aug. 19	Sep. 8
NOVEMBER Special Report: Scholarly and College Publishing	Mailed free to 1000 university professors across Canada	Sep. 2	Sep. 16	Oct. 6
DECEMBER Books of the Year		Oct. 7	Oct. 21	Nov. 10

2011 Advertising Rates (Net)

FREQUENCY	1x	3x	6x	10x
Full page	\$2,970	\$2,715	\$2,595	\$2,465
b/w	\$2,660	\$2,405	\$2,285	\$2,170
2/3 page	\$2,780	\$2,595	\$2,180	\$2,070
b/w	\$2,470	\$2,285	\$1,870	\$1,775
1/2 page island	\$2,260	\$2,060	\$1,745	\$1,655
b/w	\$1,950	\$1,750	\$1,435	\$1,360
1/2 page horizontal	\$2,260	\$2,060	\$1,745	\$1,655
b/w	\$1,950	\$1,750	\$1,435	\$1,360
1/3 banner	\$1,735	\$1,480	\$1,315	\$1,250
b/w	\$1,425	\$1,170	\$1,005	\$955
1/3 square or vertical	\$1,545	\$1,440	\$1,340	\$1,275
b/w	\$1,235	\$1,135	\$1,030	\$980

Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

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
Double Unit* per inch	\$150	\$140	\$125	\$105
One unit* per inch	\$85	\$80	\$75	\$60
Word ad	\$10/line	\$6/line	\$5/line	\$4/line

Email material to: 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**

Quillandqu岸.com

Quillandqu岸.com combines professional journalism and curated editorial direction, with the immediacy, relevance and candour of the web. The site hosts an extensive archive of 6,000+ book reviews and 10,000+ news stories. Our very popular Quillblog is updated several times daily with literary and cultural stories from around the world. Part of our audience – the exclusive Q&Q Omni paid, professional membership subscribers – are alerted to the latest headlines through a twice-weekly newsletter. Tap into the most influential literary audience in the country—advertise on quillandqu岸.com!

Traffic size*
47,551 unique visitors
81,046 visits
176,811 monthly page views

Demographic breakdown**
79% of online readers are women
67% between 20 and 40 years of age
86% have a university education or higher

Loyal, engaged readership
 On average, *Quill* visitors return to the site **twice every month****

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 quillandqu岸.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.

Leaderboard \$30 CPM

728 pixels wide by 90 pixels high
 Maximum file size of 40k

Big box \$30 CPM

300 pixels wide by 250 pixels high
 Maximum file size of 40k

→ **PLUS!** Reach the professional book trade through a **text ad (\$275/exposure)** in our paid-membership newsletter, sent to 850 book industry members. Or place an ad on the **Q&Q job board (\$275/listing)**.



Sources:

* Google Analytics, October 2010

** From the *Quill & Quire* Salary Survey, conducted online, July 2008

Digital File Specifications

AD SIZE	BLEED TRIM* (WxH)	NON-BLEED TRIM (WxH)
DPS	16.5" x 10.75"	15.75" x 10"
Full page	8.25" x 10.75"	7.25" x 10"
2/3 (2 columns)	5.125" x 10.75"	4.75" x 9.625"
1/2 (horizontal DPS)	16.5" x 5.25"	15.75" x 4.75"
1/2 (horizontal)	8.25" x 5.25"	7.25" x 4.75"
Island/Digest	5.125" x 7.625"	4.75" x 7.125"
1/3 (square)	5.125" x 5.25"	4.75" x 4.75"
1/3 (banner)	8.25" x 3.5"	7.25" x 3"
1/3 (vertical)	2.625" x 10.75"	2.25" x 9.625"

Trim: Actual size of magazine page.

Bleed: Area outside of magazine page printed to ensure full coverage. Ads built to bleed trim should allow an additional 1/8" on all sides.

Safety: Area within which all copy, logos, borders or other graphic elements should appear. Ads built to bleed trim size must keep critical material within 1/4" from the trim on all sides.

AdDirect Upload Information



Visit the AdDirect home page to take the tour on how to upload your ad using the preflight portal system.

adirect.sendmyad.com

Digital requirements for advertising material

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.

- * All critical matter must be kept within 1/4" from bleed trim edges.
- We will ONLY accept PDFX1a files (ensure that files are 300 dpi).
- Include 1/8" bleed trim on all sides for pages built to bleed trim specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- 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 in sizes smaller than those mentioned above.
- Ink density for all four process colours must not exceed 280%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see Proofing Requirements) generated from the supplied PDF-X1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- Production charges will apply for any in-house design services. Contact Account Manager for rates.
- Quill & Quire reserves the right to add a keyline to floating ads to differentiate them from editorial.

- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Quill & Quire because of such content.
- Quill & Quire reserves the right to refuse any or all copy deemed by Quill & Quire to be unsuitable.
- All advertising materials will be destroyed by Quill & Quire if not requested within one year after date last used.

PROOF REQUIREMENTS

- Quill & Quire will only be responsible for ad reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via the AdDirect portal.
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements. Visit: <http://magazinescanada.ca/dmacs.php?cat=dmacs>
- EPSON proofs are available at \$50 each.

SHIP TO: Quill & Quire Production Dept., St Joseph Media, 111 Queen St East, Suite 320, Toronto, ON M5C 1S2
Attention: Caroline Potter, Production Manager (416 364 3333 x 4524, cpotter@stjosephmedia.com)