


CHARLES F. DORAN ON AMERICAN REVIVAL

WINTER 121 JAN-MAR

# Diplomat &

INTERNATIONAL CANADA





## John Baird: Canada's freedom agenda

AN AROUND-THE-WORLD  
CONVERSATION WITH A  
DYNAMIC NEW FOREIGN  
AFFAIRS MINISTER

George Fetherling on books: Civil War diplomacy  
Wolfgang Depner on the TOP 10 smallest countries on Earth  
Jessie Reynolds on travel: Awesome Australia

ESTABLISHED 1989 CDN \$5.95  
PM 80957514

## Media Kit 2012-2013

DEREK BURNEY ON CANADA-U.S. NEGOTIATIONS

WINTER 120 OCT-DEC

# Diplomat &

INTERNATIONAL CANADA

## The new petro power paradigm

A SPECIAL REPORT  
ON THE COMING  
RESURGENCE OF  
FOSSIL FUELS



SAUDI ARABIA'S  
KING ABDULLAH

WHY NEWSWEEK MAGAZINE  
RANKED THE SAUDI KING AS ONE  
OF THE WORLD'S TOP 10 MOST  
RESPECTED LEADERS

Political cartoons from around the world  
Q&A with defence expert Richard Cohen  
Destinations: A personal trek across South Africa




GEN. WALTER NATYNCZYK REPORTS ON AFGHANISTAN

WINTER 119 JAN-MAR

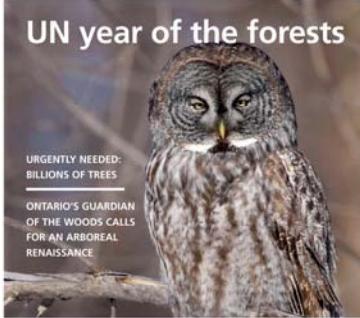
# Diplomat &

INTERNATIONAL CANADA

## UN year of the forests

URGENTLY NEEDED:  
BILLIONS OF TREES

ONTARIO'S GUARDIAN  
OF THE WOODS CALLS  
FOR AN ARBOREAL  
RENAISSANCE



Fen Osler Hampson on new conflict in ancient lands  
Transparency International on global corruption  
George Fetherling on the remarkable Pearl S. Buck  
Pieter Van den Weghe on bold wines for winter




FROM THE UPRISINGS: MIDDLE EAST POLITICAL CARTOONS

WINTER 118 APRIL


# Diplomat &

INTERNATIONAL CANADA

DIPLOMAT EXCLUSIVE

## Talk power

BY FEN OSLER HAMPSON  
AND I. WILLIAM ZARTMAN



Whither Canada  
Lawrence Cannon, Bob Kay, Fred Osmer, Eric Mulvan and Joe  
Foster, Colin Robertson, Alexander Moore and Alan David, Andre  
Bourcier, Joseph K. Ingram and Tony Branda, Andrew Irvine  
Destinations: Sweden • Parks Canada at 100




## International Prestige

*Diplomat & International Canada* is the Capital's premier publication targeting the executive business and government audiences, as well as individuals who understand how international issues affect Canada.

*Diplomat* provides quarterly analysis of international politics and business, written by experts for the discerning reader. *News, opinions & lifestyle information for more 20 years.*

## Our Editorial Calendar Provides Targeting Opportunities

*Diplomat* features editorial content on the following topic areas:

- International Trade, Tourism, Defense, Energy, Health, Science & Technology, Development, International Conflicts & Governance.
- Regular articles and column topics include: Diplomatic Events, Travel & Dining, Wine & Art, Books & Culture, Lifestyle & Real Estate.

## Executive Power

- *Diplomat's* readers are high-profile, private- & public-sector executives, business owners and influential decision-makers with high disposable incomes.
- *Diplomat* readers eat in restaurants, hire caterers & travel frequently.
- *Diplomat* readers require fine clothing and accessories to wear for business & social functions.

## Publishing Schedule 2012-2013

<b>Issue</b>	<b>Ad Copy Deadline</b>	<b>Distribution</b>
April – June 2012	February 8, 2012	April 1, 2012
July – September 2012	May 4, 2012	July 1, 2012
October – December 2012	August 8, 2012	October 7, 2012
January – March 2013	November 2, 2012	January 6, 2013
April – June 2013	February 8, 2013	March 31, 2013
July – September 2013	May 3, 2013	June 30, 2013
October – December 2013	August 5, 2013	October 6, 2013
January – March 2014	November 1, 2013	January 5, 2014
April – June 2014	February 7, 2014	April 6, 2014

Contact: 613-422-5262 or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

## A Dynamic & Influential Audience

- Readership 350,000\* + annually.
- Influential and affluent people in the National's Capital.
- Targeted and controlled circulation of 11,000 with 4 editions per year.
- Circulation to 3,400 diplomats from 126 embassies and high commissions, 1,600 family members of diplomats posted in Ottawa.
- Long shelf-life as a reference resource for its directory of current and newly posted diplomats.
- Subscribers to *The Ottawa Citizen* in affluent neighbourhoods of Rockcliffe, the Glebe, Kanata, and Westboro.
- Delivery to businesses in the Glebe, Byward Market, Sparks Street and New Edinburgh.
- Members of Parliament and Senators and their staffs.
- Senior staff at Federal Departments: Foreign Affairs and International Trade, Prime Minister's Office (PMO), CIDA, Environment, Agriculture and AgriFood Canada, Business Development Bank, IDRC, Parks Canada, Public Safety and Emergency Preparedness, Privy Council Office (PCO), National Defence, RCMP, Canadian Forces College, Parliamentary Library, Canadian Human Rights Commission, CBC, CTV, the National Press Gallery and the United Nations Association.
- Key businesses in Ottawa's four main commercial areas.
- *Diplomat* also has paid circulation and is available at selected newsstands and Chapters/Indigo bookstores nationwide.

\* Pass-on Readership (7.2 readers per copy)

## Premium Advertising Opportunities

*Diplomat* readers need up-to-date information on:

- Rental accommodations & buying or leasing a car.
- Where to send their children to school, how to spend their leisure time.
- Home furnishings, the right insurance coverage, family doctors & dentists.
- Products needed to do their jobs, printing, information technology, language training, office supplies, relocation & moving services.
- Catering & event venues.

Contact: 613-422-5262 or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

## Display Ad Sizes

### Full Page:

Live Area: **7 3/4" x 10 1/4"**

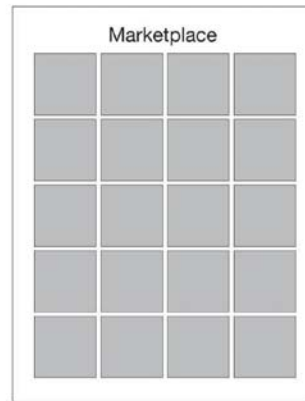
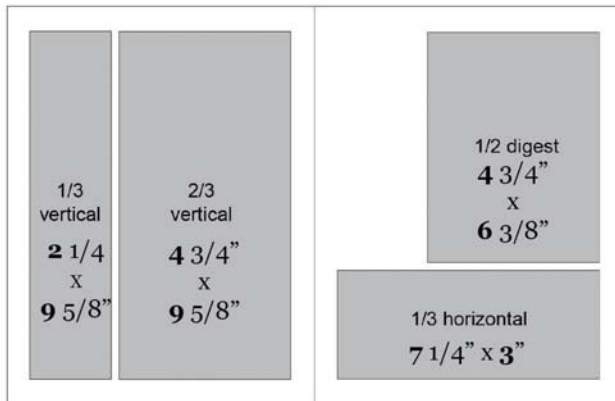
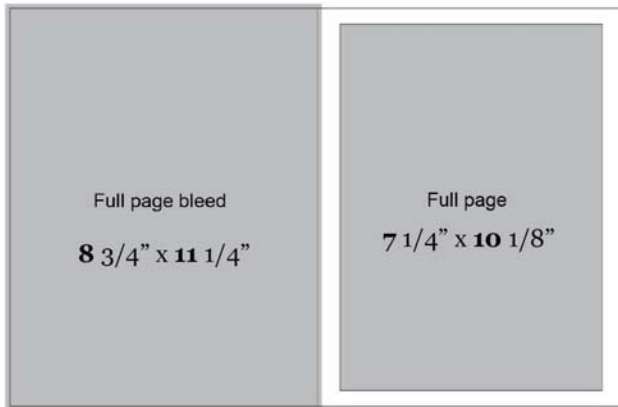
Trim Size: **8 1/2" x 11"**

Allow 1/8" for bleed

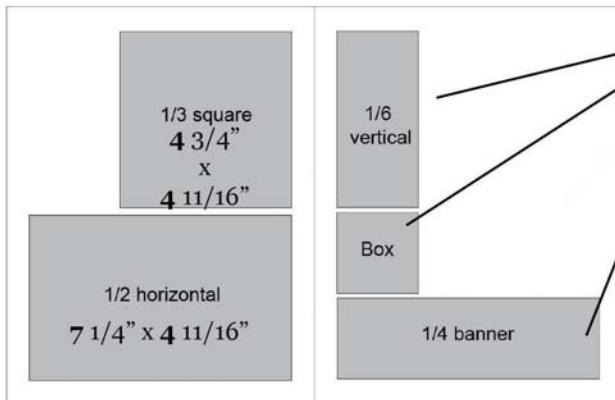
Double Page Spread with 1/8" bleed: **17 1/4" x 11 1/4"**

Outside Back Cover with 1/8" bleed: **8 3/4" x 11 1/4"**

Inside Front Cover with 1/8" bleed: **8 3/4" x 11 1/4"**



Marketplace box ad  
Unit Size: 1.7" x 1.7"  
\*Ads can be built larger  
by adding 2 or more  
boxes together.



1/6 (v): **2 1/4" x 4 11/16"**  
1-column box: **2 1/4" x 2 1/4"**  
1/4 (b): **7 1/4" x 2 1/4"**

Contact: **613-422-5262** or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

## Mechanical Information

Printing method: Computer-to-sheet-fed offset press  
Bindery method: Saddle-stitched

### Copy and Contacts

- a. First-time advertisers must pay first insertion in full at time of booking.
- b. No cancellations accepted after space closing date.
- c. Rates quoted are for space only and assume Advertiser supplies final files meeting Publisher's specifications.
- d. All creative materials/ad copy are to be sent to *Diplomat & International Magazine*, [donnajacobs@gmail.com](mailto:donnajacobs@gmail.com)
- e. Frequency discounts are based on a set contract period commencing with the Advertiser's first insertion.
- f. The acceptance or execution of an order is subject to the Publisher's approval.
- g. All advertising is published upon the understanding that the Advertiser and the Advertising Agency assume full liability for all electronic advertising material submitted, printed, or published.
- h. The Publisher reserves the right to hold the Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
- i. The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or type set by the Publisher, nor will the Publisher accept any responsibility for any error caused as a result of bookings or advertising material received not according to specifications or after material closing date.

## Material Requirements

Please confirm all electronic submissions by contacting Donna Jacobs or Neil Reynolds at (613) 422-5262 or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)

### Digital File Specifications

**Media:** Mac formatted: CD-DVD.

**E-mail:** Files less than 5MB [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)  
Files larger than 5MB contact Publisher for FTP site instructions

**Compression:** Stuffit ".sit" or ".sea" only

**Media Labeling Requirements:** Issue Date, Advertiser, Agency Name, Vendor Contact, Ad Number/Name, File Name/Number, Return Address and List of Contents

**Electronic Ad File Accepted:** PDF X-1a is preferred, 300 dpi TIFF, 300 dpi JPG MACS Standard: TIFF-IT P1, PDF-X1.

**Images and resolution:** All images are at least 300 dpi at 100% final size  
TIFF or JPEG images

**Colour (contract) proofs:** In order to accurately reproduce colours from a provided file a contract proof (Ink jet/dye sublimation calibrated to SWOP standards must be supplied with your file. If a contract proof is not supplied we cannot guarantee the accuracy of colour reproduction.

**Desktop Instructions:** Build pages to trim size and extend bleed beyond page edge. Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, and logos/artwork. Do not nest EPS files in other EPS files. Pantone colours must be in CMYK mode.

**IMPORTANT NOTE:** PUBLISHER MUST APPROVE ANY EXCEPTIONS TO THESE SPECS PRIOR TO SENDING  
Material conversion costs will be billed as production charges.

*Diplomat & International Canada*  
P. O. Box 1173, Station B  
Ottawa, Ontario, Canada K1P 5R2

Donna Jacobs, Publisher • [donnajacobs@gmail.com](mailto:donnajacobs@gmail.com) • Phone: 613-422-5262



Member of the Canadian Magazine Publishers Association

**Contact: 613-422-5262 or [advertise@diplomatonline.com](mailto:advertise@diplomatonline.com)**