

The World in Canada

Diplomat & International Canada magazine is Canada's leading source for international affairs and Canadian foreign policy. *Diplomat* magazine is for people who want to stay informed about global issues and who care about Canada's role in the world. It is also a showcase for the diplomatic community in Canada. Canada's international community and internationally minded Canadians have been relying on *Diplomat & International Canada* since 1989.

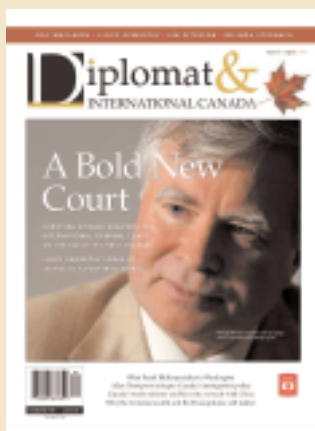


A Strong Editorial Mandate

Our purpose is to inform discriminating readers about world affairs and engage them in an exchange of ideas. We maintain the highest standards of journalism in every issue. Our writers look beyond the headlines and explore the ideas and concepts that will reshape the world, through a Canadian lens, .

A Dynamic, Affluent, Influential Readership

Diplomat & International Canada has a circulation of 15,000 and a readership of more than 30,000 influential and affluent people in Ottawa and across Canada.



Through targeted, controlled circulation in Ottawa, *Diplomat* reaches:

- 3,400 diplomats from 125 embassies and high commissions in Ottawa
- 1,600 family members of diplomats posted in Ottawa
- 12,000 subscribers of the Ottawa edition of *The Globe and Mail*
- Members of Parliament and Senators and their staff
- Senior staff at Foreign Affairs and International Trade Canada

Diplomat is also mailed to paid subscribers and is sold on newsstands and at Chapters/Indigo stores from coast to coast.



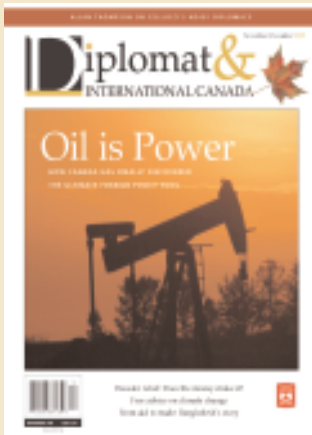
Authoritative, Entertaining and Essential Editorial

Diplomat & International Canada is a premium general interest Canadian magazine devoted to covering international affairs from a Canadian perspective and furthering discussion on matters of importance to our readers.



Influential, Affluent, and Sophisticated Readership

Diplomat provides advertisers with access to an affluent, opinion-leading readership in the highest-quality editorial environment.



Indispensable for more than 16 years

Our readers have been relying on *Diplomat* for news, opinions and information since 1989.

Reach the World in Canada

“There are 8,000 diplomats in Canada, 3,400 of them living in Ottawa.”

- His Excellency Carlos Carrasco, Ambassador of Bolivia and President of the Ottawa Diplomatic Association.

Understanding Our Readership

Diplomats and their families

At any time, about 20 per cent of our diplomatic readership has recently arrived in Ottawa-Gatineau. These readers need up-to-date information on rental accommodations and buying or leasing a car. They need to decide on where to send their children to school and how to spend their leisure time. Use *Diplomat* to tell 5,000 diplomats and their family members living in Ottawa-Gatineau how your business can provide the products and services they are looking for from - home furnishings to finding the right insurance coverage to choosing a family dentist.



Embassies and High Commissions

The 125 diplomatic missions in Ottawa spend millions of dollars annually in the Ottawa-Gatineau area to acquire the products and service the diplomats need to do their jobs. Each of these diplomatic missions has an office in Ottawa and each relies on Ottawa area businesses to provide the necessary products and services including: information technology, office supplies and furnishing, hotel accommodations, catering, event venues, printing, insurance coverage, relocation and moving services and language training, to name just a few.

Internationally minded Canadians

Our readers are educated, professionals who have high disposable incomes, a taste for luxury and the willingness to pay for conveniences. *Diplomat* readers eat in restaurants and hire caterers. Our readers travel frequently, and they require high-end clothing and accessories to wear for business and social functions. Our readers look for quality in home furnishings and home renovations.

Diplomat's Canadian readers are among the most powerful and influential decision makers in Canada. Our readers are private and public sector executives, business owners, professionals and politicians. And, they are instrumental in the important decisions that governments make, in Canada and abroad.

Reach the World in Canada

“We really enjoy this publication and we get response from the advertising. Great awareness!” -Renée Bates, Director of Sales, Aristocrat Suite Hotel.

Why Advertise in *Diplomat & International Canada*?

Advertisers in *Diplomat* have access to an affluent, opinion-leading readership in a high quality editorial environment. *Diplomat's* readers are sophisticated people who surround themselves with the finer things in life. With an average household income of more than \$90,000, *Diplomat's* readers represent a market of uncompromising taste and spending power for business, home and leisure. *Diplomat* is an excellent place to raise awareness of quality products, services, and events among our influential, dedicated readers.



Diplomat's high quality editorial and high production value means that each issue is kept by our readers as a reference. Readers refer back to each issue of the magazine over and over again so your display ad will be seen repeatedly.

Diplomat reaches opinion leaders who are interested in issues that affect Canada and the world. *Diplomat* offers the opportunity to communicate with important and hard to reach readers. Deliver your message in *Diplomat's* environment of quality and integrity and capture the attention of influential decision makers and opinion leaders.

Put magazine advertising to work for you

- Magazines are read thoroughly and repeatedly
- Readers are highly receptive to editorial and advertisements.
- Magazines deliver a personal relationship with their readers, enhancing attention, connectivity and receptivity.
- Advertisements are integral to magazines and are read with interest.
- Reader's respond/take action to magazine advertising.
- Magazines target with precision, without waste.
- Magazines deliver strong return on investment.

Source: HOW MAGAZINE ADVERTISING WORKS, Fourth Edition
By Guy Consterdine, November 2002

Our Editorial Content

Diplomat has five key sections:

Diplomatica

Shorter editorial offerings which include:

- A guest column by a diplomat about his or her diplomatic agenda
- Questions asked of a prominent person involved in international affairs
- Good deeds diplomats do to benefit their Canadian community
- Experts offer advice on important international issues.
- Photos and biographies of all recently arrived ambassadors and high commissioners.
- Upcoming events

Dispatches

Longer features and editorial packages about global issues and Canada's role in the world. Articles cover a range of topics related to international affairs from diplomacy, defence, development and international trade.

Other regular features in the Dispatches section include a "Face Off" with guest columns by a cabinet minister and the portfolio critic from the official opposition on topic related to international affairs. Our trade column provides insights into international trade between Canada and selected country based on an in-depth interview with the ambassador or head of mission from that country.

Delights

This is *Diplomat's* lifestyle section. Each issue has columns about food, wine, art and travel. The Envoy's Photo Album depicting recent events hosted and attended by diplomats is especially popular.

Diplomatic Contacts

Each issue of *Diplomat* contains the contact information for all embassies and high commissions along with other important contact information.

Debate

Diplomat gives the last word to columnist Allan Thompson. Mr. Thompson is an award-winning journalist with extensive experience reporting on foreign affairs, defence and immigration issues.

More than a Magazine

Advertising options offer more ways to reach our readers

- Display advertising and inserts in the bi-monthly magazine.
- Advertising features in the magazine.
- *Diplomat & International Canada* online at www.diplomatonline.com includes an extensive library of international affairs resources and a popular online photo album.
- 'Welcome packages' sent to recently arrived diplomats
- Event sponsorships
- Contests
- Community Partnerships

Diplomat is involved in the community and has established a number of partnerships.

Diplomat is proud to be associated with:

- The Canadian Club of Ottawa
- The Norman Paterson School of International Affairs at Carleton University
- *The Paterson Review*: a graduate journal on international affairs
- WaterCan
- Ottawa Diplomatic Association
- Historica
- Star-y Night: An evening of recognition for the efforts of locally engaged staff at diplomatic missions

Our Editorial Calendar provides Targeting Opportunities

On an annual basis, in addition to the regular features *Diplomat* will feature editorial content on the following topic areas:

- | | |
|-----------------------------|--------------------|
| ● International trade | January-February |
| ● Defence | March-April |
| ● Health | May-June |
| ● Canada | July-August |
| ● Education and Environment | September-October |
| ● Development | November- December |

Regular articles and column topics include:

- | | |
|----------|--------------------|
| ● Travel | ● Food |
| ● Wine | ● Art |
| ● Books | ● Culture |
| ● Trade | ● Canadian history |

Retail Advertising Rates and Date

Retail Advertising Rate Card #1701R. Effective Jan. 1, 2006

| Full Colour | 1X | 3X | 6X | 12X |
|-------------------------|---------|---------|---------|----------|
| full page | \$2,834 | \$2,561 | \$2,287 | \$2,014 |
| 2/3 (vert.) | \$2,441 | \$2,207 | \$1,973 | \$1,739 |
| 1/2 (digest) | \$1,965 | \$1,779 | \$1,592 | \$1,406 |
| 1/3 (vert., square) | \$1,387 | \$1,258 | \$1,130 | \$ 1,001 |
| 1/4 (banner) | \$1,387 | \$1,258 | \$1,130 | \$ 1,001 |
| 1/6 (vert., horiz.) | \$ 624 | \$ 562 | \$ 499 | \$ 437 |
| Box | \$ 355 | \$ 320 | \$ 284 | \$ 249 |
| Double page spread | \$4,968 | \$4,471 | \$3,974 | |
| Outside back cover | \$4,240 | \$3,826 | | |
| inside back/front cover | \$3,072 | \$2,765 | | |

| Black and White | 1X | 3X | 6X | 12X |
|---------------------|---------|---------|---------|---------|
| full page | \$2,461 | \$2,215 | \$1,968 | \$1,722 |
| 2/3 (vert.) | \$1,990 | \$1,791 | \$1,592 | \$1,393 |
| 1/2 (digest) | \$1,585 | \$1,427 | \$1,268 | \$1,110 |
| 1/3 (vert., square) | \$1,194 | \$1,085 | \$ 975 | \$ 766 |
| 1/4 (banner) | \$1,194 | \$1,085 | \$ 975 | \$ 766 |
| 1/6 (vert., horiz.) | \$ 530 | \$ 477 | \$ 424 | \$ 371 |

Publishing Schedule

| Issue | Space Closing | Material Closing | Distribution |
|----------|---------------|------------------|--------------|
| Jan-Feb | Dec 5 | Dec 12 | Jan 16 |
| Mar-Apr | Feb 3 | Feb 10 | Feb 27 |
| May-June | Apr 3 | Apr 10 | May 1 |
| July-Aug | May 22 | May 29 | June 19 |
| Sept-Oct | Aug 7 | Aug 14 | Sept 6 |
| Nov-Dec | Oct 2 | Oct 9 | Oct 30 |

Guaranteed position premium: 10%

Prices and availability of gatefolds, inserts, etc. on request.

Goods and Services Tax will be added to rates at time of billing.

Net rates, 15% agency commission is additional to above rates.

Mechanical Information

Standard Unit Sizes

Printing Method: Computer-to-sheet-fed offset press

Bindery method: saddle-stitched

| | |
|---|-------------------|
| Double page spread with 1/8" bleed | 8 3/4" x 22 1/2" |
| Outside back cover with 1/8" bleed | 8 3/4" x 11 1/4" |
| Inside back/front cover with 1/8" bleed | 8 3/4" x 11 1/4" |
| Full page with 1/8" bleed | 8 3/4" x 11 1/4" |
| Full page | 7 1/4" x 10 1/8" |
| 2/3 vertical | 4 3/4" x 9 5/8" |
| 1/2 digest | 4 3/4" x 6 3/8" |
| 1/3 vertical | 2 1/4" x 9 5/8" |
| 1/3 square | 4 3/4" x 4 11/16" |
| 1/4 banner | 7 1/4" x 2 1/4" |
| 1/6 vertical | 2 1/4" x 4 11/16" |
| 1/6 horizontal | 4 3/4" x 2 1/4" |
| Box | 2 1/4" x 2 1/4" |

Copy and Contacts

- First-time advertisers must pay first insertion in full at time of booking
- No cancellations accepted after space closing date.
- Rates quoted are for space only and assume Advertiser supplies final files meeting Publisher's specifications.
- All contracts, material, and insertion orders are to be sent to Diplomat Magazine, at P.O. Box 1173, Station B, Ottawa. K1P 5R2. Contact the Publisher for courier delivery address
- Frequency discounts are based on a set contract period commencing with the Advertiser's first insertion. Advertisers who fail to use the space contracted for will be short-rated.
- The acceptance or execution of an order is subject to the Publisher's approval.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction that conflict with the Publisher's policies.
- 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.
- 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.
- 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
- All advertising insertion orders are subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or any other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing Diplomat & International Canada.

Material Requirements

Please confirm all electronic submissions by contacting Lezlee Cribb at 613-789-6890 or advertise@diplomatonline.com

Digital File Specifications

Media: Mac formatted: CD-Rom.

E-mail: Files less than 5MB 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, List of Contents

Ad File Formats: MACS Standard: TIFF-IT P1, PDF-X1.

Layout Application Files: Mac Quark XPress 6, Adobe Illustrator 9, PDF (press optimized), TIFF, EPS.

Support files and elements: All elements must be CMYK (not RGB or PMS).

Files must include all supporting elements

Supply "Collect for Output" or similar reports

Include all typefaces used, Adobe PostScript Type 1 only

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

No JPEG images

Position Proofs: All submissions, e-mail or CD, must be accompanied by a 100% size hard copy position reference proof. Position proofs are to verify the content and position of items ONLY. In some cases a PDF will be acceptable as a position proof.

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 magazine is a member of the Canadian Magazine Publisher's Association.