

CYBER INSECURITY: THE THREATS FOR 2014

Diplomat & INTERNATIONAL CANADA

WINTER 141 JAN-MAR



The world's woes

A Top-10 list of the most persistent problems facing the planet in 2014



- RUSSIA:**
- ARCTIC EXPANSION
 - PIPELINES OF POWER
- MULTILATERALISM:**
- ARGUING FOR A D-10
 - HOW TO FIX THE UN



George Fetherling on travel writing and North Korea and Somalia
 Dual destinations: Travel to Greece and Portugal
 Margaret Dickenson explores Mongolia's mysterious cuisine
 Wine: warm whites and reds for winter



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Media Kit 2014-2015



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 2014-2015

Issue	Ad Copy Deadline	Distribution
January – March 2014	November 8, 2013	January 6, 2014
April – June 2014	February 7, 2014	March 31, 2014
July – September 2014	May 9, 2014	June 30, 2014
October – December 2014	August 8, 2014	October 3, 2014
January – March 2015	November 7, 2014	January 5, 2015
April – June 2015	February 8, 2015	March 31, 2015
July – September 2015	May 9, 2015	June 30, 2015
October – December 2015	August 8, 2015	September 29, 2015
January – March 2016	November 9, 2015	January 4, 2016

Contact: 613-422-5262 or 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.

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Display Ad Sizes

Full Page:

Live Area: $7\frac{3}{4}" \times 10\frac{1}{4}"$

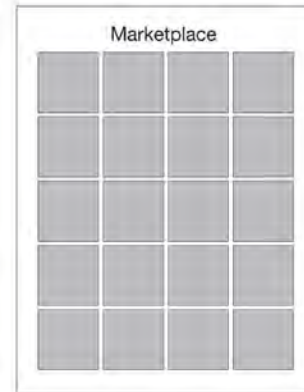
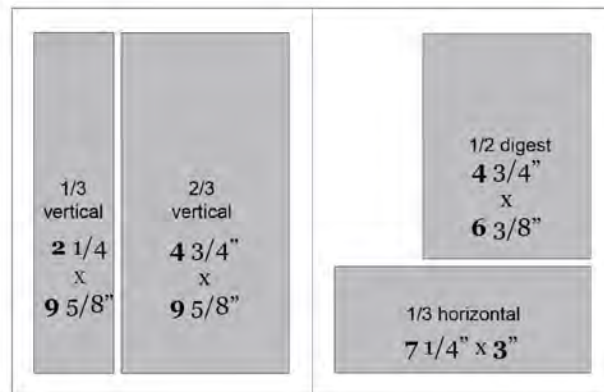
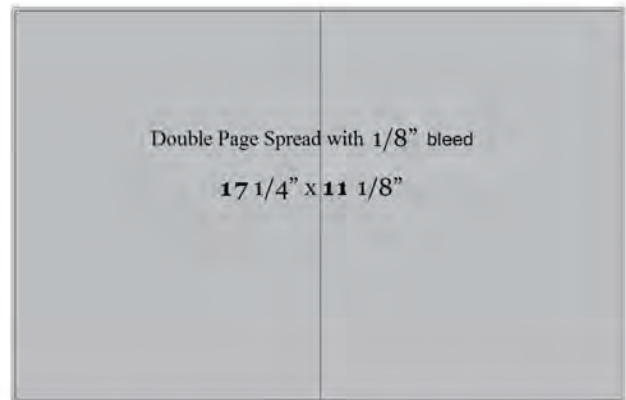
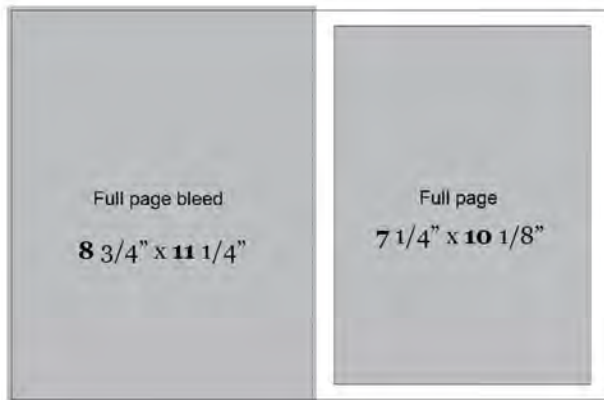
Trim Size: $8\frac{1}{2}" \times 11"$

Allow $\frac{1}{8}"$ for bleed 3

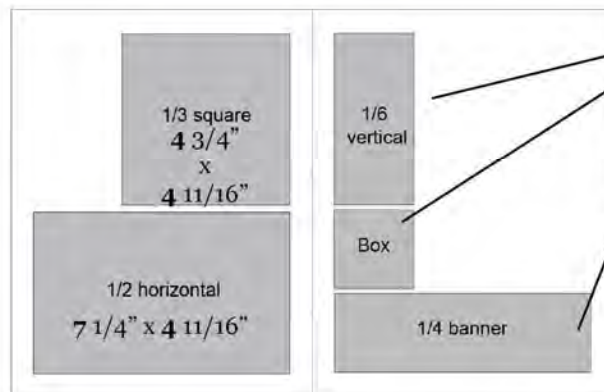
Double Page Spread with $\frac{1}{8}"$ bleed: $17\frac{1}{4}" \times 11\frac{1}{4}"$

Outside Back Cover with $\frac{1}{8}"$ bleed: $8\frac{3}{4}" \times 11\frac{1}{4}"$

Inside Front Cover with $\frac{1}{8}"$ bleed: $8\frac{3}{4}" \times 11\frac{1}{4}"$



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



$\frac{1}{6}$ (v): $2\frac{1}{4}" \times 4\frac{11}{16}"$
1-column box: $2\frac{1}{4}" \times 2\frac{1}{4}"$
 $\frac{1}{4}$ (b): $7\frac{1}{4}" \times 2\frac{1}{4}"$

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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
- 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

Digital File Specifications

Media: Mac formatted: CD-DVD.

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 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.

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Member of the Canadian Magazine Publishers Association

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