



The World in Canada

Established in 1989

diplomatonline.com

FOREIGN MINISTER STÉPHANE DION ON RUSSIA, CHINA AND IRAN

Diplomat & INTERNATIONAL CANADA

FALL 16 | OCT-DEC

China is coming

A super-power challenger for the U.S. with expansionist ambitions in the Asia Pacific

PLUS:
Report from Ukraine:
The uprising that turned into war
Kurds, Tamils and more:
The world's stateless people



7 25274 86135 4 06
ESTABLISHED 1989 CDN \$9.95
PM 40957514

A field report on **Tunisia's** turn toward democracy

Turkey veers away from democracy

A wine tour in **marvelous** Moldova



MEDIA KIT 2017-2019

Contact: 613-422-5262 or advertise@diplomatonline.com



The World in Canada

Diplomat & International Canada, Ottawa's prime, full-colour publication, is read by diplomats, business and government executives, professionals and individuals who want to stay informed about global issues and who follow Canada's role in the world.

Diplomat provides quarterly analysis of international politics and business, written by experts for the inquiring and discerning reader.

Diplomat engages readers with news, opinions and lifestyle/travel features, and showcases the diplomatic community in Canada.

Political Analysis | Global Insight | Culture & Lifestyle |
Diplomatic Directory, Profiles and Events Album

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Connect with Influential Readers

Diplomat readers are people of influence — high-profile, private- & public-sector executives, business owners, professionals and decision-makers with high disposable incomes.

Diplomat readers value stimulating editorial content on: International Trade, Tourism, Defense, Energy, Health, Science & Technology, Development, Global Conflict & Governance.

Diplomat readers seek information on: Diplomatic Events, Travel & Dining, Wine & Art, Books & Culture, Lifestyle & Real Estate.

Diplomat readers are people of discerning tastes & affluent lifestyles that live locally, travel nationally & internationally, entertain & host receptions, and dress for the occasion.

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Target Your Advertising

Diplomat readers need up-to-date information on:

- Rental Accommodations; Relocation & Moving Services; Home Furnishings, Decor & Maintenance; Marking Celebrations.
- Vehicle Purchase/Leasing; Insurance & Investments; Language Training; Dining & Event Venues.
- Schools & Tuition; Medical & Dental Services; Culture & Leisure Activities; Esthetics & Wellness; Shopping.

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Publishing Schedule

Issue	Ad Copy Deadline*	Distribution
Winter 2017 Jan-Feb-Mar	November 10/2016	January 3
Spring 2017 Apr-May-Jun	February 16/2017	April 3
Summer 2017 July-Aug-Sept	May 16	June 26
Fall 2017 Oct-Nov-Dec	August 8	September 29
Winter 2018 Jan-Feb-Mar	November 9/2017	January 3
Spring 2018 Apr-May-Jun	February 16/2018	April 3
Summer 2018 July-Aug-Sept	May 16	June 26
Fall 2018 Oct-Nov-Dec	August 8	September 28
Winter 2019 Jan-Feb-Mar	November 9/2018	January 3
Spring 2019 Apr-May-Jun	February 15/2019	April 2
Summer 2019 July-Aug-Sept	May 16	June 24

* *Ideal Production Timing*

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Reach Your Target Audience

Readership: 260,000 * + annually. * *Pass-on Readership (5.5 readers per copy)*

Circulation: 11,300/edition. Strategic circulation with 4 editions per year.

Diplomat On-Line @: diplomatonline.com with current & archived editions.

Targeted Distribution to: 3,400 Diplomats from 126 embassies/high commissions, 1,600 diplomatic family members posted in Ottawa. Also to *Ottawa Citizen* subscribers in affluent neighbourhoods of Rockcliffe, the Glebe, Kanata & Westboro.

Hand Delivery to: Members of Parliament, Senators & their staffs. Senior officials at:

Foreign Affairs & International Trade	Prime Minister's Office	Governor General
Agriculture & Agri-Food	Environment Canada	Parks Canada
Business Development Bank	IDRC	National Defence
Public Safety & Emergency Preparedness	Canadian Forces College	RCMP
Canadian Human Rights Commission	International Development	Privy Council Office
United Nations Association	National Press Gallery	CBC, CTV & Global

Delivered to: Key businesses in Ottawa's main commercial zones: Byward Market, Bank & Sparks Street (Downtown), the Glebe, New Edinburgh, the Trainyards.

Mailed to: Subscribers and **available at:** select newsstands **and** Chapters/Indigo bookstores nationwide.

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Book Premium Ad Space

Guaranteed position placements:

- Outside Back Cover
- Double Page Spread
- Inside Back/Front Cover
- Facing Inside Front/Back Cover

Diplomat's Editorial Calendar provides seasonal marketing opportunities for Winter, Spring, Summer and Fall.

Diplomat's Full-Page advertisers receive a free, rotating ad on the home page of Diplomat Online @ diplomatonline.com

Join advertisers in *Diplomat's* online Business Directory @ diplomatonline.com

With more than 3 decades in publication, *Diplomat & International Canada* has helped more than a hundred businesses meet their marketing targets. Let us help you with our affordable rates!

Ad Sizes & Specs



At a Glance: (full page ad)

Publication trim size is **8.375" x 10.875"**. If your ad will bleed, a minimum of **.125"** bleed area - beyond the trim - is required on **ALL** sides. Text cannot go beyond the live area.

Live area

7.75" x 10.25"

Must contain all logos, graphic elements and text well within the trim area.

Trim size

8.375" x 10.875"

Actual size of the magazine page.

Bleed area (Trim size + .125" on all sides)

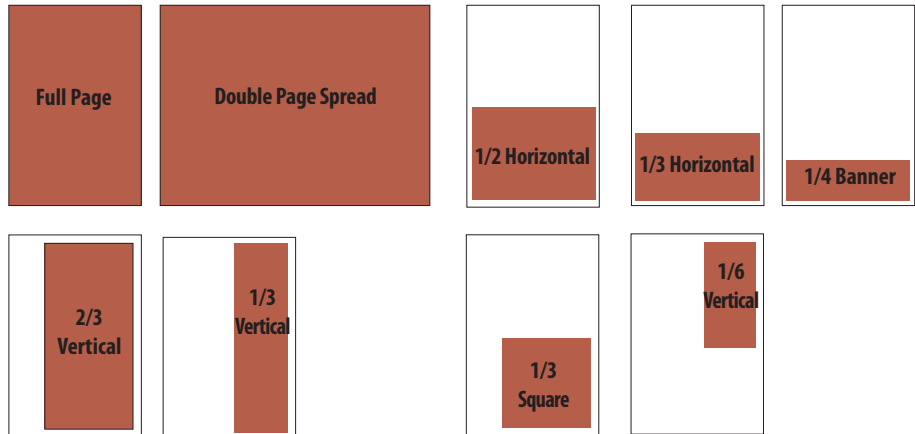
Width = 8.375" + .125" on right & left sides

Height = 10.875" + .125" on top & bottom sides

Note: When preparing ad artwork for Full Page or Double Page Spread, please ensure crop marks are OUTSIDE of the bleed area.

	Non-Bleed	Live Area	Trim	Bleed
Full page		7.75" x 10.25"	8.375" x 10.875"	8.625" x 11.125"
Double page spread		15.5" x 10.25"	16.75" x 10.875"	17" x 11.125"
1/2 horizontal	7.25" x 4 11/16"			
1/3 horizontal	7.25" x 3"			
1/4 banner	7.25" x 2.25"			
2/3 vertical	4.75" x 9 5/8"			
1/3 vertical	2.25" x 9 5/8"			
1/3 square	4.75" x 4 11/16"			
1/6 vertical	2.25" x 4 11/16"			

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Graphic Requirements

Please confirm all electronic submissions by contacting Donna Jacobs at 613-422-5262 or advertise@diplomatonline.com

Digital File Specifications

Media: Mac formatted: CD-DVD

E-mail: Files less than 5MB to :advertise@diplomatonline.com
Files larger than 5MB, contact the publisher for transfer instructions.

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

Medial Labelling Requirements: Issue Date, Advertiser, Agency Name, Vendor Contact, Ad Number / Name, File Name/Number, Return Address & List of Contents.

Electronic Ad File Accepted: PDF X-1a preferred. 300 dpi TIFF or JPG. MAC Standard: TIFF-IT, PDF-X1

Images and Resolution:

High resolution print ready PDF
CMYK only - DO NOT use RGB. Pantone colours must be in CMYK mode.
TIFF or JPG images - must be at least 300 dpi at 100% final size
TIFF or JPG images

Crop marks on full bleeds must be outside of the bleed area.

Colour (contract) proofs: 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 & extend bleed beyond page edge. Use stylized fonts – do not apply style attributes to basic fonts. All elements must be placed at 100% size. Avoid rotation & cropping of images at layout stage. Include all fonts, images/scans & logos/artwork. Do not nest EPS files in other EPS files.

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

Terms + Conditions (Copy & Contracts)

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- a. First-time advertisers must pay first insertion in full at time of booking.
- b. No cancellations accepted after agreed upon ad booking.
- 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 Canada* 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 or type set by the Publisher following *Diplomat's* ad/page approval process, 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.

Member of the Canadian Magazine Publishers Association

