Contents
Media Kit 2019

04 Chatelaine English
Brand Mission / Publishing Calendar / Rates

08 Chatelaine French
Brand Mission / Publishing Calendar / Rates

12 HELLO! Canada
Brand Mission/Publishing Calendar/Rates

17 Maclean's
Brand Mission/Publishing Calendar/Rates

21 Today's Parent
Brand Mission/Publishing Calendar/Rates

25 Walmart Live Better / Vivre mieux
Brand Mission/Publishing Calendar/Rates

31 L'actualité
Brand Mission/Publishing Calendar/Rates

33 Appendix

For further information, please contact:

Terry Smith, Brand Operations Manager
Rogers Communications
1 Mount Pleasant Road, Toronto, ON M4Y 2Y5
e: terry.smith@rci.rogers.com
o: 416-764-2836 m: 519-835-2836
English/French Titles
Mission Statement
As Canada’s largest women’s brand, Chatelaine provides Canadian women with fresh, thought-provoking perspectives and inspired lifestyle solutions. Our award-winning editorials span topics from food, style and home décor to politics, health and relationships. We deliver must-read features, personal stories, creative ideas and practical tips to help women make the most of their full and busy lives. Chatelaine now offers more cutting-edge reporting, fashion and beauty solutions, health and wellness advice and easy, delicious recipes from our trusted kitchen than ever before. It’s our commitment to be Canada’s most relevant and cherished women’s media brand.

*Circulation: 258K
*AAM June 2018
†Audience (A18+): 3.66MM print & digital
*Vividata Summer 2018

2019 Publishing Calendar

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<th>Issue Date</th>
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<td>Oct 9</td>
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Tentative publishing schedule, subject to change.

2019 English Rates (Gross)

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*Please contact your Account Manager for all other ad sizes.

Media Kit 2019
2019 EDITORIAL HIGHLIGHTS

JANUARY ISSUE: NEW YEAR
Beauty + Style: 2019 Beauty List of Hottest New Products*
Home: Florals Trend, Closet Organization
Health: Tech Advances in Healthcare, Dieting and Mental Health
Life: Humane Tech, Smarter Spending, The Lost Art of Focusing
Food: Healthy Dinners, Portable Breakfasts

FEBRUARY/MARCH ISSUE: BETTER WITH AGE
Beauty + Style: Grey Hair Care Primer, Edible Collagen, Tone-on-Tone Trend
Home: Gallery Wall How-To, Prettiest Indoor House Plants
Health: Have Better Sex, Gut and Brain Connection
Life: Career Recalibration, Women in Extreme Sports
Food: Comfort Food, Eating the Rainbow, Mix n Match Stir-fry

APRIL/MAY ISSUE: GREEN LIVING
Beauty + Style: Ethical Fashion, Green Beauty
Home: How to Whittle Down All the Stuff, Kitchen Trends
Health: How Climate Change Affects Health, Menopause and Cannabis, At-Home Fitness Plans
Life: It’s Time to Get Serious About Saving the Planet, Grey Divorce, Teens and Mental Health
Food: Spring Feast, Yummy Rhubarb Desserts, Zero-Waste Food

JUNE/JULY ISSUE: SUMMER FUN
Beauty + Style: Bikinis You Can Swim In, Cult Beauty Faves
Home: Enjoy Your Backyard More, Next-Level Subway Tile
Health: Sex Droughts, Healthcare Disparity for Overweight Patients
Life: Finding Joy During Your Busiest Time of Life, Summer Reading List*, How to Get Working Out In
Food: All the Burgers, Filipino Kamayan BBQ

AUGUST/SEPTEMBER ISSUE: SAVE MONEY
Beauty + Style: How to Wear Denim Now*, Best Drugstore Makeup Picks
Home: Entryways That Work, Furniture Placement How-to
Health: Help for Chronic Pain, What the Heck Should I Eat to be Healthy?
Life: Living Paycheck-to-Paycheck in Middle Age, Extreme Downsizing, Money Mistakes in Relationships
Food: Two-for-One Recipes, Mediterranean Diet Meals

OCTOBER/NOVEMBER: COZY UP
Beauty + Style: Home Hair Colour How-to, Chic Flats
Home: Cozy Bedrooms, Affordable Art
Health: Perimenopausal Super Periods, Racism’s Impact on Health
Life: The Anxiety Epidemic, This is 40ish Survey, Why I Changed my Mind About Botox
Food: Apple Recipes, Thanksgiving Dishes

DECEMBER/JANUARY: HOLIDAY
Beauty + Style: Holiday Season Nails, Red Lipstick for Everyone
Home: Log Cabin Chic, De-Stress Your Home
Health: Loneliness is Bad for Your Health, Can You be Overweight and Healthy?
Life: Social Media Detox, Holiday Gift Guide, Canada’s Unofficial One-Child Policy
Food: Holiday Cookies*, Festive Dinner Recipes*

*denotes shared theme with French-language Châtelaine

NOTEBOOK: our favourite things to do, watch and read

STYLE: your source for accessible, on-trend fashion and beauty. Expertly curated with rich visuals, our style pages make fashion and beauty fun, exciting and relatable.

HEALTH: must read content about health and wellness, we let curiosity and women’s shared experiences guide us as we seek out stories and topics that impact readers lives, and help them strive for wellness—mind, body and soul.

HOME: design inspiration lives alongside practical solutions in our pages and our editors encourage readers to create a beautiful, well-organized space that reflects their unique personal style and needs.

FOOD: Canada’s source for fresh, delicious recipes, as well as cooking tips, tricks and trends.

LIFE: provides conversation starters—stories that our readers enthusiastically share with their family, friends and colleagues. We engage, inspire and challenge readers with timely and thought provoking stories and essays.

Editorial content subject to change
CHÂTELAINE FAST FACTS

62% PRINCIPAL GROCERY SHOPPER

73% Post-Secondary educated

$82,305 AVERAGE HOUSEHOLD INCOME

80% Female 20% Male

28 MINUTES AVERAGE TIME SPENT READING

Source: Vividata Summer 2018
Mission Statement
With an audience nearing one-million, spanning multiple platforms—print, tablet, online and mobile—Châtelaine is French Canada’s premier brand for women, developed expressly by and for Quebec women, celebrating the region’s unique heritage and cultural vibrancy.
Our award-winning content extends from food, style and home decor to politics, health and relationships. We deliver must-read features, must-see videos, personal stories, creative ideas and practical tips to help French Canadian women make the most of their full and busy lives. And, with specific focus on maximizing our digital content, we’re serving up more cutting-edge reporting, fashion and beauty solutions, health and wellness advice, and easy, delicious recipes from our trusted kitchen than ever before.

*Circulation: 90K  †Audience (A18+): 856K print & digital
*AAM June 2018 †Vividata Summer 2018

2019 Publishing Calendar

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Tentative publishing schedule, subject to change.

2019 French Rates (Gross)

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*Please contact your Account Manager for all other ad sizes.
2019 EDITORIAL HIGHLIGHTS

FEBRUARY/MARCH
FEELING GOOD
Fashion: A new wardrobe
Beauty: Anti-dull Skin effect
Home: Bringing New Life to our Home
Food: Pasta / Citrus Fruits / Pies Guide
Health: Health at Work
Touring: Mexico
+ WEB
Beauty : Beauty List
Home : 2019 Trends

APRIL/MAY
READY FOR SPRING!
Fashion: Spring Style Trends
Beauty: Hair Trends / Upgrade Your Makeup Case
Home: A House for a Single Mom
Food: Brunch / Pizza Matzo
Health: Couple & Sex / The questions to be addressed with your doctor
Society: Hair is growing back
Touring: British-Colombia

JUNE/JULY
EVERYONE OUT!
Fashion: Travel Wear
Beauty: Deodorant, the New Generation / Nail Polish
Home: Gardening Package (flowers)
Food: Buffet for eating out / BBQ for everyone
Health: No more diets!
Touring: Nice destinations not too far
Culture: Summer books

AUGUST/SEPTEMBER
SUMMER DELIGHTS
Fashion: Jeans
Beauty: Experts’ Picks
Home: A House in the Country
Food: BBQ Party / Fresh Peaches / Express Diners
Health: Healthy Nature

OCTOBER/NOVEMBER
Fashion: Style Basics
Beauty: Game-Changing Fall Beauty Trends
Home: Tips for a Bright Decor
Food: Celeriac / Like in the Middle East
Health: A medicine adapted to women?
Special Feature: How to do Everything Better

DECEMBER/JANUARY
HOLIDAY FESTIVITIES
Fashion: Party time : tips from experts
Beauty: Holiday Makeup
Home: Festive decorations
Food: Affordable Christmas Menu / Cookies
Health: Keep fit during and after the holidays / Stress without distress
Special Feature: Holiday Gift Guide / Holiday Survival Guide

C’EST DANS L’AIR: our favourite things to do, watch and read

STYLE ETC: your source for accessible, on-trend fashion and beauty. Expertly curated with rich visuals, our style pages make fashion and beauty fun, exciting and relatable.

MOI EN MIEUX: must read content about health and wellness, we let curiosity and women’s shared experiences guide us as we seek out stories and topics that impact readers lives, and help them strive for wellness—mind, body and soul.

ART DE VIVRE: All things home and food – Canada’s source for fresh, delicious recipes, as well as cooking tips, tricks and trends. Design inspiration lives alongside practical solutions in our pages encouraging readers to create a beautiful, well-organized space that reflects their unique personal style and needs.

ENTRES NOUS: provides conversation starters—stories that our readers enthusiastically share with their family, friends and colleagues. We engage, inspire and challenge readers with timely and thought provoking stories and essays.

Editorial content subject to change
**CHATELAINE FAST FACTS**

57% **PRINCIPAL GROCERY SHOPPER**

**52** Average Age

74% Female, 26% Male

$72,320 **AVERAGE HOUSEHOLD INCOME**

31 MINUTES **AVERAGE TIME SPENT READING**

Source: Vividata Summer 2018.
Mission Statement
HELLO! Canada is the number-one Canadian magazine on newsstands and a leading entertainment brand online, engaging readers across the country with its timely, upbeat, photo-rich articles, videos and social posts. "With its unique blend of celebrity and royal news, world exclusive stories, in-depth fashion, shopping and beauty sections, recipes and much more, HELLO! Canada is a beacon for smart, educated readers who love entertainment and escapism without the “gossipy” element of other celebrity magazines."
Alison Eastwood, Editor-in-Chief

In every issue:
FEATURES: breathtaking images of the lives and lifestyles of all your favourite Royals and entertainment elite
INSIDE STORY: Up close with the stars
7 DAYS: celebrity news in brief
WHAT’S ON: what to read, listen to and watch in books, music, movies and television
LIFESTYLE: Fashion & Beauty including “get the look“ inspirations from the famous; beauty tips and trends and shopping guides.
PLUS
Entertaining & Food — from the famous foodies and superstar chefs around the world, delicious recipes and entertaining ideas

2019 Rates (Gross)

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Double Issue - On newsstands for 2 consecutive weeks • Extra Issue • Double Issue - On newsstands for 1 week
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<td>22-Jul</td>
<td>28-Jun</td>
<td>3-Jul</td>
<td>11-Jul</td>
<td>Royal and Celebrity Cars PLUS Stylish Accessories (Shopping)</td>
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<td>BEAUTY AND SHOPPING SPECIAL: Holiday Party Lookbook (Beauty and Fashion)</td>
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Double Issue - On newsstands for 2 consecutive weeks • Extra Issue • Double Issue - On newsstands for 1 week
**FAST FACTS**

**POST SECONDARY EDUCATED**: 66%

**Average Household Income**: $83,528

**Average Age**: 45

**Female**
- 69%

**Male**
- 31%

**Average Time Spent Reading**: 34 MINUTES

Source: Vividata Summer 2018.
Mission Statement
Maclean’s is committed to providing the sharpest opinion and analysis on Canadian public affairs, and to leading the conversation about the issues that matter most to Canadians. Maclean’s delivers this with a unique, provocative style aimed at challenging, engaging and entertaining its audiences in the areas of politics, economy and business, science and technology, society, arts and culture, education and work. Whether in print, online, mobile, tablet or at live events, Maclean’s delivers new and intelligent ways for our audiences to think about and appreciate the world through a distinct Canadian lens.

2019 Publishing Calendar

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2019 Rates (Gross)

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Please contact your account manager for all other sizes.

Tentative publishing schedule, subject to change.

*Circulation: 173K
*AAM June 2018

*Audience (A18+): 3.85MM print & digital
†Vividata Summer 2018

Tentative publishing schedule, subject to change.
EDITORIAL HIGHLIGHTS
An iconic Canadian brand, *Maclean’s* brings readers the latest news, opinion and analysis, plus engaging writing on arts, culture, society, technology, education and the way we live now.

*Maclean’s Politics* remains your home for thought-provoking analysis from Ottawa, the provinces and abroad.

*Maclean’s Education Series:* Whether in specific sections of our monthly issue, or as stand alone publications, Maclean’s Education Series are highly anticipated by students and faculty across Canada. Our education coverage is uniquely able to serve today’s high school, university and college students—before, during and after graduation.

*Special Business & Finance coverage:* Canada’s Best Managed Companies, Canada’s Best Employers and the Profit 500 are examples of special business and financial supplements *Maclean’s* is able to offer throughout the year. Engaging the knowledge and expertise of Canadian Business and Moneysense, we are able to be at the forefront of the economic news that matters most.

IN EVERY ISSUE

National: stories that matter from across Canada

International: world events and the world stage from a Canadian lens

Economy: the latest news and financial tips to help Canadians

Society: news, trends and viewpoints that readers count on from *Maclean’s*

Columnists: the famous and infamous *Maclean’s* columnists offer their take on wide ranging subject matter—to sometimes enrage, but always engage Canadian readers

Editorial content subject to change
MACLEAN'S FAST FACTS

80% OWN THEIR OWN HOME

48 AVERAGE AGE

76% Post-Secondary educated

$93,573 AVERAGE HOUSEHOLD INCOME

41% Female
59% Male

37 MINUTES AVERAGE TIME SPENT READING

Source: Vividata Summer 2018.
MISSION STATEMENT
At Today’s Parent, we know parenting is the greatest, strangest and hardest job you’ve ever had, because we’ve done it too.

We believe that support and understanding leads to better parenting, so we offer well-researched, doable advice from a variety of expert sources so you can make the decision that’s right for your family. We make a special commitment to new moms and dads, because we know the transition to parenthood is life-changing (and sometimes overwhelming).

We provide the latest health news, discipline ideas, developmental information, easy family recipes, cool DIYs and best product picks on every platform and device parents use. We know you only have a few minutes—and are likely sleep-deprived—so we keep our content conversational and to the point. We try to make you laugh now and then, because humour makes it all so much easier. As the biggest parenting brand in Canada, serving parents for more than 30 years, we lead the discussion about whatever’s trending in your world, and connect with our readers constantly.

We’re Today’s Parent, and we’re right there with you.

*CIRCULATION: 81K
*AAM June 2018

AUDIENCE (A18+): 2.32MM print & digital
†Vividata Summer 2018

2019 PUBLISHING CALENDAR

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2019 RATES (GROSS)

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Tentative publishing schedule, subject to change.
2018 EDITORIAL HIGHLIGHTS

January
How to take amazing baby pictures
Why is asthma in kids on the rise?
How safe are anti-depressants during pregnancy and breastfeeding?
Secrets of daycare teachers
Distracted parenting is a problem
3 ways with store-bought pie crust

March
Food allergies 101: A guide for parents of newly diagnosed kids + the latest research
How to never fight about money again
All your weirdest toddler questions answered
72 things nobody tells you about pregnancy
This is your brain on sleep deprivation
What to make with your Instant Pot

May
Does parenting even matter?
Nature vs. nurture
How to have a healthy pregnancy over 35
Everything you need to know about home birth
10 commandments of raising a healthy eater
Kid-friendly, internationally-inspired recipes

July
Boobs! Before, during and after pregnancy
“Help! My 3-year-old has never slept through the night!”
Parenting under the poverty line
How to teach your kids to be a healthy weight (without using the f word)
Make-ahead breakfasts and lunches

September
Back to school gear: Backpacks, water bottles, lunch bags and more!
Starting solids 101
Sex during pregnancy: What to expect
Destination Florida: Where to go (once you’ve done Disney, of course)
Sheet-pan recipes

November
2019 Toy guide (babies, toddlers, preschoolers, little kids, big kids)
Are natural remedies for kids safe and effective?
How to raise kids who won’t resent you when they’re adults
Must-see Canadian family destinations
Sibling squabbles: when to ignore, when to play referee
Dinner on a budget

IN EVERY ISSUE

NEW AND NOW:
What we Love and the latest in toys, apps and entertainment

HAPPY AND HEALTHY:
A comprehensive guide to all things relating to family health and wellness, whether physical or mental, from pregnancy to newborn to kid to adult

ADVICE AND REAL LIFE:
Where real life and expert advice come together.

STEPS AND STAGES:
First-person stories and articles on discipline and behaviour — and the happy chaos that comes with having kids

FOOD AND FAMILY:
Through our established collaboration with the world-renowned Chatelaine kitchen, our food section provides readers with quick, easy, and healthy meal ideas while keeping the busy family in mind, along with nutrition news and a monthly treat, too!

Editorial subject to change
Parent FAST FACTS

54% PRINCIPAL GROCERY SHOPPER

67% Children <12

$80,470 AVERAGE HOUSEHOLD INCOME

72% Post-Secondary educated

39 Average Age

26 MINUTES AVERAGE TIME SPENT READING

Source: Vividata Summer 2018.
Mission Statement
Nearly 5,000,000 – according to the most recent Vividata research, that’s how many loyal readers Walmart Live Better and Vivre mieux Walmart have! Five million readers give Walmart Live Better and Vivre mieux Walmart the largest women’s readership in Canada. Across print, tablet and mobile devices, we provide Canadian families with valuable advice and useful information to make their lives better. With outstanding photography and award-winning content, we touch on all the areas of importance to Canadian women and their families: food, health, home + life, and fashion + beauty. What better audience for you to reach than women who are fully-engaged, and feel special while shopping at Canada’s favourite retailer.

*Circulation Live Better: 992K
*AAM June 2018
*Circulation Vivre Mieux: 164K
*AAM June 2018
†Total Print Readership: 3.95MM
†Vividata summer 2018
†Total Print Readership: 930K
†Vividata summer 2018

2019 Publishing Calendar

### Live Better

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### Vivre mieux

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Tentative publishing schedule, subject to change.

2019 Rates (Gross)

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Please contact your account manager for all other sizes.
EDITORIAL HIGHLIGHTS

FOOD
From rushed weeknight dinners to special holiday gatherings– Walmart Live Better/Vivre mieux Walmart delivers delicious, yet easy recipes for every occasion. All of our recipes use ingredients mom can shop for at Walmart Supercentres.

HOME & LIFE
These pages are packed with products and expert tips for tackling everything from everyday cleaning and storage, to home decor, organization, crafts and entertaining. Seasonal celebrations get special attention in the pages of Walmart Live Better/ Vivre mieux Walmart.

HEALTH
Trusted advice from health professionals, plus products and techniques for dealing with everything from scratches and scrapes, to seasonal allergies, potty training, tummy troubles and more.

BEAUTY
Each issue delivers the latest beauty trends, and how to interpret them, with easy directions from professional hair stylists and makeup artists. Readers will always be able to find the featured tools and products at their local Walmart Supercentres.

FASHION
“Looks great - and I can afford it!” clothing and style ideas for the whole family!

IN EVERY ISSUE

The kitchen table: recipes and more to stretch your family food budget

Weekend update: DIY that can be completed in less than a weekend - featuring instructions and all products found at Walmart!

Style studio: what’s hot and trending and available at Walmart stores and Walmart.com

The to-do list: new and now available at your local Walmart

Editorial subject to change
LiveBetter FAST FACTS

- **$77,310**
  AVERAGE HOUSEHOLD INCOME

- **51%**
  PRINCIPAL GROCERY SHOPPER

- **66%**
  ENJOYS BAKING FROM SCRATCH

- **37%**
  Children <12

- **64%**
  Post-Secondary educated

- **68% 32%**
  Female Male

- **44**
  AVERAGE AGE

- **21**
  MINUTES SPENT READING

Source: Vividata Summer 2018.
EDITORIAL HIGHLIGHTS

CUISINE
From rushed weeknight dinners to special holiday gatherings- Walmart Live Better/Vivre mieux Walmart delivers delicious, yet easy recipes for every occasion. All of our recipes use ingredients mom can shop for at Walmart Supercentres.

STYLE DE VIE
These pages are packed with products and expert tips for tackling everything from everyday cleaning and storage, to home decor, organization, crafts and entertaining. Seasonal celebrations get special attention in the pages of Walmart Live Better/ Vivre mieux Walmart.

SANTÉ
Trusted advice from health professionals, plus products and techniques for dealing with everything from scratches and scrapes, to seasonal allergies, potty training, tummy troubles and more.

BEAUTE
Each issue delivers the latest beauty trends, and how to interpret them, with easy directions from professional hair stylists and makeup artists. Readers will always be able to find the featured tools and products at their local Walmart Supercentres.

MODE
“Looks great - and I can afford it!” clothing and style ideas for the whole family!

IN EVERY ISSUE

La table de cuisinee: recipes and more to stretch your family food budget

Mise a jour: DIY that can be completed in less than a weekend- featuring instructions and all products found at Walmart!

Avec style: what’s hot and trending and available at Walmart stores and Walmart.com

À faire: new and now available at your local Walmart

Editorial subject to change

EDITORIAL ADJACENCY AND / OR INTEGRATION AVAILABLE ON REQUEST
54% PRINCIPAL GROCERY SHOPPER

48% ENJOYS BAKING FROM SCRATCH

58% Post-Secondary educated

64% Female
36% Male

41% Children <12

$64,755 AVERAGE HOUSEHOLD INCOME

44 AVERAGE AGE

18 MINUTES SPENT READING

Source: Vividata Summer 2018.
L'actualité
Mission Statement

*L’actualité* has an exceptional reputation and a credibility that has remained solid for 40 years. As Canada’s only French-language current affairs magazine and one of the world’s most significant French-language publications, *L’actualité*’s reports often become news in their own right. Journalists and editors regularly win national awards for excellence for their coverage of news and current affairs from Québec and Canada and for their reports on global trends and issues that matter.

Engage with affluent consumers, including company and opinion leaders, executives and professionals in the areas of business, health, education and research.

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Tentative publishing schedule, subject to change.

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### 2019 Rates (Gross)

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EDITORIAL HIGHLIGHTS 2019

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- What will we eat in the future?
- How AI is changing our lives
- Business: Startup 50
- Building a green house
- How to save your public school
- Attend university... in China!
- Helping Quebec’s built heritage

FEBRUARY
- Top 100 - Most influential Quebecers
- What’s new at Cégeps?
- Where to invest in 2019
- The scam of mutual funds
- Climate: 10 step plan to do our part
- The all-seeing policemen
- The E-sport rage

MARCH
- The vegan revolution is just beginning
- Reinventing taxes
- China’s quest to dominate AI
- Work: Maximize your benefits plans!
- Manufacturing awe: The Cirque du Solei recipe

APRIL
- Quebec’s ranking of the best cities to live in
- Reinventing our living spaces
- Powering the planet: the global energy landscape

MAY
- The new cyberthreats
- Our seniors on drugs: a bid mess!
- Decriminalisation of homosexuality – 50th anniversary
- Floods: what Peru has to teach us

JUNE
- Quebec’s forests 20 years after l’Erreur boréale
- The SMEs that are changing the world.

JULY
- The best of Quebec countryside
- Ready for the transgenic human?

AUGUST
- Quebec: A land of lakes
- Dating in 2019
- Mass Transit Dreams Projects

SEPTEMBER
- Back to school guide
- 50 years of the Official Languages Act
- Work: reinventing the office

OCTOBER
- Federal elections
- The Big Business of Fantasy Sports

NOVEMBER
- How to fight Online radicalization
- Leaders of Growth 2019
- Cannabis: one year after

DECEMBER
- The Careers and Degrees of the Future
- Is an MB really worth it?
- Quebec’s ministries ranking

JANUARY 2020
- Personality of the year 2019
- Business: Startup 50
Appendix
# Advertising Specifications

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## MACLEAN'S

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**NOTE:** All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .125" gutter allowance for spreads. Publisher is NOT responsible for the lineup of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

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# Appendix

## Advertising Specifications

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## L’actualité

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Advertising Information

InDesign CS3 or higher templates for ALL ad sizes are available at addirect.sendmyad.com (select Ad Sizes from the left-hand navigation menu).

Supplied Advertising Materials

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at addirect.sendmyad.com. For information regarding Magazines Canada specification, refer to magazinescanada.ca/advertising/production/dmacs_specifications or contact the Production Manager (see contact us page) for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. We are not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website magazinescanada.ca/advertising/production/tools/. Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/gray type as one-colour black (no four-colour black text).

AdDirect Instructions

1. Log into Magazines Canada’s AdDirect™ Ad Portal (addirect.sendmyad.com). Note: A user account will have to be set up upon the first visit.
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
3. Follow the onscreen preflight process.
4. Approve your ad.

Production Process

Chatelaine / Today’s Parent / Walmart Live Better / Vivre mieux Walmart
Printing
High-speed, web offset lithography
Binding
Perfect bound
Magazine Trim Size
7.875" Width x 10.75" Depth

HELLO! Canada
Printing
High-speed, web offset lithography
Binding
Saddle-stitched
Magazine Trim Size
9" Width x 11-5/8" Depth

L’actualité
Printing
High-speed, web offset lithography
Binding
Perfect bound
Magazine Trim Size
8" Width x 10.875" Depth

Maclean’s
Printing
High-speed, web offset lithography
Binding
Saddle-stitched
Magazine Trim Size
7.875" Width x 10.5" Depth