



# the art of... media

# 2012 kit

## about us

**The Art of...** is Canada's leading owner and producer of business conferences for professionals - presenting the most engaging live events you'll ever experience. We share with you - the most prominent business leaders, internationally renowned speakers and bestselling authors - to learn from and be inspired by. We deliver a unique and personal experience with actionable ideas, strategic visions and creative insights - the essence of a live event!

## OUR magazine

**The Art of Magazine** features exclusive content from bestselling authors, corporate visionaries and leading luminaries in the business world. Our magazine is published quarterly with features and columns about marketing and communications, sales, management and leadership. Connect with our readers - all decision-makers and performance-driven individuals at the forefront of our growing business community. Promote your brand with our publication - reaching a select audience of executives, managers and entrepreneurs in Canada's most influential business markets.

## OUR conferences

We attract an exclusive audience of 15,000 senior executives, managers and entrepreneurs each year. The national program includes The Art of Marketing, The Art of Leadership, The Art of Sales and The Art of Management. Each full day conference is targeted at a unique industry and developed to answer the critical questions presently facing today's top organizations. We strive to bring the most prominent leaders, speakers and authors each year in order to keep our community current with an exciting blend of cutting-edge thinking and real world experience. Each conference stops in major markets across Canada - Toronto, Ottawa, Montreal, Calgary and Vancouver.

## Contact

**Ron Bester**  
Director, Business Development  
416.479.9701 x 322  
ron@theartof.com

**The Art of Productions Inc.**  
46 Sherbourne Street, 3rd Floor  
Toronto, ON  
M5A 2P7

## ad rates - full colour - net

One Page	1 x \$1495	4 x \$1295
Half Page	1 x \$950	4 x \$825
Third Page	1 x \$725	4 x \$635
Quarter Page	1 x \$575	4 x \$475
Sixth Page	1 x \$395	4 x \$350

<b>Requirements:</b>	High resolution PDF
<b>Size:</b>	8.25 x 10.75 with 0.25 bleed

## publication dates

Issue	Materials	Publish Date
Spring	February 6	March 1
Summer	May 6	June 1
Fall	August 6	Sept 1
Winter	November 6	December 1

## distribution

Complimentary Copies	All conference delegates
For Sale	Chapters/Indigo nationally
Canada Post	Subscribers

## print specifications

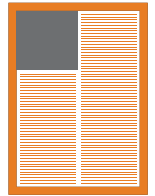
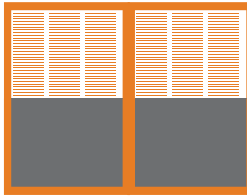
Print Run	7,000 copies
Circulation	25,000
Size	8.25 x 10.75 with spot UV
Page Count	64 pages + cover
Paper	premium silk FSC 100lb text cover + premium silk FSC 70lb text inside
Spine	perfect bound



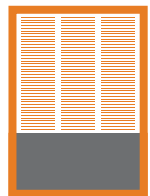
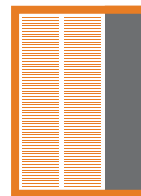
2012



# ADVERTISING mechanical SPECIFICATIONS



Ad Size	2 Page Spread	2 Page 1/2 Horiz.	Full Page & Cover (inside/back)	1/4 Square	1/6 Square
Non Bleed	15.5 x 9.75	15.5 x 4.75	7.25 x 9.75	3 x 4.25	3.125 x 2.5833
Bleed	16.75 x 11	16.75 x 5.5	8.5 x 11	4.25 x 5.5	4.375 x 3.8333
Trim	16.5 x 10.75	16.5 x 5.25	8.25 x 10.75	4 x 5.25	4.125 x 3.5833
Live	16 x 10.25	16 x 4.75	7.75 x 10.25	3.5 x 4.75	3.625 x 3.0833



Ad Size	1/2 Island	1/2 Vert.	1/2 Horiz.	1/3 Vert.	1/3 Square	1/3 Horiz.
Non Bleed	4.75 x 7.25	3.5 x 9.75	7.25 x 4.75	2.3125 x 9.75	4.75 x 4.75	7.25 x 3.125
Bleed	5.5 x 8	3.5 x 9.75	8.5 x 5.5	3.0625 x 11	5.5 x 5.5	8.5 x 3.875
Trim	5.25 x 7.75	4 x 10.75	8.25 x 5.25	2.8125 x 10.75	5.25 x 5.25	8.25 x 3.625
Live	4.75 x 7.25	3.5 x 10.25	7.75 x 4.75	2.3125 x 10.25	4.75 x 4.75	7.75 x 3.125

**AD SIZES** | All files must be created according to the correct size specifications (trim, live area & bleed dimensions).

**AD DESIGN OPTIONS** | The Art of Productions Inc. can design your ad or make modifications to an existing ad. Design — \$125 per hour. Minimum charge is \$30. Estimates provided upon request.

**PROOFS SWOP** | Approved colour proofs of your ad must be supplied with your files. The Art of Magazine cannot and will not guarantee accurate colour if it does not receive SWOP approved colour proofs electronically, a proof must be mailed. Files may be accepted without a proof but no quality or reproduction liability can be held against The Art of Magazine in that case.

## SUBMITTING ADS

Please submit ads in our preferred file format of **PDF-X1A**

### FTP Submissions

FTP: <ftp://theartof.com>  
User: [artofupload](#)  
Password: [transfer01](#)  
Place materials in "Ads" folder.

### Disk Submissions

Ship To: The Art of Productions Inc.  
Attn: Art Silveira  
46 Sherbourne Street, 3rd Floor,  
Toronto ON, M5A 2P7

## AD DEADLINE

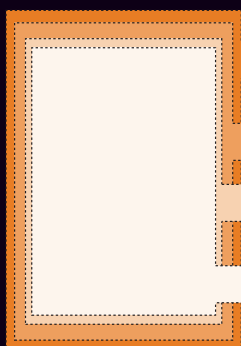
Please submit ads before

Issue	Deadline
SPRING	February 6
SUMMER	May 6
FALL	August 6
WINTER	November 6

## CONTACT

Art Silveira  
Creative Director  
416.479.9701 x 326  
[art@theartof.com](mailto:art@theartof.com)

## AD SIZE DEFINITIONS



**BLEED**

0.125" on each side beyond the trim measurement of a 'bleed' ad. (That is, add 0.25" to the trim measurement.) Elements that touch the trim edge should extend at least 0.125" beyond trim on each side. The bleed area will be 'trimmed' off in print.

**TRIM**

The edge of the page, or the final visible borders of a 'bleed' ad.

**SAFETY**

0.25" inside of trim on each side of a 'bleed' ad. (That is, subtract 0.5" from the trim measurement.) This is considered the 'safe' area for critical content. All critical image and text not intended to bleed must be within this measurement.

**NON-BLEED**

Non-bleed ads 'float' within the margins of the page.