



2009

It's thought that counts

Winner of Carleton University's Kroeger College Award for Public Discourse, the LRC is the one magazine that engaged Canadians must read to remain up to date about politics and culture.

Since 1991 this small but very influential magazine has featured the country's pre-eminent writers and thinkers in a lively debate about books and ideas.

The LRC is distinctively Canadian but never narrow. First priority is given to the review of Canadian-written and published titles, with consideration also given to international publications of great interest to Canadian readers.

Guided by editor-in-chief Bronwyn Drainie, the LRC also publishes many of the most thought-provoking essays printed in Canada. Read Jennifer Welsh on promoting democracy, Mark Jaccard on climate change and Mark Kingwell on public space—or controversial book reviews such as Conrad Black's take on Margaret MacMillan, which was splashed across the Canadian media as well as the *New York Times* and the *Financial Post*. (For a list of our contributors, please visit our website at <reviewcanada.ca>.)

The LRC is proud to publish Canadian poetry and artwork in every issue.

For advertising inquiries, please contact Michael Wile at 416-531-1483 or ads@lrcreview.com.

Editor

Bronwyn Drainie
editor@lrcreview.com

Advertising/Sales

Michael Wile
ads@lrcreview.com

Publicity

Kevin Watt
publicity@lrcreview.com

Literary Review of Canada

581 Markham Street, Suite 3A
Toronto, Ontario M6G 2L7
T: 416 531 1483
F: 416 531 1612
review@lrcreview.com
reviewcanada.ca

Intelligent, involved Canadians from Hugh Segal to Margaret Atwood call the Literary Review of Canada a must-read publication:

"The most intelligent magazine in Canada today."
Alberto Manguel

"Our best book review journal ever by far."
Michael Bliss

"The contemporary record of Canadian public thought.
Thank God I've saved every issue!"
Michael Valpy

"A precious forum for serious — and seriously engaging —
exchanges of ideas."
Naomi Klein

"Canada's leading journal of opinion."
Tom Flanagan

"Funny, annoying, interesting and literary, which is why I make a point
of reading it."
John Ralston Saul

...Katherine Govier, Paul Wilson, Peter C. Newman, Marina Jiminez, John Gray, Esi Edugyan, Paul Wells...



2009

Editor

Bronwyn Drainie
editor@lrcreview.com

Advertising/Sales

Michael Wile
ads@lrcreview.com

Publicity

Kevin Watt
publicity@lrcreview.com

Literary Review of Canada

581 Markham Street, Suite 3A
Toronto, Ontario M6G 2L7
T: 416 531 1483
F: 416 531 1612
review@lrcreview.com
reviewcanada.ca

About the LRC

Editorial thrust

There is no other magazine in Canada today with the LRC's level of vigorous and intelligent debate featuring such a wide range of thinkers on so many topics. Books remain the ideal medium for the discussion and dissemination of ideas, even in this multimedia age, and the LRC reviews hundreds of the best new titles published every year.

Reach an influential audience

LRC readers are a highly educated, wealthy and prominent group: they include politicians, policy makers, members of the media, academics and university leaders, opinion makers, business and community leaders, artists and citizens of all stripes. Size does matter — and the magazine's exclusive nature is valued by its very loyal readership.

Distribution

Published 10 times a year, the LRC is sold on better newsstands across Canada, including independent bookstores and Chapters/Indigo, and by subscription. Subscribers live in all provinces and territories and throughout the United States, as well as overseas. The LRC is also sent to a robust complimentary list that includes media figures, publishers, embassies and other high-profile recipients.

Advertising

As with the New York and London reviews, the LRC is the place to advertise new books, both domestic and international titles of importance. The LRC's readers actually buy the books reviewed and advertised in the magazine, and its targeted circulation sells more books per capita than most journals. It is also an excellent vehicle for educational opportunities, book and arts festivals, bookstores, associations, conferences, travel, wine and other fine products and services targeted to a sophisticated consumer.

LRC Online

The LRC Online <reviewcanada.ca> offers readers across the country and around the world instant access to the Canadian discussion. There they can find information on past issues, a selection of full-text offerings from the magazine and an increasing number of Online Originals — commissioned essays and reviews that do not appear in LRC's print version. Traffic to reviewcanada.ca is steadily increasing, reaching as high as 23,000 unique visitors a month.

Advertise in the LRC in print or on line

— or ask for our combination print and online packages.

Contact Michael Wile at 416 531 1483 or ads@lrcreview.com

...Paul Knox, Modris Eksteins, John Honderich, Erika Ritter, Geoff Pevere, Tony Penikett, Amy Knight...



2009

Editor

Bronwyn Drainie
editor@lrcreview.com

Advertising/Sales

Michael Wile
ads@lrcreview.com

Publicity

Kevin Watt
publicity@lrcreview.com

Literary Review of Canada

581 Markham Street, Suite 3A
Toronto, Ontario M6G 2L7
T: 416 531 1483
F: 416 531 1612
review@lrcreview.com
reviewcanada.ca

LRC Demographics

In February 2008, Impresa Communications Ltd. concluded an electronic survey of LRC subscribers. Achieving a healthy 35% response rate, this survey confirmed the magazine's influence with an exclusive group of loyal, well-off and engaged readers.

Findings

As the survey results show, LRC readers are clearly

- **Affluent:** the magazine's audience has well above-average household income, 82% of respondents having an HHI of over \$75,000 a year and 61% making more than \$100,000.
- **Well educated:** 99% have a bachelor's degree or higher (30.5% have a master's degree, 40.9% have PhDs and 10% have some professional qualification such as an LLB, MD, etc.)
- **Mature:** 84% of respondents said they were over 45 years of age.
- **Avid book buyers:** spending on print products is unsurprisingly high, with respondents having purchased an average of over \$780 in books and magazines in the previous year; 31% of readers purchased more than \$400 in books online alone.
- **Publicly engaged:** 62% had recently attended a public discourse event, such as a public talk or author reading.
- **Generous:** 85% make charitable donations.
- **Discriminating:** our audience reads a wide range of other publications, such as the *New York Review of Books*, *The Globe and Mail* book section, the *Times Literary Supplement*, *The Walrus* and *The New Yorker* — but the LRC creates a better impression with respondents and commands more of their time.
- **Attentive:** the majority of LRC readers spend at least 1–2 hours reading every issue, with over 62% of survey respondents having recently set aside an issue for future reference and 60% having passed their copy after reading it along to friends or colleagues.
- **Guided in purchasing by LRC content:** 55.3% of readers had purchased a book based on what they had read in the magazine.
- **Receptive to advertising:** 55% of survey respondents would like to see at least as much book-related advertising in the LRC's pages, if not more.

For all advertising inquiries, please contact Michael Wile at 416-531-1483 or ads@lrcreview.com.

...Richard Wagamese, Noreen Golfman, Robert MacNeil, Kasi Rao, Noah Richler, Ian Smillie...



2009

Advertise in the LRC

Ad Sizes	(in inches)			(in picas)		
	Width		Height	Width		Height
Full page	8.5	x	12.5	51	x	75
2/3 page (vertical)	5.611	x	12.333	33p8	x	74
1/2 page (horizontal)	8.5	x	6.167	51	x	37
1/3 page (3 col. wide)	8.5	x	4	51	x	24
1/3 page (2 col. wide)	5.611	x	6.167	33p8	x	37
1/3 page (1 col. vertical)	2.722	x	12.5	16p4	x	74
1/6 page (1 col. vertical)	2.722	x	6	16p4	x	36
1/6 page (2 col. wide)	5.611	x	3	33p8	x	18

For non-standard sizes, please inquire.

LRC Online

With an average monthly traffic of 8700 visitors, reviewcanada.ca is becoming an oasis for LRC readers and new fans and subscribers between issues of the print version of Canada's best book review.

Online rates can be combined with your print ad buy. Ask us how to maximise your ad spend with both print and online.

We offer online ads in two sizes:

Leaderboard/banner: 580 pixels W by 75 pixels H

Left-hand skyscraper: 155 pixels W by 300 pixels H

For all advertising inquiries, please contact Michael Wile at 416-531-1483 or ads@lrcreview.com.

Editor

Bronwyn Drainie
editor@lrcreview.com

Advertising/Sales

Michael Wile
ads@lrcreview.com

Publicity

Kevin Watt
publicity@lrcreview.com

Literary Review of Canada

581 Markham Street, Suite 3A

Toronto, Ontario M6G 2L7

T: 416 531 1483

F: 416 531 1612

review@lrcreview.com

reviewcanada.ca

...Peter Calamai, Mel Watkins, Preston Manning, Peter Russell, Fraser Sutherland, Sharon Butala...



2009

Editor

Bronwyn Drainie
editor@lrcreview.com

Advertising/Sales

Michael Wile
ads@lrcreview.com

Publicity

Kevin Watt
publicity@lrcreview.com

Literary Review of Canada

581 Markham Street, Suite 3A
Toronto, Ontario M6G 2L7
T: 416 531 1483
F: 416 531 1612
review@lrcreview.com
reviewcanada.ca

Dates to Remember

2009 Deadlines

Issue	Booking	Deadline	On-Sale Begins
Jan/Feb 2009	Nov 1	Nov 15	Jan 7
Mar 2009	Jan 1	Jan 15	Feb 25
Apr 2009	Feb 1	Feb 15	Mar 24
May 2009	Mar 1	Mar 15	Apr 28
Jun 2009	Apr 1	Apr 15	May 26
Jul/Aug 2009	May 1	May 15	Jun 23
Sep 2009	Jul 1	Jul 15	Aug 25
Oct 2009	Aug 1	Aug 15	Sep 22
Nov 2009	Sep 1	Sep 15	Oct 27
Dec 2009	Oct 1	Oct 15	Nov 24
Jan/Feb 2010	Nov 1	Nov 15	Jan 24

Terms

- ❏ Taxes are not included.
- ❏ All ads are black and white unless a spot colour is prenegotiated.
- ❏ Inserts are available on request.
- ❏ All advertising copy is subject to approval by the publisher.
- ❏ EPS or high-resolution PDF is accepted.
- ❏ Submit by email to
<mad.koch@utoronto.ca> with a copy to <ads@lrcreview.com>.
- ❏ The publisher reserves the right to revise rates at any time and is not bound by any conditions on contracts, insertion orders or copy that conflict with conditions set out herein.