

LRG

LITERARY REVIEW OF CANADA

2012

MEDIA
KIT

“A precious forum for serious — and seriously engaging — exchanges of ideas.”

Naomi Klein

“Funny, annoying, interesting and literary, which is why I make a point of reading it.”

John Ralston Saul

“The contemporary record of Canadian public thought.”

Michael Valpy

“The most intelligent magazine in Canada today.”

Alberto Manguel





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170 Bloor St. W., Suite 710
Toronto, Ontario M5S 1T9
T: 416 531 1483
F: 416 531 1612
review@lrcreview.com
reviewcanada.ca

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 Richard Lipsey on green economics, Charlotte Gray on the National Portrait Gallery and John Ralston Saul on northern sovereignty — 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.



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Bronwyn Drainie
editor@lrcreview.com



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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.**

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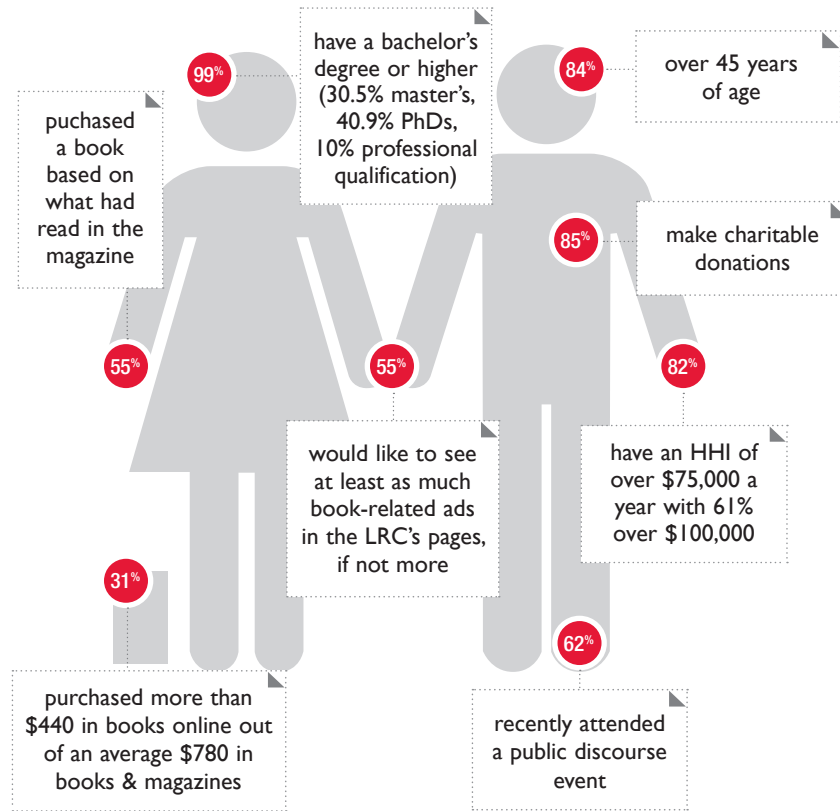
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LRC Demographics

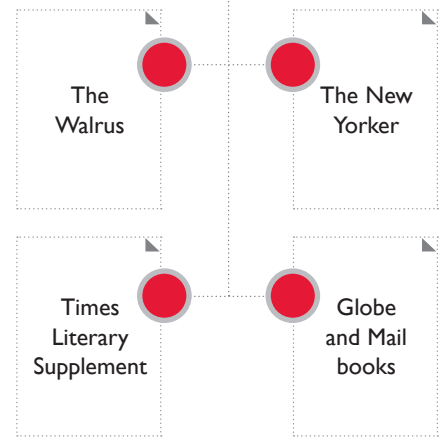
In February 2008, Impresa Communications Ltd. concluded an electronic survey of LRC subscribers. Achieving a healthy 35% response rate, this survey confirmed the magazine's influence with an exclusive group of loyal, well-off and engaged readers.

LRC Readers

As the survey results show, our readers...



...read a wide range of other publications but the LRC creates a better impression and commands more of their time.



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Advertise in the LRC

LRC Magazine

AD SIZES	WIDTH		HEIGHT	1x	6x
Full page - outside back cover	8.5"	x	12.5"	\$1700	\$1600
Full page - inside back cover	8.5"	x	12.5"	\$1400	\$1300
Full page	8.5"	x	12.5"	\$1200	\$1125
½ page (H)	8.5"	x	6.167"	\$720	\$685
½ page (3 col. H)	8.5"	x	4"	\$510	\$475
½ page (2 col. H)	5.611"	x	6.167"	\$510	\$475
½ page (1 col. V)	2.722"	x	12.5"	\$510	\$475
¼ page (1 col. V)	2.722"	x	6"	\$360	\$310
¼ page (2 col. H)	5.611"	x	3"	\$360	\$310

H = horizontal, V = vertical. For non-standard sizes and inserts, 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 maximize your ad spend with both print and online.

ONLINE AD SIZES	WIDTH		HEIGHT	1 month	6 months	12 months
Leaderboard/banner	300px	x	250px	\$250	\$450	\$950
Right rail	250px	x	250px	\$195	\$395	\$795

Ad Requirements

- **Print:** 300 dpi, .eps or .jpg or .pdf, saved as greyscale, all fonts and images embedded. File naming convention: *orgname_issue_size.eps* (i.e. *otago_nov2011_half.eps*)
- **Web:** 72dpi, RGB, .jpg, saved for web at highest preview. File naming convention: *orgname_size.jpg* (i.e. *tvo_rail.jpg*)
- Submit by email to <mad.koch@utoronto.ca> with a copy to <ads@lrcreview.com>.

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Dates to Remember

2012 Deadlines

ISSUE	BOOKING	DEADLINE	ON-SALE BEGINS
Jan/Feb 2012	November 1/11	December 15/11	January 3/12
Mar 2012	January 1/12	January 15/12	February 27/12
April 2012	February 1/12	February 15/12	March 26/12
May 2012	March 1/12	March 15/12	April 30/12
Jun 2012	April 1/12	April 15/12	May 28/12
Jul/Aug 2012	May 1/12	May 15/12	July 2/12
Sep 2012	July 1/12	July 15/12	August 20/12
Oct 2012	August 1/12	August 15/12	September 24/12
Nov 2012	September 1/12	September 15/12	October 29/12
Dec 2012	October 1/12	October 15/12	November 26/12
Jan/Feb 2013	November 1/12	November 15/12	December 31/12

Terms

- Taxes are not included.
- All print 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.
- 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.

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