

style

M A N I T O B A

Year at a Glance Editorial Line-up 2010

FEATURES

Fabulous Home – Each issue, Style Manitoba presents a stunning feature home, offering readers cutting-edge designs that combine the best of craftsmanship with innovative technology.

Welcome to the Neighbourhood – Throughout the year, Style Manitoba strolls through many fabulous neighbourhoods within the city and beyond. These fabulous communities showcase the best of development plans along with the finest in Manitoba home designs. The Autumn edition features the Parade of Homes presented by the Manitoba Home Builders' Association, an annual tour of new showhomes that celebrates home building excellence in Manitoba.



DESIGN & DÉCOR

Kitchen & Bath Showcase – Show-stopping ensuites and fabulous new looks for 2010 in kitchens & bathrooms.

Design & Decor - Window treatments, designer looks, furnishings, accessories and more!

Gardens & Landscaping - Style's garden and landscaping guide features one lovely garden after another throughout the year. Landscaping products, sources and services will also be profiled.

SPECIAL INTEREST

Housing & Accommodation for Seniors – A look at rental and purchased accommodation for the 55+ crowd, active and otherwise. Where to look and options to consider.

Human Interest – Topics will vary from issue to issue, and will include success stories, unique business ventures and fascinating real life experiences.

Districts – Style explores a variety of historical districts and Manitoba communities each issue, examining the past, present and future of what these areas have come to mean to Manitobans. From trendy loft condos and commercial ventures sited in historical districts, to the province's hottest beach communities, we have it covered.



FINANCIAL

From Mutual Funds to Traditional Banking, Style's financial columnist examines the market, financial advisement and consumer options. Topics will vary from issue to issue.



LIFESTYLES

Fab Finds - For the one-of-a-kind or hard-to-find, Style will take you there!

On the Bookshelf – Best sellers and all around good reads for your leisure time.

Styling the Stereo – Music reviews

Profiles - A salute to the remarkable accomplishments of Manitoba's artists, actors, singers, authors and filmmakers, as well as other Canadian celebrities.

Stepping Out with Style – The season's primer for arts & cultural activities, festivals and so much more in Manitoba.

Delectable Dining – Style's roving reviewer takes readers on a quest for more fine dining each issue.

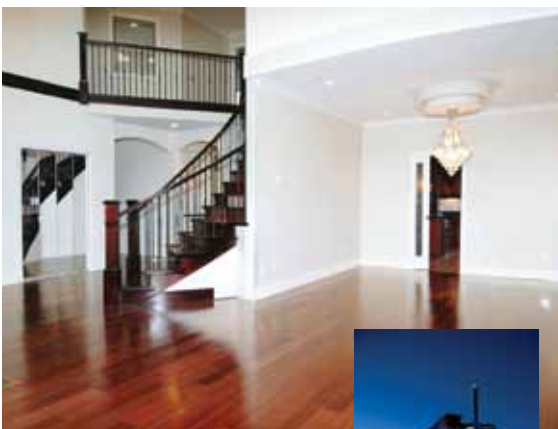
Wine & Spirits – Presenting the best wine and spirits befitting each season.

Cuisine du Jour – Mouth watering recipes sure to draw rave reviews from those around your table!



TRAVEL

From golf getaways to cruises, from vacationing within our own borders to visiting foreign locales, our travel people have it covered. Holiday destinations will vary from one issue to the next.



EN VOGUE

The newest trends in fashion for each of the four seasons. Themes vary from wedding and evening attire to casual and outdoor wear.

Health & Beauty – Look good, feel good. Experts in the field show the way. Upcoming colours, fragrances and more!

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Advertising Specifications

Page Dimensions

Trim size: 8.125" x 10.875"

Live image area: 7" x 10"

Bleed size: 8.375" x 11.125"

Ad Dimensions

Double Page Spread (trimmed): 16.25 x 10.875" - add .125" for bleed

Full Page (image area): 7" x 10"

Full Page (trimmed): 8.125" x 10.875" - add .125" for bleed

1/2 Page Vertical: 3.375" x 10"

1/2 Page Horizontal: 7" x 4.875"

2/3 Page: 4.625" x 10"

1/3 Page Horizontal: 4.625" x 4.875"

1/3 page Vertical: 2.125" x 10"

1/4 Page: 3.375" x 4.875"

1/6 Page Horizontal: 4.625" x 2.375"

1/6 Page Vertical: 2.125" x 4.875"

1/8 Page Horizontal: 3.375" x 2.375"

1/8 Page Vertical: 1.625" x 4.875"

Final Ad Supplied Digital Files

Our books are produced in a Macintosh environment, using Adobe Indesign, Adobe Photoshop & Adobe Illustrator.

Ad material should be supplied preferably in a vector graphics based program with fonts converted to paths (curves/outlines) and images supplied as either tiff or eps files.

Images should be supplied at a resolution of 300 dpi and as CMYK or grayscale. No RGB, JPEG, GIF or other low-resolution files should be used. Web graphics are unacceptable.

PDF files can be supplied, but must be print optimized and include all images and fonts.

PC files must be produced in a vector based graphics program (Coreldraw/Illustrator) and fonts converted to curves. PC fonts cannot be used.

There may be costs applied if your file does not meet the above requirements.

Supplying Material Electronically

Materials can be sent to us either on disk or via the internet.

Supplying material via disk:

CD or DVD.

Supplying material via internet:

Material should be archived (stuffed/zipped) before

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sending to ensure file integrity and emailed to paul@stylemanitoba.com, there is a 10 meg limit on file size. For larger files call for ftp info.

FULL PAGE

1/4

1/8 H

1/8 V

1/6 H

1/2 H

1/3 H

1/6 V

1/3 V

1/2 V

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2010 Advertising Rate Card

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Column Width: 2.125"
Line Screen: 133



Full Page	\$4450
2/3 Page	\$3975
1/2 Page	\$2975
1/3 Page	\$1990
1/4 Page	\$1495
1/6 Page	\$995
1/8 Page	\$785

Cover

Outside back	\$6600
Inside front	\$5600
Inside back	\$5600
Internet Ad Placement	\$45
<i>All rates net</i>	

Additional charges will apply for photography, design, typesetting, image correction- touch up, modifications to film or final art.

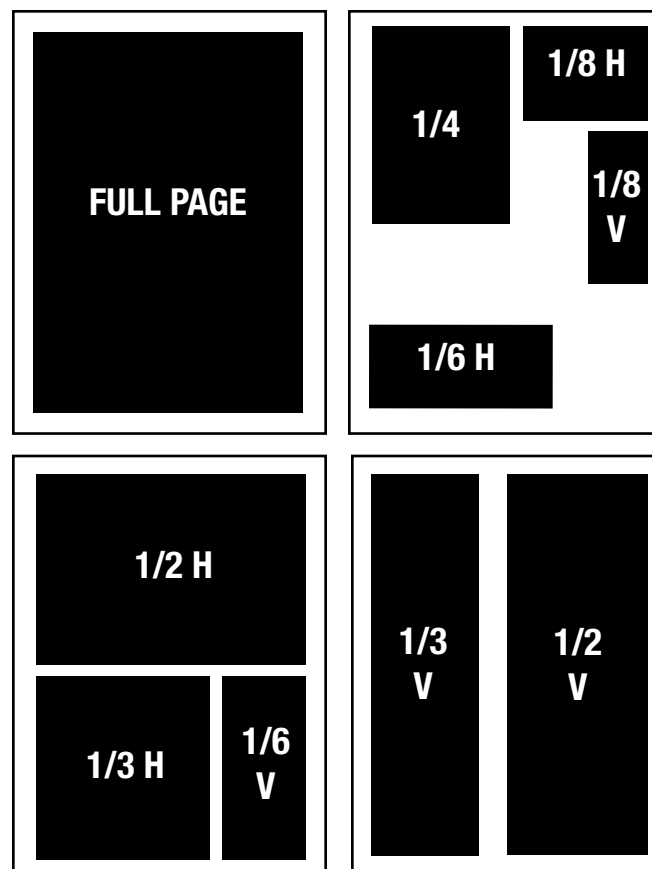
Printed web offset on coated stock, perfect bound.

2010 Distribution Dates		Circulation
Spring Edition	March 2010	75,000
Summer Edition	June 2010	75,000
Autumn Edition	September 2010	75,000
Winter Edition	November 2010	75,000

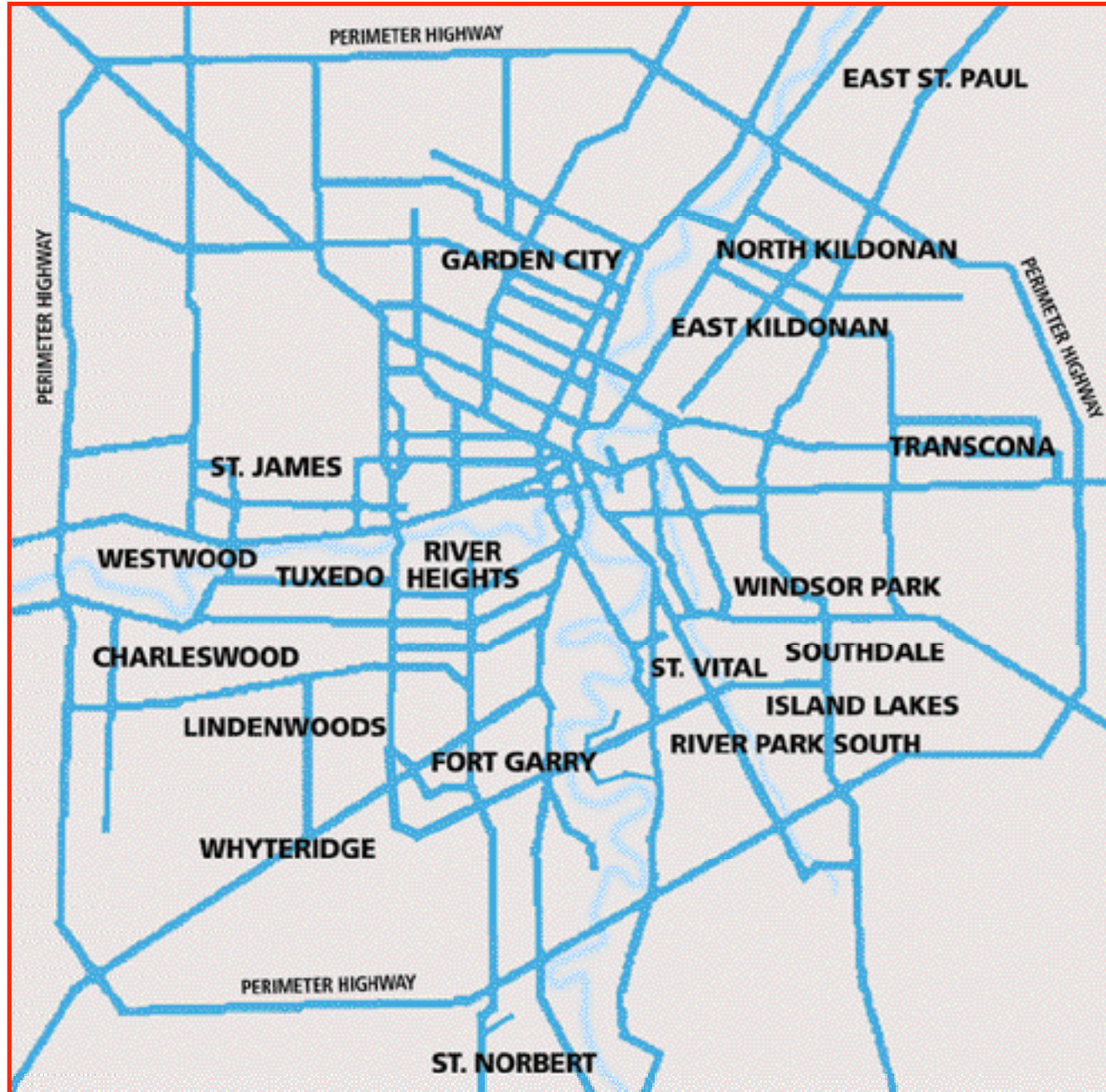
Circulation Information

Style Manitoba will be delivered single copy direct to mailbox on the noted dates in pre-selected neighbourhoods in Winnipeg. Style Manitoba will also be available for purchase at McNally Robinson Bookstores.

Style Manitoba will also be distributed through Interlake Publishing to Selkirk and other smaller centres in Manitoba. Style Manitoba will also be available on a subscription basis, all subscribers will receive their copies via Canada Post.



C I R C U L A T I O N



Controlled Circulation

Transcontinental Distribution
& Private Carriers

Additional Circulation via Newstand and Subscription

Total: 75,000

Internet: 30 million users
worldwide

Rural Circulation via Interlake Publishing

Selkirk
Lockport
Bird's Hill
Pine Ridge
St. Andrews
West St. Paul
Stonewall
Hazelridge
Oakbank