

OWLKIDS MEDIA KIT



For more than 35 years, Owlkids has published entertaining, unique, high-quality magazines that nurture the potential of children and instill in them a love of reading and learning — about themselves and the world around them. Owlkids magazines are loved by parents, teachers, grandparents, and most importantly, kids!





For Kids 3 to 6
Circulation: 80,138

Canada's unique magazine for beginner readers, *Chirp* reflects the energy, curiosity, and humour of children ages 3 to 6 as they discover the world around them. With read-out-loud stories, engaging illustrations, interactive puzzles, games, and crafts, *Chirp* is a comforting companion where kids see their everyday lives reflected in its pages.

READER PROFILE:

- 4** readers per copy
- 44%** girls, **56%** boys
- 88%** read each issue
- 3+ times** in a month
- 95%** are reading with an adult

Source: Annual Reader Survey

Clara got her first copy of Chirp, took the magazine out of our mail slot and promptly sat down and read it from cover to cover three times. (And by "read," I mean "looked at the pictures and pointed out all the numbers.")
 — DAVE (PARENT)



For Kids 6 to 9
Circulation: 105,828

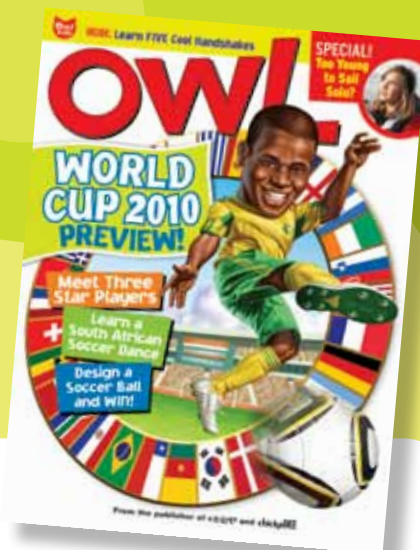
A discovery magazine, *chickaDEE* is jam-packed with interactive games, hands-on crafts, science experiments, amazing photos, illustrations, and stories — all designed to educate and entertain. Clear, concise text and lively visuals show our young readers that this magazine belongs to them!

READER PROFILE:

- 4** readers per copy
- 50%** girls, **50%** boys
- 93%** read each issue
- 3+ times** in a month.
- 90%** of readers share what they've learned with an adult

Source: Annual Reader Survey

My son absolutely loves your magazine and looks forward to the next issue each month. Thank you for putting together such a wonderful magazine that is both exciting and engaging. I must say that as a parent, I enjoy reading them myself. Well done!
 — MAX (PARENT)



For Kids 9 to 13
Circulation: 87,172

A must-read for preteens! *OWL* is loaded with cool articles and amazing facts that captivate its readers. Each issue includes quizzes, contests, comics, and topics that affect readers' everyday lives. With breaking news stories, weird facts, and mind-boggling puzzles, it's a thought-provoking, entertaining place for kids to grow.

READER PROFILE:

- 4** readers per copy
- 50%** girls, **50%** boys
- 78%** read each issue
- 3+ times** in a month.
- 78%** of readers share what they've learned with a friend or family member

Source: Annual Reader Survey

Hey OWL! I sooooo love your magazine. I really like that every issue has a new theme. I love all the puzzles and I enter all the contests. I love reading OWL so much that I suggest it to my friends. It is truly the best magazine ever!
 — MIKE, 12



For advertising information, please contact Melissa Kilpatrick at 416-340-2700 ext. 270 or melissa.kilpatrick@owlkids.com
www.owlkids.com

10 Reasons to Choose Owlkids

1 The Owlkids brand has been established in the Canadian children's publishing industry for over **35 years!**

- Parents that read the magazines as children now subscribe for their little ones.

2 Parents love us! 95% of parents read or look at the monthly copies of the magazines. 98% of parents would recommend our magazine to friends and family. 98% of parents rate Owlkids magazines as above average or average within children's publishing (88% indicating above average).

3 Every month *Chirp*, *chickaDEE* & *OWL* **reach 1.2 million readers** by paid distribution!

4 Our magazines **reach kids and parents** in their homes, medical offices, schools, libraries, airports, and on newsstands.

5 Almost half of Owlkids subscriber families live in **affluent neighbourhoods** with a household income of \$75,000 plus.

- a) \$75,001 – \$100,000 (index 133)
- b) \$100,001 – \$125,000 (index 164)
- c) \$125,001 – \$150,000 (index 191)
- d) \$150,001 and over (index 244)

6 The parents of our readers have a **large disposable income**, spending more money than the average Canadian in most categories (i.e. entertainment, clothing, recreation, food, investments, transportation, and personal care).

- 29% have a disposable income of \$55,936.

7 Participation in the September issues awards advertisers with **BONUS** circulation targeted at teachers in elementary schools across Canada.

8 95% of **kids save and re-read their copies** of the magazine.

9 60% of our **readers enjoy interacting with the magazine** (i.e. crafts, family recipes, contest, and polls).

10 We want to work with you! We can accommodate on-page ads, custom publishing initiatives, insert/outsert distribution, web advertising, and creative services.



Advertise on owlkids.com

At owlkids.com we offer the best from our award-winning magazines *Chirp*, *chickaDEE* & *OWL*, plus readers gain access to loads of fun stuff not found in the magazine.

BLOGS

Our blogs offer regular updates to and from our readers on topics important to them. Editors log on to divulge cool news for immediate feedback. Banner ad placement available.

Regular Online Features

- Blogs
- Contests
- Puzzles
- Games
- Jokes
- Quizzes
- Polls
- Screensavers
- E-cards
- World Watch



Got some cool, fun products you want our readers to WIN? The home page of owlkids.com offers kids a central location for all contests hosted online and in the magazines. Send us your products and we'll manage your contest!

Contests!

READER PROFILE:

97% of Owlkids readers have the internet at home

80% – 90% of our readers visit Owlkids.com
(80% chickaDEE, 90% OWL)

80% of kids share what they learn online with adults
Source: Annual Reader Survey

READERSHIP:

Average monthly:

Unique visitors: 24,363

Page Views: 215,562

Source: Google analytics

- Children ages 3 to 14
- Parents
- Grandparents
- Teachers

Rates and Dates

Chirp

chickaDEE

OWL

CIRCULATION*

	Chirp	chickaDEE	OWL
Paid Subscriptions	76,848	99,328	82,493
Newsstand Sales	1,530	2,300	1,479
Non-paid Copies	1,760	4,200	3,200
Total circulation	80,138	105,828	87,172

*Note: Based on publisher's internal projection throughout 2011

RATES (4 colour)

	1x	3x	6x	10x
Full page	\$6,040	\$5,770	\$5,498	\$5,318
Half page	\$3,698	\$3,519	\$3,353	\$3,204
DPS	\$9,739	\$9,289	\$8,974	\$8,799

Note: Volume discounts can be applied for ads in all three magazines

Inserts/Outserts: Rates available upon request. See calendar for polybagged issues.

Web: Web rates available upon request.

Creative: Creative services available.

AD/INSERT CALENDAR

ISSUE	BOOKING	AD MATERIAL	INSERT/ OUTSERT	PUBLICATION
March	Dec 19	Jan 13	Jan 20	Feb 17
April	Jan 20	Feb 10	Feb 17	Mar 17
May*	Feb 20	Mar 17	Mar 24	Apr 20
June	Mar 24	Apr 14	Apr 21	May 19
Summer**	Apr 21	May 12	May 19	June 16
September	June 16	July 7	July 14	Aug 17
October	July 28	Aug 18	Aug 25	Sept 22
November	Aug 25	Sept 15	Sept 22	Oct 20
December	Sept 22	Oct 13	Oct 20	Nov 17
Jan/Feb*	Oct 27	Nov 17	Nov 24	Dec 21

*Non-polybagged issues

**Double issue, special digest size for *chickaDEE* and *OWL*



Advertising Specifications

MAGAZINE SPECS

	LIVE AREA	TRIM SIZE	BLEED SIZE	HALF PAGE H	HALF PAGE V	DPS
Chirp	7-1/4" x 7-1/4"	8-1/4" x 8-1/4"	8-1/2" x 8-1/2"	n/a	n/a	6-1/2" x 8-1/4"
chickaDEE	7" x 9-3/4"	8" x 10-3/4"	8-1/4" x 11"	7-1/2" x 5"	3-5/8" x 10-1/4"	16" x 10-3/4"
OWL	7" x 9-3/4"	8" x 10-3/4"	8-1/4" x 11"	7-1/2" x 5"	3-5/8" x 10-1/4"	16" x 10-3/4"
Summer Digest (OWL and chickaDEE)	4-1/4" x 6-3/8"	5-1/4" x 7-3/8"	5-1/2" x 7-5/8"	n/a	n/a	10-1/2" x 7-3/8"

REQUIRED MATERIAL

Please send a press-ready PDF (PDF/X-1a) or an InDesign CS4 document packaged with all images and fonts along with a colour proof. The filename must include the ad name, publication name, and issue. Example: YourAdMaterial_ChirpMar11.pdf

Delivery via our FTP site is preferred.

Files should be compressed.

Please contact us for file transfer information.

Shipping information for printed insert and outsert material will be provided at time of booking.

All inserts must be printed on FSC-certified paper.

In the interest of responsible advertising to children, all advertisements must be identified with the term "Advertorial" or "Advertisement" at the top of the page.

Please ship ad material to:

Owlkids — Attn: Maggie Baxter
 10 Lower Spadina Avenue, Suite 400
 Toronto ON M5V 2Z2 CANADA
 Tel: 416-340-2700 ext. 347
 Fax: 416-340-9769
 Email: maggie.baxter@owlkids.com

WEB SPECS

	SIZE IN PIXELS
Home page banner ad	728w x 90h
Banner advertising	468w x 60h
Box advertising	350w x 200h
Skyscraper advertising	160w x 600h

- Web file needs to be saved as a jpeg file
- RGB colour space
- 72 dpi

Ad rotation: A maximum of 4 advertisers in the same space.

Creative Web material: Final creative due three (3) business days before posting date.

Creative services available upon request.



For advertising information,
 please contact **Melissa Kilpatrick**
 at 416-340-2700 ext. 270 or
melissa.kilpatrick@owlkids.com
www.owlkids.com

Place Holder
 for FSC Label