Top 5 Reasons to Choose Owlkids

1. CROSS-PLATFORM POTENTIAL
Reach a multi-generational audience across a range of media: Magazines, Digital, Social Media, Custom Publishing, and Books.

2. PAID DISTRIBUTION
Every month, Chirp, chickaDEE and OWL reach over 450,000 readers by paid distribution in homes, schools, libraries, airports, medical offices, and newsstands.

3. LOYAL AND ENGAGED
Our readers are engaged in every issue, investing 30+ minutes with their magazine.

4. KEY TARGET MARKET
By producing content that appeals to both children and parents, Owlkids reaches the whole family.

5. DISPOSABLE INCOME
Owlkids families have disposable income, with a high average household income of more than $100,000.

1. Source: Annual Reader Survey
2. Manifold Data Mining Inc., Consumer Profile Report, Owlkids

www.owlkids.com

For advertising information contact
ANGELA COLUCCI (416-581-1788) angela.colucci@bayardcanada.com // MONICA MUELLER (416-581-1017) monica.mueller@bayardcanada.com
Influential Consumers

PURCHASE POWER:
There are 4.3 million kids aged 1-14 in English Canada. Tweens (8–12) spend $2.9 billion of their own money, mainly on things like clothes, entertainment, and restaurants.²

POWER OF INFLUENCE:
Influence family purchases
Children under 12 influence 62% of family purchases ($600 billion in spending each year) — everything from snack food to travel, electronics to culture, cameras to cars.³

LOYALTY:
The consumers of tomorrow
• 71% of tweens remain loyal to a brand or product once they’ve tried it.⁵
• By developing brand recognition among tweens, you maximize your chances of establishing a long-term relationship with them.⁶

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2. 2007 YTV Tween Report
4. 2008 YTV Tween study
5. The Great Tween Buying Machine, David L. Siegel, 2004
6. www.media-awareness.ca

Parents want what their children want. If my child doesn’t ask for it, I don’t buy it.” — Marie-Thérèse

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“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 3 to 6
Circulation: 53,921   Readership: 161,763

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, and interactive puzzles, games and crafts, Chirp is a comforting companion that reflects the everyday lives of kids in its pages.

READER PROFILE:
93% of readers share what they’ve read with an adult
75% read each issue 3 or more times
84% spend 30 minutes or more reading each issue
91% save their monthly copy

Source: Annual Reader Survey

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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:
79% read each issue 3 or more times
95% of readers always or sometimes share what they've read with a parent
80% spend 30 minutes or more reading each issue
87% save their monthly copy

Source: Annual Reader Survey

For kids 6 to 9
Circulation: 58,805  Readership: 176,415

Owlkids provides students and parents with pages that make kids excited to learn... They’re providing a service that is, without a doubt, better than invaluable.
— Teacher

www.owlkids.com
The ground-breaking innovations, engaging interviews, hands-on building, and inspiring art projects in every issue of OWL are meant to further develop curiosity, imagination, problem-solving, and critical thinking skills while making learning a fun, lively, and confidence-building activity.

**READER PROFILE:**

- 75% read each issue 3 or more times
- 90% of readers share what they’ve read with a parent
- 64% of readers share what they’ve learned with a friend
- 78% spend 30 minutes or more reading each issue
- 94% save their monthly copy

*Source: Annual Reader Survey*

For kids 9 to 13
Circulation: 47,350  Readership: 142,050

The ground-breaking innovations, engaging interviews, hands-on building, and inspiring art projects in every issue of OWL are meant to further develop curiosity, imagination, problem-solving, and critical thinking skills while making learning a fun, lively, and confidence-building activity.

**READER PROFILE:**

- 75% read each issue 3 or more times
- 90% of readers share what they’ve read with a parent
- 64% of readers share what they’ve learned with a friend
- 78% spend 30 minutes or more reading each issue
- 94% save their monthly copy

*Source: Annual Reader Survey*

For advertising information contact

[www.owlkids.com](http://www.owlkids.com)
# Rates and Dates

<table>
<thead>
<tr>
<th>CIRCULATION*</th>
<th>READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chirp</td>
<td>53,921</td>
</tr>
<tr>
<td>chickaDEE</td>
<td>58,805</td>
</tr>
<tr>
<td>OWL</td>
<td>47,350</td>
</tr>
</tbody>
</table>

*Based on March 2017 CCAB Audit

## FREQUENCY RATES (4-Colour)

<table>
<thead>
<tr>
<th></th>
<th>1-3</th>
<th>4-8</th>
<th>8-10</th>
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</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$5,000</td>
<td>$4,495</td>
<td>$3,995</td>
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<tr>
<td>Half-page</td>
<td>$3,325</td>
<td>$2,950</td>
<td>$2,695</td>
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<tr>
<td>DPS</td>
<td>$9,000</td>
<td>$7,995</td>
<td>$6,995</td>
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</table>

*Rates for September issue available upon request

**Inserts/Outserts:** Rates available upon request.

**Web:** Rates available upon request.

**Creative:** Creative services available.

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

## AD/INSERT CALENDAR 2018

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BOOKING</th>
<th>AD MATERIAL</th>
<th>INSERT/OUTSERT</th>
<th>PUBLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2018</td>
<td>Jan 16</td>
<td>Jan 23</td>
<td>Jan 25</td>
<td>Feb 19</td>
</tr>
<tr>
<td>April</td>
<td>Feb 13</td>
<td>Feb 20</td>
<td>Feb 22</td>
<td>Mar 19</td>
</tr>
<tr>
<td>May</td>
<td>Mar 13</td>
<td>Mar 20</td>
<td>Mar 22</td>
<td>Apr 18</td>
</tr>
<tr>
<td>June</td>
<td>Apr 17</td>
<td>Apr 24</td>
<td>Apr 26</td>
<td>May 18</td>
</tr>
<tr>
<td>Summer***</td>
<td>May 15</td>
<td>May 22</td>
<td>May 24</td>
<td>June 18</td>
</tr>
<tr>
<td>September</td>
<td>July 15</td>
<td>July 21</td>
<td>July 22</td>
<td>Aug 19**</td>
</tr>
<tr>
<td>November</td>
<td>Sept 14</td>
<td>Sept 21</td>
<td>Sept 22</td>
<td>Oct 19**</td>
</tr>
<tr>
<td>December</td>
<td>Oct 19</td>
<td>Oct 26</td>
<td>Oct 27</td>
<td>Nov 18**</td>
</tr>
<tr>
<td>Jan/Feb 2019</td>
<td>Nov 16</td>
<td>Nov 23</td>
<td>Nov 24</td>
<td>Dec 29**</td>
</tr>
</tbody>
</table>

**Dates to be confirmed.

***Special digest size for chickaDEE and OWL (double issue).
# Advertising Specifications

## Magazine Specs

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Live Area</th>
<th>Trim Size</th>
<th>Bleed Size</th>
<th>Half-Page H</th>
<th>Half-Page V</th>
<th>DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chirp</td>
<td>7-1/4&quot; x 7-1/4&quot;</td>
<td>8-1/4&quot; x 8-1/4&quot;</td>
<td>8-1/2&quot; x 8-1/2&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>6-1/2&quot; x 8-1/4&quot;</td>
</tr>
<tr>
<td>chickaDEE</td>
<td>7&quot; x 9-3/4&quot;</td>
<td>8&quot; x 10-3/4&quot;</td>
<td>8-1/4&quot; x 11&quot;</td>
<td>7-1/2&quot; x 5&quot;</td>
<td>3-5/8&quot; x 10-1/4&quot;</td>
<td>16&quot; x 10-3/4&quot;</td>
</tr>
<tr>
<td>OWL</td>
<td>7&quot; x 9-3/4&quot;</td>
<td>8&quot; x 10-3/4&quot;</td>
<td>8-1/4&quot; x 11&quot;</td>
<td>7-1/2&quot; x 5&quot;</td>
<td>3-5/8&quot; x 10-1/4&quot;</td>
<td>16&quot; x 10-3/4&quot;</td>
</tr>
<tr>
<td>Summer Digest</td>
<td>4-1/4&quot; x 6-3/8&quot;</td>
<td>5-1/4&quot; x 7.3/8&quot;</td>
<td>5-1/2&quot; x 7.5/8&quot;</td>
<td>n/a</td>
<td>n/a</td>
<td>10-1/2&quot; x 7.3/8&quot;</td>
</tr>
</tbody>
</table>

*Summer Digest (OWL and chickaDEE)*

### Required Material:

Please send a press-ready PDF (PDF/X-1a) or an InDesign CS6 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_ChirpMar18.pdf

Delivery via our FTP site is preferred.

- **Server:** ftp.bayardcanada.com
- **User:** client.aduploads
- **Password:** adupload

**OR ship ad material to:**

**Owlkids — Attn: Jason Kieffer**

10 Lower Spadina Avenue, Suite 400
Toronto, ON M5V 2Z2

CANADA

Tel: 416-340-2700 ext. 347
Fax: 416-340-9769
Email: jason.kieffer@bayardcanada.com

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

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

### Web Specs:

<table>
<thead>
<tr>
<th>Web Area</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728w x 90h pixels</td>
</tr>
</tbody>
</table>

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

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

**Creative services available upon request.**

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

**WEB STATS (monthly average):**
Unique visitors: 66,734
Rates available upon request.
Source: March 2017 CCAB audit

**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.

**CONTESTS:** Got some cool, fun products you want our readers to WIN? 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!

**READERSHIP:**
• Children ages 3 to 13
• Teachers
• Parents
• Grandparents

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www.owlkids.com
You can make your own Lalaloopsy™ with the new Lalaloopsy Workshop™ dolls. Mix and match hair, clothing, and more!

Mix 'N' Match

Colour the parts below, then mix and match the parts to make your own doll!
Custom Content

Web Ads and Contests

Banner Ads

Custom Booklets

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Awards & Honours

2017
• Gold Honor, Parents’ Choice Awards

2016
• Gold Honor, Parents’ Choice Awards
• “Our Choice” Starred Selection, Canadian Children’s Book Centre

2015
• Best Overall Publication, Grades PreK–6, Revere Awards
• Gold Honor, Parents’ Choice Awards
• “Our Choice” Selection, Canadian Children’s Book Centre

2014
• Silver Honor, Parents’ Choice Awards
• “Our Choice” Selection, Canadian Children’s Book Centre

2013
• Silver Honor, Parents’ Choice Awards

2012
• Silver Honor, Parents’ Choice Awards
• Finalist, Distinguished Achievement Awards, Article Design, “Garden Helper,” June 2011, Association of Educational Publishers
• “Our Choice” Starred Selection, Canadian Children’s Book Centre

2011
• Gold Award, Parents’ Choice Awards
• Winner, Distinguished Achievement Awards, One-Theme Issue, June 2010, Dive Into the Ocean Issue, Association of Educational Publishers
• “Our Choice” Selection, Canadian Children’s Book Centre

2010
• Silver Award, Parents’ Choice Awards
• “Our Choice” Starred Selection, Canadian Children’s Book Centre

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“The Jan/Feb issue was Isaac’s very first Chirp, and he loved, loved, loved it! And so did we!”
— Nancy Stepney (Parent)
Awards & Honours

“ My son Ethan, age 7, subscribes to chickaDEE and looks forward to it every month. Ethan and I enjoy reading it together and doing the projects in each issue. Thank you for great ideas the whole family can enjoy!”

— Melissa Ott (Parent)
Awards & Honours

2017 • Gold Honor, Parents’ Choice Awards

2016 • “Our Choice” Starred Selection, Canadian Children’s Book Centre
• Best Overall Editorial, Grades PreK–6 Revere Awards
• Silver Honor, Parents’ Choice Awards

2015 • Finalist, Best Overall Editorial, Grades PreK–6 Revere Awards
• Silver Honor, Parents’ Choice Awards
• “Our Choice” Selection, Canadian Children’s Book Centre

2014 • Silver Honor, Parents’ Choice Awards
• “Our Choice” Selection, Canadian Children’s Book Centre

2013 • Silver Honor, Parents’ Choice Awards

2012 • Silver Honor, Parents’ Choice Awards
• Finalist, Distinguished Achievement Awards, One-Theme Issue, June 2011, The Birthday Issue, Association of Educational Publishers
• “Our Choice” Selection, Canadian Children’s Book Centre

2011 • Silver Honor, Parents’ Choice Awards
• Finalist, Distinguished Achievement Awards, Publishers News Story, “Hot Topic: 10 Bullying Myths…and FACTS,” November 2010, Association of Educational Publishers
• “Our Choice” Selection, Canadian Children’s Book Centre

2010 • Finalist, Distinguished Achievement Awards, Publishers Feature & News story

“"I love reading your magazines. My teacher gets OWL for my classroom. I think this is the best magazine ever created."”
— Brianna (Reader)

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