Educational, engaging, fun, age-appropriate, award-winning, relevant, quality content for over 35 years.

www.owlkids.com
Top 5 Reasons to Choose Owlkids

1. **Distribution:** Every month Chirp, chickaDEE & OWL reach 850,000 readers by paid distribution in their homes, schools, libraries, airports, medical offices and newsstands.

2. **Loyal & Engaged:** Our readers are engaged in every issue, investing 60+ minutes with their magazine—reading each month’s issue a minimum of 3 times.¹

3. **Key Target Market:** By producing content appealing to both children and parents, Owlkids reaches the whole family. Targeting kids is an indirect and very effective way to reach parents.

4. **Disposable Income:** With a high average household income of over $100,000+², Owlkids disposable income.

5. **Cross-Platform Potential:**

¹. 2012 reader survey
². Manifold Data Mining Inc., Consumer Profile Report, Owlkids
4.3 million kids aged 0-14 in English Canada.¹

Are you reaching them?

Powerful and Influential Consumers

1. Purchase Power

In Canada, tweens (8-12) spend $2.9 billion of their own money, mainly on things like clothes, entertainment and restaurants.²

2. Power of Influence

Influence family purchases

- Children under 12 influence 62% of family purchases ($600 billion dollars in spending each year) everything from snack food to travel, electronics to culture, camera to cars.³

Kids’ influence on family purchases⁴:

- Breakfast/lunch choices – 97%/95% of the time
- Family entertainment – 98%
- Family trips and excursions – 94%
- Casual family dining – 98%
- Clothing – 95%
- Computers – 60%

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

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

². 2007 YTV Tween Report
³. CBC Learning: “How kids took over,” March 2006
⁴. 2008 YTV Tween study
⁵. The Great Tween Buying Machine, David L. Siegel, 2004
⁶. www.media-awareness.ca
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)

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- Dave (Parent)

“Thanks to their books and their mags, Owlkids are amongst the few who come off as authentic. They make reading and learning fun for kids and their loved ones…”

- (Bookstore Owner)

“For Kids 3 to 6
Circulation: 64,672
Readership: 258,688

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
90% are reading with an adult
95% read each issue
3+ times in a month
53% spent 45+ minutes reading each issue
88% save their monthly copy

Source: 2012 Reader Survey

“The Jan/Feb issue was Isaac’s very first Chirp magazine and he loved, loved, loved it! And so did I! We have read it numerous times already! Thanks for the great resource, we can’t wait for the next issue!”

- Nancy Stepney (Parent)

“I caught my 2-year-old looking at her older sister’s Chirp magazine. She must have been attracted to the bright colours and cute drawings on the cover, which encouraged her to pick up the magazine on her own. Thank you for putting out such a wonderful magazine for very young children.

- Maureen Cheng (Parent)

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

www/owlkids.com
For Kids 6 to 9
Circulation: 79,755
Readership: 319,020

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
96% read each issue
3+ times in a month
86% of readers share what they’ve learned with an adult
73% spent 45+ minutes reading each issue
88% save their monthly copy

Source: 2012 Reader Survey

“My daughter 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.”
- Maxine (Parent)

“My 7-year-old gets chickaDEE. I find it great for school projects!”
- (Parent)

“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)

My son Ethan (age 7) subscribes to chickaDEE and looks forward to receiving it every month. Ethan and I enjoy reading it together and doing the projects and craft ideas that are in each issue. We have a huge stack and he will often sit with a bunch and go through them on his own. Thank you for great ideas the whole family can enjoy!”
- Melissa Ott (Parent)

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

www.owlkids.com
For Kids 9 to 13
Circulation: 67,865
Readership: 271,460

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 tweens to grow.

READER PROFILE:
4 readers per copy
83% share with an adult
98% read each issue
3+ times in a month
60% of readers share what they’ve learned with a friend or family member
72% spent 45+ minutes reading each issue
90% save their monthly copy

Source: 2012 Reader Survey

“Hey OWL! I soooo 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 (Reader)

“OWL, I just love your magazines! I read them from cover to cover and when I finish, I read them again! Your in-depth information in ‘Hot Topic’ leaves me thinking for alternate solutions or why that does or doesn’t make sense.”
- Blake, 9 (Reader)

“I cannot wait until your next issue of your magazine! I love it so much I read it with my sister. For a thirteen-year-old it is excellent! Keep up the GREAT work!”
- Tristan (Reader)

“Hello, my name is Brianna and I love reading your magazines Chirp, chickaDEE and OWL. My teacher gets OWL Magazine for my classroom. I think this is the best magazine ever created.”
- Brianna (Reader)

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

Ads & Advertorial

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

www.owlkids.com
Custom Publishing

Web Ads

Custom Booklets

Educational/In School

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

www.owlkids.com
# 2013 Rates and Dates

## Circulation* Readers

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Circulation*</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chirp</td>
<td>64,672</td>
<td>258,688</td>
</tr>
<tr>
<td>chickaDEE</td>
<td>79,755</td>
<td>319,020</td>
</tr>
<tr>
<td>OWL</td>
<td>67,865</td>
<td>271,460</td>
</tr>
</tbody>
</table>

*Note: Based on March 2012 CCAB Audit

## RATES (4-Colour)

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
<th>Inserts/Outserts</th>
<th>Web</th>
<th>Creative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$5,000</td>
<td>Rates available</td>
<td>Web</td>
<td>Creative</td>
</tr>
<tr>
<td>Half-page</td>
<td>$3,325</td>
<td></td>
<td>Web</td>
<td>Creative</td>
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<tr>
<td>DPS</td>
<td>$9,000</td>
<td></td>
<td>Web</td>
<td>Creative</td>
</tr>
</tbody>
</table>

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

## AD/INSERT CALENDAR 2013

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BOOKING</th>
<th>AD MATERIAL</th>
<th>INSERT/OUTSERT</th>
<th>PUBLICATION</th>
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</thead>
<tbody>
<tr>
<td>March 2013</td>
<td>Dec 17</td>
<td>Jan 10</td>
<td>Jan 16</td>
<td>Feb 18</td>
</tr>
<tr>
<td>April</td>
<td>Jan 21</td>
<td>Feb 7</td>
<td>Feb 14</td>
<td>Mar 18</td>
</tr>
<tr>
<td>May</td>
<td>Feb 18</td>
<td>Mar 14</td>
<td>Mar 21</td>
<td>Apr 18</td>
</tr>
<tr>
<td>June</td>
<td>Mar 22</td>
<td>Apr 11</td>
<td>Apr 18</td>
<td>May 17</td>
</tr>
<tr>
<td>Summer**</td>
<td>Apr 19</td>
<td>May 9</td>
<td>May 16</td>
<td>June 18</td>
</tr>
<tr>
<td>September</td>
<td>June 14</td>
<td>July 4</td>
<td>July 11</td>
<td>Aug 19</td>
</tr>
<tr>
<td>October</td>
<td>July 26</td>
<td>Aug 15</td>
<td>Aug 22</td>
<td>Sept 18</td>
</tr>
<tr>
<td>November</td>
<td>Aug 23</td>
<td>Sept 12</td>
<td>Sept 19</td>
<td>Oct 18</td>
</tr>
<tr>
<td>December</td>
<td>Sept 20</td>
<td>Oct 10</td>
<td>Oct 17</td>
<td>Nov 18</td>
</tr>
<tr>
<td>Jan/Feb 2014</td>
<td>Oct 25</td>
<td>Nov 14</td>
<td>Nov 21</td>
<td>Dec 27</td>
</tr>
</tbody>
</table>

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

MAGAZINE SPECS

<table>
<thead>
<tr>
<th></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><strong>Chirp</strong></td>
<td>7-1/4” x 7-1/4”</td>
<td>8-1/4” x 8-1/4”</td>
<td>8-1/2” x 8-1/2”</td>
<td>n/a</td>
<td>n/a</td>
<td>6-1/2” x 8-1/4”</td>
</tr>
<tr>
<td><strong>chickaDEE</strong></td>
<td>7” x 9.3/4”</td>
<td>8” x 10-3/4”</td>
<td>8-1/4” x 11”</td>
<td>7-1/2” x 5”</td>
<td>3-5/8” x 10-1/4”</td>
<td>16” x 10-3/4”</td>
</tr>
<tr>
<td><strong>OWL</strong></td>
<td>7” x 9.3/4”</td>
<td>8” x 10-3/4”</td>
<td>8-1/4” x 11”</td>
<td>7-1/2” x 5”</td>
<td>3-5/8” x 10-1/4”</td>
<td>16” x 10-3/4”</td>
</tr>
<tr>
<td><strong>Summer Digest</strong></td>
<td>4-1/4” x 6-3/8”</td>
<td>5-1/4” x 7-3/8”</td>
<td>5-1/2” x 7-5/8”</td>
<td>n/a</td>
<td>n/a</td>
<td>10-1/2” x 7-3/8”</td>
</tr>
</tbody>
</table>

(OWL and chickaDEE)

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_ChirpMar13.pdf

Delivery via our FTP site is preferred. Files should be compressed.

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

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.

WEB SPECS

<table>
<thead>
<tr>
<th></th>
<th>SIZE IN PIXELS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home page banner ad</strong></td>
<td>728w x 90h</td>
</tr>
<tr>
<td><strong>Banner advertising</strong></td>
<td>468w x 60h</td>
</tr>
<tr>
<td><strong>Box advertising</strong></td>
<td>350w x 200h</td>
</tr>
<tr>
<td><strong>Skyscraper advertising</strong></td>
<td>160w x 600h</td>
</tr>
</tbody>
</table>

- 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
Chirp Magazine
Awards & Honours

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

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

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

2009
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, Illustration, “Tonight We Will Be,” October 2008
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, Whole Publication Design, Jan/Feb 2008, Heroes Issue
Parents’ Choice Awards, Silver Award

2008
Parents’ Choice Awards, Gold Award

2007
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, November 2006, Dogs Issue
Parents’ Choice Awards, Gold Award

2006
Parents’ Choice Awards, Gold Award
Canadian Children’s Book Centre “Our Choice” Selection

2005
EdPress Distinguished Achievement Award, Whole Publication Design, May 2004, Fun in the Kitchen Issue
Ed Press Finalist for One-Theme Issue, Jan/Feb 2004, The Arctic Issue
Parents’ Choice Gold Award

2004
Parents’ Choice Gold Award
Canadian Children’s Book Centre “Our Choice” Selection
ChickaDEE Magazine
Awards & Honours

2012
Parents' Choice Awards, Recommended
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, May 2011, The Money Issue
Canadian Children’s Book Centre “Our Choice” Selection

2011
Parents’ Choice Awards, Silver Award
Canadian Children’s Book Centre “Our Choice” Starred Selection

2010
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, November 2009, Africa Issue
Parents’ Choice Awards, Silver Award
Canadian Children’s Book Centre “Our Choice” Selection

2009

2008
Parents’ Choice Awards, Gold Award
Winner, Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, November 2006, Japan Issue
Canadian Children’s Book Centre “Our Choice” Selection

2007
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, November 2008, Travel to the Arctic! Issue
Parents’ Choice Awards, Silver Award

2006
Parents’ Choice Awards, Gold Award
Canadian Children’s Book Centre “Our Choice” Selection

2005
Ed Press Distinguished Achievement Awards (Finalist) for Whole Publication Design, March 2004, Hawaii Issue
Parents’ Choice Awards, Silver Award
2012 Parents' Choice Awards, Silver Award
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, One-Theme Issue, June 2011, The Birthday Issue
Canadian Children's Book Centre “Our Choice” Selection

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

2010 (Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, Feature, “Which is Greener?,” September 2009
(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, News Story, “Rename Game,” June 2009
Parents’ Choice Awards, Silver Award
Canadian Children’s Book Centre “Our Choice” Starred Selection

Parents’ Choice Awards, Recommended Award

(Finalist) Association of Educational Publishers (AEP) Distinguished Achievement Awards, Feature Article, “School of Manga,” March 2007
Parents’ Choice Awards, Recommended Award
Canadian Children’s Book Centre “Our Choice” Selection

(Finalist) Association of Education Publishers (AEP) Distinguished Achievement Awards, News Story