

Coverings

2012

PRINT and
ONLINE MEDIA
INFORMATION

Coverings



CANADA'S FLOORCOVERING MAGAZINE

May-June 2011



CANADA'S FLOORCOVERING MAGAZINE

Your advertising message is lost when a magazine is not read. *Coverings* is read, cover to cover, and *Coverings* has been Canada's industry information hub since 1955.

Coverings' editorial mix is the key to your promotional power. Each issue explores a theme addressing industry challenges; topics range from safety to marketing to customer service. Columns from experts bring unique, targeted value, and *Coverings'* commentary always offers a fresh perspective, and has a loyal following. Industry news, new product announcements and coming events round out a package that commands respect — and delivers readers.

No other magazine both knows the Canadian industry, and can communicate that knowledge, like *Coverings*.

***Coverings*: Canada's floorcovering magazine. And more.**

PRODUCTION SCHEDULE AND EDITORIAL CALENDAR

January/ February 2012

Design; Domotex Asia
Space close: **Jan. 3**
Material: **Jan. 7**
Mail: **Jan. 28**

March/April 2012

Safety; Coverings
Space close: **Feb. 15**
Material: **Mar. 4**
Mail: **Mar. 25**

May/June 2012

Marketing; NeoCon
Space close: **Apr. 18**
Material: **May 6**
Mail: **May 27**

July/August 2012

*Training; IIDEX/
NeoCon, Cersaie*
Space close: **June 20**
Material: **July 8**
Mail: **July 29**

September/ October 2012

*Customer service;
Greenbuild*
Space close: **Aug. 18**
Material: **Sept. 5**
Mail: **Sept. 26**

November/ December 2012

*Installation, Reader
survey results;
Surfaces, Domotex*
Space close: **Oct. 20**
Material: **Nov. 7**
Mail: **Nov. 28**

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**Rates and
contacts**



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FOUR COLOUR ADVERTISING RATES Canadian dollars

All sizes include colour free of charge

	1x	3x	6x
DPS	\$4,920	\$4,666	\$4,242
Half Spread	\$3,785	\$3,589	\$3,263*
Full Page	\$3,028	\$2,871	\$2,610
Two Thirds	\$2,633	\$2,497	\$2,270
Half Island	\$2,200	\$2,087	\$1,897
Half	\$1,881	\$1,783	\$1,621
Third	\$1,379	\$1,307	\$1,188
Quarter	\$1,343	\$1,158	\$849
Sixth	\$959	\$917	\$764
*Best-value size in the magazine!			
OBC, IFC	\$3,482	\$3,301	\$3,001
IBC or request	\$3,331	\$3,158	\$2,871

E-LETTER SPONSORSHIP

Coverings' e-letters are talked about and quoted around the world. Sponsors receive a 300 x 250 pixel ad at right. Cost is \$500 per issue.

WEB ADVERTISING on www.coveringscanada.ca

	Per month, 1-3 mos.	4-6 mos.	7-12 mos.
Banner ad, 700 x 100 pixels	\$220	\$180	\$150
Full size ad, right of page, 300 x 250	\$220	\$200	\$180
Half size ad, right of page, 300 x 125	\$165	\$145	\$125

PRODUCT SOURCE DIRECTORY on www.coveringscanada.ca

Enhanced contact and product release package	\$1,445 per year
Premium contact, product release and channels of distribution package	\$1,950 per year

INSERTS AND LIST RENTAL

Our polybagged, bind-in or tip-on inserts are effective — and cost-effective. Or rent our circulation list for \$175/M (supplied to recognized mail houses only).

Coverings

Sales contacts

Steve King, National sales manager

905-703-6597, sking@wimediainc.ca, Fax: 905-998-0095

Mike Neeb, Associate publisher

647-290-3673, mneeb@wimediainc.ca, Fax: 905-998-0095

Published by



W.I. Media Inc.

Box 84 Cheltenham
Caledon, ON L7C 3L7 Canada

www.coveringscanada.ca

Press releases to: news@wimediainc.ca

Display ad sizes

DPS trim 16-1/4" x 10-7/8"

Bleed 16-1/2" x 11-1/8"

Half spread trim 16-1/4" x 5-1/4"

Bleed 16-1/2" x 5-3/8"

Full page trim 8-1/8" x 107/8"

Bleed 8-3/8" x 11-1/8"

Live area 7-1/8" x 10"

Two-thirds vertical 4-5/8" x 10"

Two-thirds square 7-1/8" x 6-1/2"

Half page island 4-5/8" x 7-1/2"

Half vertical 3-3/8" x 10"

Half horizontal 7-1/8" x 4-7/8"

Third vertical 2-1/4" x 10"

Third square 4-5/8" x 4-7/8"

Third horizontal 7-1/8" x 3-1/4"

Quarter vertical 3-3/8" x 4-7/8"

Quarter square 4-5/8" x 3-3/4"

Quarter horizontal 7-1/8" x 2-3/8"

Sixth vertical 2-3/8" x 4-7/8"

Sixth horizontal 4-5/8" x 2-1/4"

Technical specifications

High-resolution PDF or EPS files with fonts embedded or converted to outlines are preferred. Colour files must be CMYK. Proofs must accompany all submissions. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless accompanied by a high resolution, full-colour, contract-quality proof to ensure proper reproduction. Ad material may be uploaded to our FTP site; please call for a user name and password.

Contract provisions

Terms: Net 30 days from date of invoice, payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Advertiser and advertising agency agree that *Wood Industry* shall be under no liability for failure to insert any advertisement.

Our policy is that the advertising agency and/or advertiser are jointly or severally liable for all advertising invoices.

All advertising is subject to approval of publisher. The word "advertisement" will be placed above copy that resembles editorial matter.

Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom against the publishers.

Rates are based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they use sufficient additional space to warrant a lower rate.

Accounts referred to collection will pay reasonable collection fees.

Advertisers are charged incurred production costs.

Cancellations are not accepted after closing dates.