

# Showcase your good work in Imagine Canada supplements as featured in **MACLEAN'S** and **L'actualité**.

In addition to three special supplements Imagine Canada produces in *Maclean's* magazine annually, we are pleased to introduce a fourth supplement to be featured in *L'actualité* for fall 2010. These supplements are designed to engage Canadians in the work of the charitable sector and those who support it.

The size of our supplements is contingent on the advertising support we receive. For every ad page sold, Imagine Canada receives a page of content to **profile those working in and supporting Canada's charitable and nonprofit sector**. Preferential ad rates are extended to Imagine Canada and shared with those who wish to advertise in these supplements. Reprints are available at a minimal cost.

## Recent Imagine Canada supplements:



***In Charity We Trust: Canada's Charity Leaders on the Canadian Donor***  
July 2010

View supplement (1.9MB PDF):  
<http://bit.ly/ICEC2010>



***Canada's Corporate Leaders on Charity Today***  
May 2010

View supplement (1.4MB PDF):  
<http://bit.ly/ICCC2010>



***Thanks & Giving: Time to Give Thanks***  
October 2009

View supplement (2.5MB PDF):  
<http://bit.ly/tandg2009>

Previous Imagine Canada supplements may be viewed online at <http://bit.ly/ICsupplements>

## SUPPLEMENT OPPORTUNITY DETAILS

### MACLEAN'S

#### Time to Give

Issue Date: October 4, 2010  
On Newsstands: September 23, 2010  
Ad booking deadline: September 7, 2010  
Artwork due: September 16, 2010

*Time to Give* motivates everyday Canadians to give, or to increase their giving, through inspiring stories about the impact charities and nonprofits have on the communities they serve. Be part of the giving inspiration by purchasing an ad to display your organization's good work front-and-centre.

### L'actualité

#### Grâce à l'action

Issue Date: November 15, 2010  
On Newsstands: October 22, 2010  
Ad booking deadline: September 24, 2010  
Artwork due: October 8, 2010

This French-language supplement is a corresponding extension of the *Maclean's Time to Give* piece but with its own Québec-focused content. *Grâce à l'action* taps into unique nature of the Québec society and the ways individuals support and engage the causes that matter to them the most. Don't miss this opportunity to engage with the *L'actualité* readership – book your advertising space today!

### Book Your Ad Space Today!

	Maclean's (per issue)	L'actualité (per issue)
Full-page:	\$22,000 net	\$12,000 net
1/2 page horizontal:	\$15,000 net	\$7,000 net
1/3 page vertical*:	\$7,000 net	\$5,000 net
1/4 page square*:	\$5,000 net	\$3,000 net
Business Card*:	\$2,500 net	\$2,000 net

The above rates do not include applicable taxes.

\*Third page, quarter page and business card size ads will be featured as part of an advertising directory in each supplement.

### To advertise or to get more information on these opportunities

contact Marie-Claude Beaudry directly at Rogers Publishing at (416) 764-1298 or by email at [mc.beaudry@macleans.rogers.com](mailto:mc.beaudry@macleans.rogers.com).

Advertising rates are being extended at a minimum 30% discount to Imagine Canada's supplement advertisers.

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## The Partnership Begins

Four years ago Imagine Canada began a partnership with *Macleans*' magazine to build awareness and understanding of the importance and value of Canada's charitable and nonprofit organizations, corporate citizenship and philanthropy. As part of this partnership, Imagine Canada produces three charitable and nonprofit sector themed supplements annually in *Macleans*'.

## The Partnership Grows

To build upon the success of our *Macleans*' magazine partnership, **we are pleased to announce that this partnership now includes *L'actualité***, another magazine by Rogers Publishing. *L'actualité*, Canada's only French-language public affairs magazine, is a major influence in the social, political and cultural milieu of French Canada, especially in Québec. This award-winning publication covers a broad range of topics in addition to national and international affairs. Imagine Canada will produce *Grâce à l'action* as its first *L'actualité* supplement in the fall of 2010.

## Why you want to showcase your good work in two of Canada's leading public affairs magazines:

### MACLEAN'S

*Macleans*' drives readers of value to advertisers – a younger, better educated and more affluent demographic that relies on *Macleans*' to help them make sense of it all. *Macleans*' reaches more English adults in Canada than any other weekly news magazine or any of the national dailies combined. Which means your message will reach a highly desirable audience of active, acquisitive consumers.

*Macleans*' is #1 in reaching adults who give generously to charitable organizations and volunteer their time to various social issues, better than any other business magazine or the national daily newspapers.

#### *Macleans*' delivers:

- Over 1.3 million who donated to Canadian organizations;
- 365,000 who donated over \$500 to Canadian organizations;
- 421,000 who donated to international relief/development organizations;
- 153,000 who donated over \$201 to international relief organizations; and,
- 53,000 are employed in nonprofit or charitable organizations.

#### In the past 2 years:

- 319,000 have been active in a social issue/community project;
- 84,000 worked for a political party/candidate; and,
- 907,000 did volunteer work.

Based on English adults 18+; Source PMB Spring 2010.

### L'actualité

With more than 831,000 readers every two weeks, *L'actualité*'s readership isn't just large. It also represents some of the most affluent, highly educated individuals in Québec. *L'actualité*'s readers spend an hour reading each issue, to feel the pulse of their world.

*L'actualité* leads the French business magazines in reaching French adults who donate to charitable organizations and participate in social issues or volunteer work.

#### *L'actualité* reaches:

- 323,000 who donated to Canadian organizations;
- 21,000 donated over \$500 to Canadian organizations;
- 72,000 donated to international relief/development organizations; and,
- 21,000 donated over \$101 to international relief organizations.

#### In the past 2 years:

- 88,000 were active in a social issues/community project; and,
- 164,000 did volunteer work.

Based on French adults 18+; Source PMB Spring 2010.

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