

Showcase your good work in Imagine Canada supplements as featured in **MACLEAN'S**

Imagine Canada and Maclean's magazine continue their partnership for the fourth consecutive year. In 2010 Imagine Canada and Maclean's will once again produce three special supplements designed to engage Canadians in the work of the charitable sector and those who support it. Advertising rates are being extended at a minimum 30% discount to Imagine Canada's supplement advertisers.

Maclean's has the largest household penetration of any news or current affairs medium, including national dailies and broadcast. Maclean's reaches 54% more Canadians than the *Globe & Mail* and *National Post* combined (research source PMB Fall 2009).

Previous supplements in Maclean's:



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

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



**In Charity We
Trust: A Year in
Review**
June 2009

View supplement
(1.5MB PDF):
<http://bit.ly/EC2009>



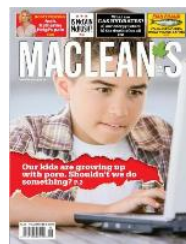
**Caring Company
Leaders: Report
to Canadians**
March 2009

View supplement
(2.5MB PDF):
<http://bit.ly/bus2009>



**Thanks
& Giving**
October 2008

View supplement
(6MB PDF):
<http://bit.ly/tandg2008>



**In Charity
We Trust**
June 2008

View supplement
(4MB PDF):
<http://bit.ly/trust2008>



**The Business
of Community**
March 2008

View Supplement
(3MB PDF):
<http://bit.ly/bus2008>

2010 IMAGINE CANADA SUPPLEMENT DETAILS

Caring Companies: Canada's Corporate Leaders on Charity Today

Issue Date: March 29-April 5, 2010 -
double issue
On Newsstands: March 18, 2010

For more than 20 years the Imagine Canada Caring Company program has become Canada's foremost corporate citizenship initiative. This supplement profiles Caring Company thought leaders, their views on charitable sector, how their businesses assist partner charities in meeting their missions and what they believe the future will hold for business and community organization partnerships.

In Charity We Trust: A Year in Review

Issue Date: June 21, 2010
On Newsstands: June 10, 2010

Building upon previous *In Charity We Trust* supplements we continue to showcase how Ethical Code Program participants are leveraging the Code to engage and reassure their donors. The supplement is an important opportunity to raise public awareness of the Program and to show your charity's commitment to open and transparent reporting and ethical practice by purchasing an ad. It will also include a list of all the charities that are part of the Program.

Time to Give Thanks: Stories from Individual Canadians

Issue Date: October 4, 2010
On Newsstands: September 23, 2010

This supplement features everyday Canadians and how they give back to their communities delivered through stories that are incredibly personal and heart-touching. These giving stories serve as an invitation to other Canadians from coast-to-coast to give back to their favourite charities and nonprofits. Be part of the giving inspiration by purchasing an ad to display your organization's good work front-and-centre.

Book Your Space Today!

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

To advertise or to get more information on this opportunity

contact Marie-Claude Beaudry directly at *Maclean's* at (416) 764-1298 or by email at mc.beaudry@macleans.rogers.com or Marnie Grona at Imagine Canada at (416) 597-2293, ext. 244 or by email at mgrona@imaginecanada.ca.

Showcase your good work in Imagine Canada supplements as featured in **MACLEAN'S**

An exciting opportunity to showcase your good work in *Maclean's*, Canada's leading public affairs magazine.

Imagine Canada's partnership with *Maclean's* magazine is focused on building awareness and understanding of the importance and value of Canada's charitable and nonprofit organizations, corporate citizenship and philanthropy. This partnership includes editorial and advertising support.

As part of this partnership, Imagine Canada produces three charitable and nonprofit sector themed supplements annually in *Maclean's*. The first supplement of the year is on corporate citizenship in Canada, growing business community involvement, and serves as a showcase for our **Caring Company** members. The second is about fundraising with a focus on donor trust in charities and features Imagine Canada's **Ethical Fundraising and Financial Accountability Code Program** and its participants. The third supplement highlights **Individual Giving** and is designed to encourage philanthropy through engaging and meaningful stories about everyday Canadians and the causes that matter to them the most.

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.

Maclean's is a great fit for Imagine Canada. We know *Maclean's* speaks to informed, educated and influential Canadians. Their significant incomes, portfolios, education and employment levels **position them as leaders and influencers within their communities and business circles.** They share their opinions, expertise and time in ways that make an impact on the issues at hand.

Maclean's has the largest household penetration of any news or current affairs medium, including national dailies and broadcast. *Maclean's* reaches 54% more Canadians than the *Globe & Mail* and *National Post* weekday editions combined (research source: PMB 2009).

***Maclean's* readers have a higher propensity than the average Canadian to donate to Canadian and international charities and participate in social issues/community work, volunteer work, or work for political parties/candidates.**

***Maclean's* is #1 in delivering against any business magazine or national daily newspaper against the following targets:**

- Over 1.3 million individuals who donated to Canadian charities;
- 541,000 who donated over \$200 to Canadian charities;
- 399,000 who donated to international relief/development organizations;
- 206,000 who donated over \$100 to international relief/development organizations;
- 320,000 have been active in a social issue/community project in the past 2 years;
- Over 800,000 who did volunteer work in the past 2 years;
- 62,000 worked for a political party/candidate in the past 2 years; and
- 61,000 are employed in nonprofit or charitable organizations.

Based on English-speaking adults 18+
Research source: PMB Fall 2009

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