

ADVERTISING OPTIONS

EDITORIAL PAGES SPECIFICATIONS

| | | |
|---------------------|---|------------------|
| FULL PAGE | 42.75 picas horizontal x 59.25 picas vertical | 7.125" x 9.875" |
| FULL PAGE (BLEED)* | 48.75 picas horizontal x 65.25 picas vertical | 8.125" x 10.875" |
| 2/3 PAGE VERTICAL | 28 picas horizontal x 59.25 picas vertical | 4.685" x 9.875" |
| 1/2 PAGE HORIZONTAL | 42.75 picas horizontal x 29 picas vertical | 7.125" x 4.875" |
| 1/2 PAGE ISLAND | 28 picas horizontal x 44.25 picas vertical | 4.685" x 7.375" |
| 1/3 PAGE VERTICAL | 13.5 picas horizontal x 59.25 picas vertical | 2.25" x 9.875" |
| 1/3 PAGE HORIZONTAL | 42.75 picas horizontal x 19 picas vertical | 7.125" x 3.25" |
| 1/3 PAGE 'SQUARE' | 28 picas horizontal x 29 picas vertical | 4.685" x 4.875" |
| 1/4 PAGE VERTICAL | 21 picas horizontal x 29 picas vertical | 3.5" x 4.875" |
| 1/6 PAGE VERTICAL | 13.5 picas horizontal x 29 picas vertical | 2.25" x 4.875" |
| 1/6 PAGE HORIZONTAL | 28 picas horizontal x 14 picas vertical | 4.685" x 2.333" |
| 1/8 PAGE HORIZONTAL | 21 picas horizontal x 14 picas vertical | 3.5" x 2.333" |

ASTROMART SPECIFICATIONS

| | | |
|---------------------|--|-----------------|
| 1/2 PAGE HORIZONTAL | 42.75 picas horizontal x 29 picas vertical | 7.125" x 4.875" |
| 1/2 PAGE ISLAND | 28 picas horizontal x 44.25 picas vertical | 4.685" x 7.375" |
| 1/3 PAGE VERTICAL | 13.5 picas horizontal x 52.25 picas vertical | 2.25" x 8.75" |
| 1/3 PAGE HORIZONTAL | 42.75 picas horizontal x 20.5 picas vertical | 7.125" x 3.442" |
| 1/4 PAGE VERTICAL | 21 picas horizontal x 29 picas vertical | 3.5" x 4.875" |
| 1/6 PAGE VERTICAL | 13.5 picas horizontal x 29 picas vertical | 2.25" x 4.875" |
| 1/6 PAGE HORIZONTAL | 28 picas horizontal x 14 picas vertical | 4.685" x 2.333" |
| 1/8 PAGE VERTICAL | 13.5 picas horizontal x 20.5 picas vertical | 2.25" x 3.442" |
| 1/12 PAGE 'SQUARE' | 13.5 picas horizontal x 14 picas vertical | 2.25" x 2.333" |
| LARGE BANNER | 42.75 picas horizontal x 7 picas vertical | 7.125" x 1.167" |
| SMALL BANNER | 28 picas horizontal x 7 picas vertical | 4.685" x 1.167" |

* On all bleeds, please add 1.5 picas (0.25") beyond ad size given above and include crop marks to show ad dimensions.

BLEED SPECS FOR ALL MAJOR DISPLAY ADS ARE AVAILABLE UPON REQUEST.

AD MATERIAL REQUIREMENTS UPDATED WINTER 2010

PRODUCTION

- Electronic files should be supplied as PDFx-1a (Press Optimized): 300 dpi, CMYK, bleeds if necessary, fonts embedded, registration marks included with a 12 pt offset.
- QuarkXPress or Illustrator AI files are acceptable but must include all support elements, including images, logos, fonts, etc. A PDF proof must be supplied for reference with these formats. *SkyNews* cannot assume responsibility for printing results if ad proof is not provided.
- Other acceptable formats include high-res Photoshop EPS, JPEG, TIFF, Illustrator EPS.

Printing method: web press

Paper stock: 70lb Supreme gloss

Binding: saddle-stitched

Screen: staccato imaging

SkyNews magazine is FSC certified, designated as Mixed Sources: Product group from well-managed forests, controlled sources and recycled wood or fibre. Cert. no. SW-COC-001506.

SHIPPING

Files under 10MB can be e-mailed to jmclean14@cogeco.ca. Please contact us for ftp instructions for sending larger files. If shipping via courier, send to: Janice McLean, 21 Pine Street, Kingston, ON K7K 1W2. Tel: 613-531-3567; Fax: 613-548-4932

INSERTS WELCOME Ask for a specific quote for your insert.
skynews.ca AD SPECS available on request.

YOUR ADVERTISING CONTACT IS: Greg Keilty, Publisher, *SkyNews*
g_keilty@sympatico.ca Tel: 613-966-6225 Fax: 613-968-7417

IN THE WORDS OF OUR ADVERTISERS

Here are three examples of the positive feedback we receive from advertisers:

"Thank you again for the wonderful *SkyNews* magazine. It does a superb job of addressing the mainstream observers in Canada... Our ad in *SkyNews* was a significant step in getting established in business. We learned very quickly that focused advertising is the best way to spend our advertising dollars. We tried putting ads in local newspapers and even... radio... and a listing with businesses in Central Alberta. For all that cost and effort, we can't point to one positive response. But getting into *SkyNews*... now that makes a big difference."

—Ken Fromm, All-Star Telescope

"I have been in business for 17 years. When I decided to advertise in your magazine, the results were more than I expected. The first few months were average for the response generated from the ad in *SkyNews*. But lately, it has surpassed my expectations. I have people coming into our small shop inquiring about our custom-made video CCD cameras and our line of domes and asking if we carry telescopes...."

Thank you and your whole team for producing such a magazine."

—Rock Mallin, Pro-Com Electronics & Telescope Repairs, Ottawa

Kent Goranson is the proprietor of Focus Scientific, a retail advertiser located in Ottawa. When asked if *SkyNews* worked for him, he laughed and replied, "We sold a truckload of telescopes when you ran that article," and he mentioned an earlier review. When asked if he actually meant "a truckload," he said: "I sold a whole truckload."



2010 MARKS THE 15TH ANNIVERSARY OF *SKYNEWS* MAGAZINE.
BE A PART OF THE SKYNEWS SUCCESS STORY!

We Deliver Canada

SkyNews
The Canadian Magazine of Astronomy & Stargazing

REACH MORE THAN 80,000 AMATEUR ASTRONOMERS IN CANADA!

TOTAL AVERAGE CIRCULATION PER ISSUE:
25,000 COPIES (3.2 readers per copy*)

AVERAGE PAID SUBSCRIPTIONS PER ISSUE Individual and bulk paid subscriptions: 20,000 COPIES

(Bulk subscriptions include: The Royal Astronomical Society of Canada members 100%; H.R. MacMillan Space Centre members; Canada Science & Technology Museum premium memberships; York University astronomy students and continuing education classes; public and private observatories; Canadian Space Resource Centre; and more.)

SINGLE COPY SALES PER ISSUE: 3,500 COPIES

(Sold via newsstands, science and astronomy stores, camera stores, museum and science centre shops, conferences and back issues.)

AVERAGE CONTROLLED DISTRIBUTION PER ISSUE: 1,500 COPIES

(Each issue includes some targeted distribution at astronomy-related events in Canada and copies requested by organizations; e.g., the Science Teachers' Association of Ontario convention, astronomy clubs, science camps and star parties.)

PLUS, reach 180,000 stargazers a year with your ad on www.skynews.ca.

SkyNews is the **ONLY** way to reach the entire amateur astronomy and astrophotography market in Canada.

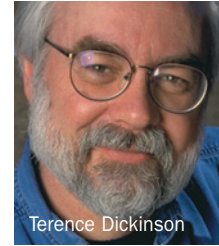
73.3% of SkyNews readers do NOT read any other astronomy publication.†

* Source: 1998 *SkyNews* readers' survey, confirmed in 2002.

† Source: 2002 unpublished readers' survey conducted by CM Group



PLACE YOUR ADS AMONG THE STARS



Terence Dickinson

Editor Terence Dickinson is Canada's leading astronomy writer. His classic books *NightWatch* and *The Backyard Astronomer's Guide*, coauthored with Alan Dyer, are the standard references for backyard astronomers in North America. *The Universe and Beyond* is a beautifully illustrated introductory guide to planets, stars and galaxies.

THE SKYNEWS DREAM TEAM

In every issue, Alan Dyer's "Exploring the Night Sky" provides a detailed observing guide for each two-month period. Other regular columnists include famed comet hunter David Levy, West Coast stargazing expert Ken Hewitt-White and veteran astronomy writers Gary Seronik and Ray Villard. Contributing editor Ivan Semeniuk, assistant editor Todd Carlson and art director Janice McLean round out the dream team.

LOYAL AND ENGAGED READERS

Subscription renewal rates are well above industry averages; 70% of *SkyNews*' revenue comes from readers. Engaged readers share their stargazing experiences via large numbers of letters, e-mails and submissions to the "Photo of the Week."

The only medium that covers the people, events and activities related to astronomy in Canada, *SkyNews* is a "must read" for all lifelong amateur astronomers.

A colourful, graphic, easy-to-read style is the perfect entry point for beginners and has helped amateur astronomy grow to new heights in Canada.

EACH ISSUE IS AT WORK FOR TWO MONTHS

98% of readers read every issue, and 79% refer to each issue three or more times. 61% spend an hour or more with each issue, and 77% save their copies for more than a year.†



David Levy

When readers were asked how they found the level of presentation in *SkyNews*, 91.2% of respondents checked "Just about right."



Gary Seronik

EDITORIAL SCHEDULE



2010 MARKS THE 15TH ANNIVERSARY OF *SKYNEWS* MAGAZINE. BE A PART OF THE *SKYNEWS* SUCCESS STORY!

SkyNews is for active stargazers. They rely on *SkyNews* for star charts and the time-sensitive, seasonal information they need to pursue their passion.

REGULAR DEPARTMENTS



Alan Dyer

EDITOR'S REPORT
by Terence Dickinson

NEWS

READERS' GALLERY

STAR CHART
(time-sensitive)

EXPLORING

THE NIGHT SKY by Alan Dyer
(time-sensitive)

NIGHTFALL by David H. Levy

SCOPING THE SKY

by Ken Hewitt-White

ON THE MOON

by Gary Seronik

READER PROFILE

75.4% are male; 24.6% are female
 74.3% attended college or university
 51% are under 55 years;
 49% are 55 years or more
 53.7% have an annual household income of \$50,000 or more



EDITORIAL SCHEDULE

MAY/JUNE ISSUE

SPECIAL 15TH ANNIVERSARY ISSUE!

• BINOCULARS FOR ASTRONOMY

- Summer STAR PARTY Calendar
 - Product Reviews
 - Exploring the Late-Spring Night Sky
 - Star Chart for May and June
- | | |
|----------------------|-----------------|
| Space reserved | March 8 |
| Ad material due | March 17 |
| Home delivery begins | April 14 |

JULY/AUGUST ISSUE

• THE SUMMER STARGAZING ISSUE

- Getting Started in Astronomy
 - Exploring the Summer Night Sky; Perseid Meteors
 - Star Chart for July and August
- | | |
|----------------------|---------------|
| Space reserved | May 5 |
| Ad material due | May 12 |
| Home delivery begins | June 9 |

SEPTEMBER/OCTOBER ISSUE

• ASTROPHOTOGRAPHY

- Editors' Choice Photo of the Week Contest Winners
 - Product Reviews
 - Exploring the Early-Autumn Night Sky
 - Star Chart for September and October
- | | |
|----------------------|------------------|
| Space reserved | July 7 |
| Ad material due | July 14 |
| Home delivery begins | August 11 |

NOVEMBER/DECEMBER ISSUE

• TOTAL ECLIPSE OF THE MOON: HOW AND WHEN TO WATCH

- Astronomy Gift Ideas
 - Exploring the Late-Autumn Night Sky
 - Star Chart for November and December
- | | |
|----------------------|---------------------|
| Space reserved | September 8 |
| Ad material due | September 17 |
| Home delivery begins | October 13 |

The editorial content listed is subject to change without notice. Revised January 2010