



common ground

MEDIA KIT 2012

**inspiring
healthy lifestyles
for 30 years**

**252,000 readers
...and growing**



reach
1/4 million people

**common
ground**

we are the marketplace

Common Ground is the West's favourite free monthly magazine dedicated to conscious living. Each month over 250,000 readers look to us for information on products, services and events that promote a positive, healthy lifestyle.

high impact

A magazine with substance, Common Ground is trusted for its content. With our inspiring, thought-provoking editorials, your advertising gets the attention it deserves, from the select audience that you seek. 77% of Common Ground readers retain their copies for future reference. For three decades Common Ground has been the original social media dedicated to networking people with what is meaningful in their lives.

our commitment to service

Common Ground's staff is dedicated and committed to your success. We can help you develop successful promotional strategies, as well as provide creative services if needed, to produce dynamic, highly effective advertising to promote your product, service or event.



trusted medium

common ground

common ground

Since 1982, Common Ground has been synonymous with health, wellness, personal growth, empowerment, ecology, social responsibility, and complementary lifestyle choices. The integrity of commitment to people's well being and the planet is reflected throughout our editorial. Staying authentic has earned Common Ground the trust and loyalty of over a quarter million readers.

find us everywhere

With 72,000 copies printed 12 times per year, Common Ground is distributed free in over 1,800 locations throughout British Columbia plus Calgary and Toronto. You'll find us in health food stores, nutrition centres, mass grocery and food stores, fitness centres, wellness clinics, medical centres, restaurants, cafes, bookstores, libraries, video stores, community centres, theatres, colleges, universities, and strategic high volume street locations. Our relaunched social and multi-media rich website at www.commonground.ca multiplies your ad placement.



our readers your customers

common
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common ground copies per month	72,000
reads per copy	3.5
total monthly audience	252,000

demographics

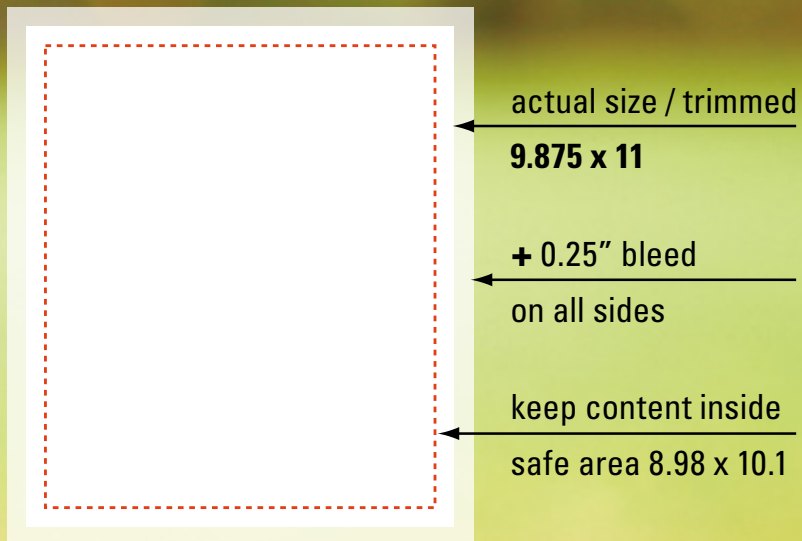
distribution by gender	65% women	35% men
average age	41 - women	43 - men
professionals	76%	
university degree	57%	
college diploma	27%	
non-smokers	98%	
homeowners	48%	
households with children	52%	
average household income	\$78,538 per annum	
income by ranges	35K - 55K	26%
	56K - 85K	31%
	86K - 115K	33%
	116K - 150K+	8%

ad advertising

ad sizes

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Full Page with Bleed



Overall artwork size including bleed 10.375 x 11.5

Contact us regarding custom sizes and spreads

Four Columns



Full Page 8.98 x 10.1
2/3 8.98 x 6.66
1/2 8.98 x 4.94

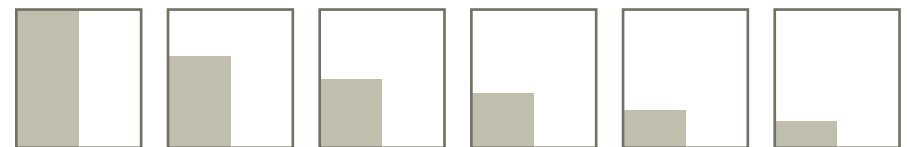
Dimensions in inches
Width x Height

Three Columns



3/4 Page 6.68 x 10.1
2/3 6.68 x 8.38
1/2 6.68 x 6.66
1/3 6.68 x 4.94
1/4 6.68 x 3.22
1/6 6.68 x 2.36

Two Columns



1/2 Page 4.38 x 10.1
1/3 4.38 x 6.66
1/4 4.38 x 4.94
1/6 4.38 x 3.22
1/8 4.38 x 2.36
1/12 4.38 x 1.5

One Column



1/4 Page 2.08 x 10.1
1/6 2.08 x 6.66
1/8 2.08 x 4.94
1/12 2.08 x 3.22
1/16 2.08 x 2.36



ad rates

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Display Ads

72,000 copies = 252,000 readers

All rates provide a full month of advertising. Frequency refers to number of times per year that your ad is printed and presented on our web site.

frequency	1-2x	3-4x	5-6x	7-8x	9-10x	11-12x
Full Outside Back Cover	5724	5405	5104	4820	4551	4298
Full Page Inside Covers	4352	4109	3880	3664	3460	3267
2-Page Spread	4919	4645	4386	4140	3911	3693
Full Page	2981	2815	2658	2509	2370	2238
3/4 Page	2558	2415	2280	2154	2033	1921
2/3 Page	2272	2146	2026	1914	1807	1705
1/2 Page	1806	1705	1610	1520	1435	1355
1/3 Page	1304	1232	1163	1098	1037	980
1/4 Page	1032	974	920	868	820	774
1/6 Page	710	670	633	598	565	532
1/8 Page	558	527	497	469	444	419
1/12 Page	405	382	361	340	322	304
1/16 Page	285	269	254	240	227	214

Rates include full process colour.

Add 30% for guaranteed positioning (subject to availability).

See Ad Sizes page for dimensions. Covers are printed on premium coated stock. Inside pages printed on high quality matt electrobrite.

ad rates

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Resource Directory Ads

All rates provide a full month of advertising. Frequency refers to number of times per year that your ad is printed and presented on our web site.

frequency		1-2x	3-4x	5-6x	7-8x	9-10x	11-12x
Logo Listing	120 words	384	362	342	322	304	287
Mini Logo	max. 40 words	254	240	226	213	201	190
Text Only	40 words	143	135	127	120	113	107

Full process colour is included in all ad rates. Additional words: \$3 per word. Production set-up fee applies to all listings. (\$60 for Logo and Mini Logo, \$30 for text only).

Additional Advertising Options

Classified Listings \$60 (up to 20 words); additional words \$3 per word

Datebook \$60 (up to 20 words); additional words \$3 per word

Inserts Call for details. Sample required before approval.

Web Advertising Call us for available options and rates.



guidelines

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Production Guidelines

Two ways to submit your ad:

- submit your ad as a “rip-ready” digital file, or
- Common Ground can design your ad
(ask your customer service representative for details).

“Rip-ready” digital files should be in eps or pdf press format.

Production work required on ads, including ads not “rip-ready”, are billable.

There is a charge of \$60/hr for additional production work.

Additional production specifications available upon request, or online at

www.commonground.ca/specs.shtml

Technical Requirements

All ads must be provided as digital files on CD, by email or FTP. Materials received after deadline are considered out of spec, and reproduction on press cannot be guaranteed. Call for complete specification sheet, or view it at www.commonground.ca/specs.shtml

Colour & Position

Full colour is available for all ads for free. For special position - add 30%

Insertions & Flyer Distribution

Inserts must be delivered to Common Ground bindery house prior to bindery date. Standard prices based on an insert size of 8”x11”. Other sizes acceptable upon approval by publisher. Charge for additional pages and weight apply. Call for prices.

Advertising Deadline

Deadline to book space is the 10th of the month prior to the next edition. If you have missed the deadline, please call the office immediately and we will do our very best to get you into the magazine.



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Terms of Payment

Payment is due by Ad Reservation deadline. Interest of 2% per month is charged on unpaid accounts after 30 days. There is a 5% discount for prepayment in full for 12x contract. Accredited agency commission is 15% on 1x rate only when paid by deadline. (No other discounts apply.) Visa and MasterCard are accepted.

Editorial Considerations

It is clearly understood and agreed that advertising and editorial are independent and that no special consideration of any kind shall be part of the sales agreement.

Cancellations

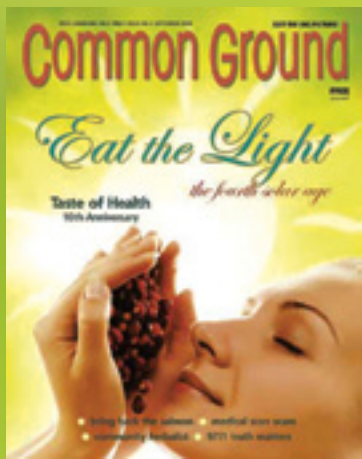
Requests for ad cancellation must be received in writing 30 days before Advertising Deadline and require a short rate payment for the difference between the frequency discount rate and the one time rate for each time the contracted ad was printed. Covers are not cancellable.

Rate Change Policy

The publisher reserves the right to change the ad rates at any time during the life of the contract with 21 days notice in writing before Advertising Deadline of the issue. All contracts and insertion orders are subject to these changes.

Liability

The maximum liability of Common Ground Publishing Corp. in the event of any error is limited to the ad rate space for that issue. Advertisers are liable for the content of their ad, and are responsible for any costs relating to claims made against Common Ground as a result of said advertisement. Common Ground magazine reserves the right to refuse any advertisement or insert.



contact

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› Effective October 2011

Celebrating 30 years of publishing.

Reaching 1/4 million well-targeted readers monthly.

