

*Atlantic Books Today* is the magazine about books in Eastern Canada, and so much more. **ABT** is a full-colour magazine, 48 pages in each issue. Three times a year **ABT** will continue to reach book buyers, general consumers, librarians, and school teachers. **ABT** includes news, features, excerpts and everything readers want to know about all kinds of books—fiction, non-fiction, cookbooks, guidebooks, children’s books, poetry, art, photography, nature, history, social issues, folklore, young adults, mystery and more!

### RATES

Ad Size	Width x Height (inches)	\$/1 issue	\$/2 issue	\$/3 issues
Full page	8 w x 10.5 h (trim size)*	1785	1680	1575
1/2 page	H - 7 w x 4.625 h V - 3.438 w x 9.5 h	1095	995	925
1/3 page	Square - 4.625 w x 4.625 h V - 2.438 w x 9.5 h	795	745	695
1/4 page	V - 3.375 w x 4.625 h	695	625	595
1/6 page	H - 4.625 w x 2.25 h	425	395	345
Covers, Outside Back	8 w x 10.5 h (trim size)*	2205	2095	1985
Covers, Inside Front Cover	8 w x 10.5 h (trim size)*	1995	1895	1780
Covers, Inside Back Cover	8 w x 10.5 h (trim size)*	1945	1850	1750

\* Add 1/8" bleed to artwork on all sides, the safe area for copy is 7 w x 9.5 h



### CIRCULATION

60,000 printed each issue

20,000 distributed through the Atlantic edition of the *Globe and Mail*

8,500 distributed at bookstores, libraries, cafés, and schools throughout Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador

30,000 distributed through the *Halifax Herald* (home delivery)

350 mailed to subscribers, individuals and institutions

Three readers per copy  
180,000 readers per issue

540,000 readers across Atlantic Canada each year

**New this spring!**  
A digital edition of *ABT* will be available at [atlanticbookstoday.ca](http://atlanticbookstoday.ca)

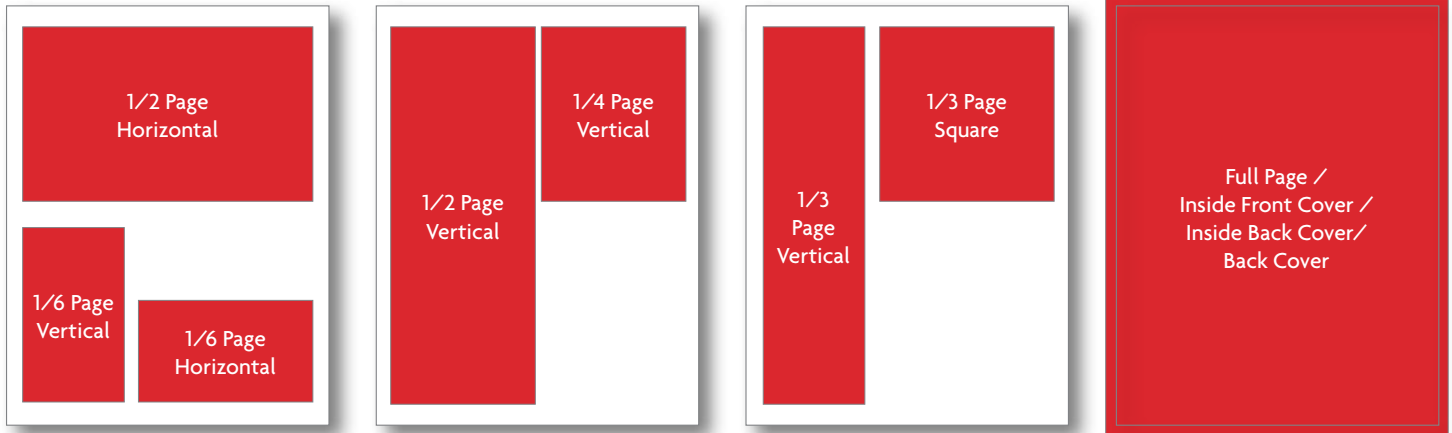
**ABT produces 3 issues per year:**

Spring - Issue #66  
Atlantic Book Awards

Fall - Issue #67  
Word on the Street

Holiday - Issue #68  
Holiday Books

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[www.atlanticpublishers.ca](http://www.atlanticpublishers.ca)



- Bleed: Add an additional 1/8" extra on all sides for bleed.
- Safe area: Allow 0.5" of safe area from trim for copy.
- Ask about placement.
- All dimensions are in inches. All rates are for full-colour advertisements.
- Rates do not include HST or GST.
- Halftone screen: 133. Platform: MAC Software used: InDesign, Photoshop and Illustrator CS5 or lower.
- File formats used: Tiff, EPS, PDF [PDF/X=1a;2000]
- Transport media: CD, DVD, e-mail, ftp
- Production and design work: available upon request, additional charge as required.  
No charge for minor production adjustments.

## ISSUES AND DEADLINES

	Space Closing	Artwork Due	Distribution
Spring	Friday, February 18	Friday, March 4	Friday, April 15
Fall	Friday, July 22	Friday, August 5	Friday, September 9
Holiday	Friday, September 30	Friday, October 14	Friday, November 18

## TO BOOK:

Regional advertising sales: PeggyWalt • (902) 420-0711 • pwalt@atlanticpublishers.ca  
 National advertisers, contact MichaelWile • (416) 531-1483 in Toronto • ads@lrcreview.com  
 Send ad material to: design@atlanticpublishers.ca



**ABT...** the full-colour magazine for Atlantic Canadians about books—and so much more. It's the only cultural magazine circulated and read in all four provinces, providing an editorial setting in which your advertising message continues to be noticed and read.

### A REACH BEYOND ITS SIZE: **ABT** EXTENDS YOUR MARKETING DOLLARS

- We deliver to home subscribers of the *Halifax Herald* and the *Globe and Mail*.
- Teachers, librarians and Atlantic Canadians from all walks of life read **ABT**: at home, in bookstores, libraries, cafes and schools.

### BOOK BUYERS ARE CONSUMERS

- Studies show a majority of regular book buyers are women.  
>87% of **ABT** readers surveyed are Female
- Female consumers also make a lot of other household purchasing decisions.  
>90% of **ABT** readers surveyed say they use **ABT** to make book and other purchasing decisions
- Book buyers are consumers of other cultural products and services—music, live and recorded, concerts and theatre, educational programs, workshops and writing supplies, computers and electronic services and equipment, travel and family holidays.

### ABT AND PARENTS

Parents read **ABT** for our comprehensive kids and young adult book sections with reviews on the latest in new children's and young adults titles.

### MAKE YOUR AD DOLLAR WORK ITS HARDEST FOR YOU

**ABT** has more distribution, market coverage and shelf-life than most publications; it circulates and is read for six weeks after publication, three times per year.

- 60,000 copies per issue
- Three readers per copy
- 180,000 readers per issue or,
- 540,000 readers across Atlantic Canada each year

- > 95% of **ABT** readers surveyed recall receiving **ABT**
- > 58% of **ABT** readers surveyed read over ten books in 2010
- > 42% of **ABT** readers survey spent over \$201 on books in 2010

*"I read **ABT** from cover to cover and use it as a guide for purchasing books."*

—Fran MacPherson, Charlottetown, P.E.I.

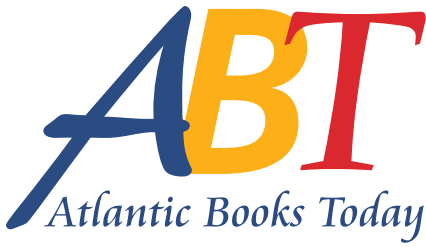
*"I read **ABT** when I first get it. It's left on the coffee table and picked up countless times to reread an article."*

—Joyce Rafuse, New Ross, N.S.

*"I keep every issue for reference."*

—Lorraine Connors, Halifax, N.S.





**Atlantic Publishers Marketing Association**  
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 pwalt@atlanticpublishers.ca  
 1484 Carlton Street, Halifax, Nova Scotia B3H 3B7

**ADVERTISING CONTRACT/INSERTION ORDER: 2011**

Date: \_\_\_\_\_ Advertiser: \_\_\_\_\_

Contact person placing order: \_\_\_\_\_

Advertiser's Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

I hereby agree to insert the following advertisement into the  Spring  Fall or  Holiday issue of *Atlantic Books Today* magazine.

Name of ad: \_\_\_\_\_

Size of ad:  Full page  Half page  Third Page  Quarter Page  Sixth Page

Is this ad  Vertical or  Horizontal?  Colour or  B&W?

Special placement instructions: \_\_\_\_\_

I have the authority and hereby agree to pay to *Atlantic Books Today* a sum of \_\_\_\_\_ plus GST/HST of \_\_\_\_\_ for a total of \_\_\_\_\_ for the placement of an advertisement. *An invoice will be sent at time of publication. Terms are net 30 days from date of invoice.*

Advertiser: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

*Atlantic Books Today* Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Contract Conditions: All advertising is subject to approval by the Atlantic Publishers Marketing Association. Advertising booked but not delivered will be invoiced as if advertisement appeared in the publication. Additional charges may apply for production on ads not sent in correct format. The publisher is not bound by any conditions not covered by the rate card. All rates subject to change with 60 days notice. Publisher is not bound by any verbal arrangements or conditions not covered by the rate card.