

Kidsworld

Because Kids Can Do Anything!



kidsworld

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Canada's Most Recognized Tween Magazine*

kidsworld magazine believes that Canadian kids can do anything! Featuring REAL kids, empowering editorial and fun on-page activities, **kidsworld** is Canada's leader in inspiring tweens to imagine the unimaginable...and achieve it!



Fast Facts

- ★ Distributed by teachers in Grade 4, 5 and 6
- ★ Precise 8-12 year old age demographic
- ★ 3.32 readers per copy**
- ★ 664,000 total readers per issue**
- ★ In-class readership supported by teacher lesson plans



Distribution

With a circulation of 200,000 copies per issue, **kidsworld** magazine is the most recognized in-school magazine in Canada.* With one-to-one relationships with over 1500 elementary schools, **kidsworld** is delivered directly into the hands of educators aware of **kidsworld's** quality editorial and ability to motivate kids. All magazines are distributed on a per-request basis only, ensuring the issues are well-read by our 8-12 year old target.



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Consider Campaigns

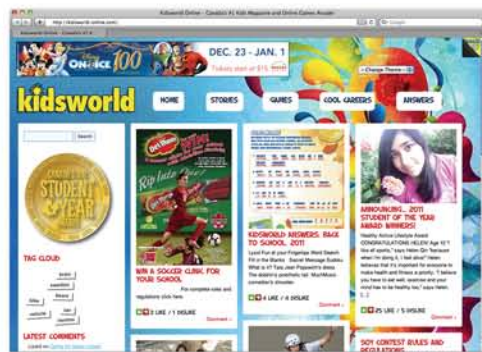
Make a powerful connection to kids and parents with an integrated school marketing campaign. Product sampling. In-class posters. Parent Take Home materials. It's all possible.



Digital Kids

kidsworld-online.com provides kids with a safe, fun place where they can play games, read exclusive magazine content and much more!

Visit kidsworld-online.com





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Rates & Specs

2012 ISSUES	BOOKING	MATERIAL DUE	IN-SCHOOL DATE
Spring	Jan. 26	Feb. 15	March 5
Back to School	Aug. 1	Aug. 15	Sept. 10

Advertising Rates

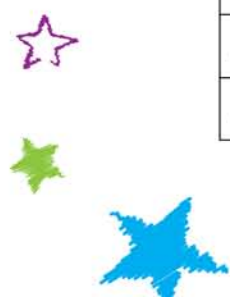
	1-3 X	4-6 X	7 X
Single Page	\$14,200	\$13,850	\$13,650
2/3 Page V/H	\$10,400	\$10,150	\$9,900
Digest Page	\$7,600	\$7,400	\$7,300
1/2 Page	\$5,500	\$5,400	\$5,300
1/3 Page V/H	\$4,100	\$4,000	\$3,900
DPS	\$24,850	\$24,250	\$23,850
IFC/IBC	\$15,600	\$15,250	\$15,000
OBC	\$16,400	\$15,900	\$15,700

*All rates are in gross dollars.

Online Rates

	4 WEEKS
Banner	\$2,350
Sky Scraper	\$2,350
Big Box	\$1,765
Button	\$880
Tile	\$590
Guaranteed Homepage	10% Surcharge
Online Contest	Rates available upon request

*All rates are in gross dollars.



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Material Specifications (in inches)

Full Page:	Width	Height
Trim	7.875"	10.75"
Type Safety	7.375"	10.25"
Bleed	8.875"	11.75"
Half Page Horizontal:	Width	Height
Trim	7.875"	5.375"
Type Safety	7.375"	4.875"
Bleed	8.875"	6.375"
Half Page Vertical:	Width	Height
Trim	3.94"	10.75"
Type Safety	3.44"	10.25"
Bleed	4.94"	11.75"
1/3 Page Horizontal:	Width	Height
Trim	7.875"	3.58"
Type Safety	7.375"	3.5"
Bleed	8.875"	4.58"
1/3 Page Vertical:	Width	Height
Trim	2.625"	10.75"
Type Safety	2.125"	10.25"
Bleed	3.625"	11.75"

FTP Information

mir.serveftp.net

Username: anonymous

Password: leave blank

If you have alternate file formats or proofs please contact:

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Publishing and School Marketing