

NO CHANGE IN RATES FOR 2010

Advertising Rates

	1 time	3 times	6 times
Colour ads (4-colour process)			
Full Page	\$4525	4210	3570
2/3 Page	\$4230	3905	3350
1/2 Page	\$3410	3220	2880
1/3 Page	\$2835	2710	2505
1/4 Page	\$2520	2430	2310
Marketplace	\$735	570	535

Black & white - 15% discount from colour rates

Cover rates (4-colour process)*

1st cover	available on special request
Inside front cover	\$4850
Inside back cover	\$5040
Outside back cover	\$5460

* Non-cancellable.

Inserts - rates available on request

Premium positions - 25% extra on space change

Corporate announcement - \$945

Classified - \$160 per column inch (non commissionable)

Full service production available for ads. Rates on request.

Commission 15% agency commission to accredited agencies on space, color, bleed and position.

MEDIA GUIDE 2010

Film: Supply final film negative, right reading emulsion down, maximum 133 line screen. Colour ads must be accompanied by a match print, chromalin proof, or colour keys.

Digital: Supply MAC-based Quark-XPress, Photoshop or Illustrator files on DVD or CD. All relevant screen and printer fonts, logos and images must be included. Colour ads must be accompanied by a digitally corrected colour proof. Otherwise colour cannot be guaranteed. For information on uploading files to our ftp site, please call 514-457-8787 or e-mail to: group@shoetrades.com

Note: PC-based Corel or PageMaker files are not compatible with our system and will incur additional output charges.

Production Charges: Accepted without charge: film or digital files as per specs. Charges, at commercial rates, will be made to advertiser or agency for all production costs incurred by publisher. Should files or film arrive after material deadline, advertisers will be charged for late strip-in costs and all revisions on blue-lines.

Mechanical

Magazine trim size 9 1/16" x 11 5/8" (230mm x 295 mm)

Unit Sizes

Size of Ad	Trim	Bleed
Double page spread	18 1/8" x 11 5/8" (460mm x 295mm)	18 3/8" x 11 7/8" (467 mm x 302mm)
Full page	9 1/16" x 11 5/8" (230mm x 295mm)	9 5/16" x 11 7/8" (237 mm x 302mm)
2/3 page vertical	5 13/16" x 11 5/8" (148mm x 295mm)	5 15/16" x 11 7/8" (151 mm x 302mm)
1/2 page island	5 13/16" x 8 3/8" (148mm x 213mm)	5 15/16" x 8 5/8" (151 mm x 219mm)
1/2 page horizontal	9 1/16" x 5 3/4" (230mm x 146mm)	9 5/16" x 5 7/8" (237mm x 149mm)
1/2 page vertical	4 7/16" x 11 5/8" (113mm x 295mm)	4 9/16" 11 7/8" (116 mm x 302mm)
1/3 page vertical	3" x 11 5/8" (76mm x 295mm)	3 1/8" x 11 7/8" (80 mm x 302mm)
1/3 page square	5 13/16" x 5 3/4" (148mm x 146mm)	5 15/16" x 5 7/8" (151 mm x 149mm)
1/4 page	4 7/16" x 5 3/4" (113mm x 146mm)	4 9/16" x 5 7/8" (116 mm x 149mm)
Marketplace	3 3/8" x 2 1/4" (95mm x 57mm)	
Corporate announcement	2 13/16" x 5" (71mm x 127mm)	

Hold all type or other illustrative material not intended to bleed a minimum of 3/8" (10mm) from all outside trim edges and 1/8" (3mm) from inside of each page of spreads. Bleed ads must be designed to run either right or left positions. Allow minimum 1/8" (3mm) bleed all around.

Distribution

Over 5000 copies of each issue of Footwear Journal are distributed across Canada to independent footwear retailers, pedorthic specialists, specialty boutiques, selected sporting goods stores, buyers in chain and department stores, footwear manufacturers, importers and wholesalers. Advertisers can profit from bonus distribution at trade shows across Canada, in the United States and abroad.

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CANADIAN FOOTWEAR JOURNAL

Where retailers shop for shoes ... and boots

2010 MEDIA GUIDE

Footwear Journal has kept pace with the people and the innovations in the Canadian footwear industry, from manufacturing to retailing, for over a century. An advertising program in Footwear Journal presents a unique opportunity to be a part of this tradition.

Reach the buyers and decision-makers in Canada's \$4 billion plus retail footwear market by advertising your products in Footwear Journal. Benefit from editorial coverage to support your promotional efforts and watch your business grow.

Today, more than ever, Footwear Journal is the source for the most comprehensive, up-to-date information in the industry. Don't be left out!

2010 EDITORIAL CALENDAR

*Issue dates subject to changes in show schedules

Issue*	Features	Extra Distribution
2010 RETAIL BUYERS GUIDE • Closing: Nov 27, 2009 • Mailed: January 2010	Comprehensive listing of footwear, handbag and leathersgoods suppliers to Canada's retail footwear market. Complete listings of manufacturers, importers and distributors cross-referenced to product categories and brand names.	
JANUARY 2010 • Closing: Dec 11, 2009 • Mailed: Jan 4, 2010	Back-to-school: childrens footwear Fall/Winter 2009/2010 Boots Sneak preview: Fall/Winter 2009/2010 fashion footwear Show previews	OUTDOOR RETAILER REGIONAL MARTS
FEB/MARCH 2010 • Closing: Jan 18, 2010 • Mailed: Feb 1, 2010	Fall/Winter 2009/2010 fashion footwear WSA & Toronto Shoe Show guides Handbags & Accessories Outdoor trends	WSA, TORONTO SHOE SHOW, STE-HYACINTHE (ARCA), VANCOUVER SHOW, LLHA SHOW, REGIONAL MARTS, NSIA SNOW SHOW
MAY/JUNE 2010 • Closing: May 7, 2010 • Mailed: May 18, 2010	Comfort footwear Men's footwear Back to School trends Show reports	
AUG/SEP 2010 • Closing: July 9, 2010 • Mailed: August 2, 2010	Spring/Summer 2010 fashion footwear Handbags & Accessories Europe fashion trends Outdoor footwear Computers in retailing	WSA, TORONTO SHOE SHOW, STE-HYACINTHE, VANCOUVER SHOW, OUTDOOR RETAILER, REGIONAL MARTS
OCT/NOV 2010 • Closing: Sept 20, 2010 • Mailed: Oct 1, 2010	Youth market trends Last look at Spring Inventory control Show reports & Show calendar	

In every issue: Footnotes, Marketwatch, People, Calendar, Retail Profiles

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