



“

hip magazine!

I couldn't put it down
makes me even more happy about living here!

**ABSOLUTELY
INSPIRING**

it's what Thunder Bay needs

a great read!

it reminds me of all the reasons I love living in Thunder Bay

informative and attractive

”



MEDIA KIT autumn 11

About the magazine

The Walleye is Thunder Bay's arts, culture and entertainment magazine. Distributed free at key strategic locations in the Thunder Bay area, The Walleye delivers an essential print and online package with in-depth, intelligent and fresh cultural reporting that introduces new and exciting artists, acts and events that help define our city.

Our editorial content

Departments

theTOPfive

We help readers plan their month. Editors pick their favourite things to do in the month ahead.

EVENTCalendar

It's been asked for time and time again and we're listening: Thunder Bay needs one "go to" place that lists entertainment happenings in the city. We feature a comprehensive monthly listing that includes music, film, theatre, art exhibits and more.

Arts

A mix of theatre and visual-art, shows and galleries.

Music

Monthly take on all corners of the music scene, both local and national. Reviews of new releases, upcoming shows and concerts you won't want to miss.

Food

Our monthly culinary taste-testers and foodies review our local chefs, restaurants and dishes.

Film&Theatre

Movie reviews and film festivals and the latest from the local film industry.

LIVINGGREEN

We feature the trends and people that are working to make eco-living a reality.

LIFE&Lifestyle

Connecting readers to the local options for leading a healthy and happy life.

Travel

Far or near, the people of Thunder Bay like to travel. Traditional, tried and true, as well as new, unique getaways are featured every month.

Architecture

Discover Thunder Bay's most interesting buildings, inside and out.

Columns

theWALL

A slice-of-life column that will rant, rave and ramble about living in the city.

theEYE

A photo essay capturing the essence of living in Thunder Bay, from The Walleye photographers.

Features

Our in-depth feature stories reveal the diverse people, events and things that help shape our identity: from roller derby girls to railway addicts. Features range from home décor, food, gardening and travel to behind the scenes in film, theatre, sports and music.



Why advertise with The Walleye?

Print and web: multimedia for one low price.

When you advertise with The Walleye, you get print and web ads for one low price. **Your print ad will reach 30,000 readers, plus additional online readers.**

With each issue your print ad will double as a live web link to your website. Our online magazine is compatible with computers and e-readers, such as the iPhone and iPad. View an example at: <http://issuu.com/thewalleyemagazine>

A Fresh DESIGN

The publishers of The Walleye also produce books, guides and other magazines. Since 2007, they have published Superior **Outdoors** - an award-winning magazine known for its stunning photography and engaging stories. The Walleye is printed in full colour in tabloid size.

A timely, much-needed publication.

A Thunder Bay committee recently identified the importance of an arts, culture and entertainment publication as an integral part of Thunder Bay's overall culture plan. Locally-owned and locally-produced, The Walleye is committed to sharing Thunder Bay's unique cultural stories in a fresh new way.

In Print & on the Web



same look in a digital form



full screen digital e-reader



iPad



iPhone



Blackberry

viewable on all smart phones and tablets

Rate Card

October 2011

PRINT:

Four Colour	1 time	3 times	6 times	1 year	w x h
Full Page	\$750	\$700	\$650	600	9" x 11"
2/3 Page	650	600	550	500	5.944" x 11 (h)
1/2 Page (w)	550	500	450	400	9" x 5.4375"
1/3 Page (sq))	400	375	325	300	5.944" x 5.4375"
1/3 Page (t)	400	375	325	300	2.889" x 11
1/4 Page (sq)	300	275	250	225	4.417" x 5.4375"
1/4 Page (w)	300	275	250	225	9" x 2.6875"
1/6 Page (t)	250	225	200	175	2.889" x 5.4375"
1/6 Page (w)	250	225	200	175	5.944" x 2.6875"
1/8 Page (t)	175	150	125	100	2.2975" x 5.4375"
1/8 Page (w)	175	150	125	100	4.417" x 2.6875"
1/12 page	120	100	85	75	2.889" x 2.6875"

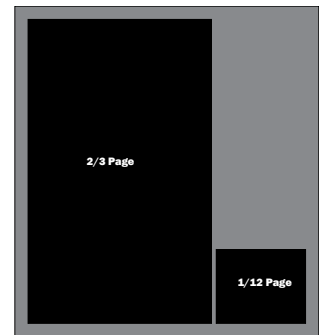
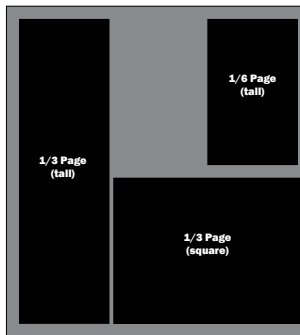
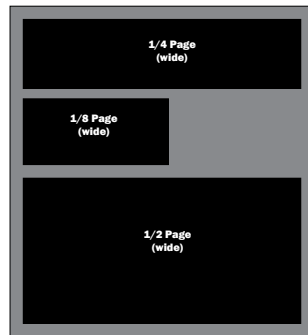
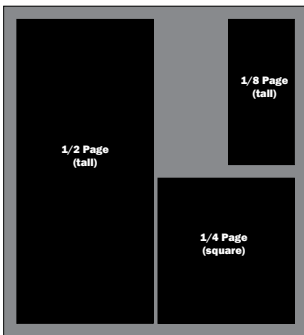
Covers	1 time	3 times	6 times	1 year	trim size
Inside front	\$850	\$800	725	700	9" x 11"
Inside back	800	750	700	650	9" x 11"
Outside back	800	750	700	650	9" x 11"

WEB:

location	1 month	3 months	6 months	1 year	w x h (pixels)
banner (top) <i>every page</i>	\$175	\$168	\$150	100	468 x 60
sidebar (small)	55	49	45	40	125 x 125
sidebar (large)	110	95	75	60	250 x 250
digital magazine	<i>free with purchase of print ad!</i>				print size

Ad Specifications

October 2011



TheWalleye print ad sizes

Mechanical Information:

Printing Method: Computer-to-plate/ offset
Book Trim Size: 10" x 12"

Ad Formats (print):

Adobe InDesign, PDF, TIFF, EPS
Element Formats: TIFF, EPS, JPEG
CMYK, 300 DPI

Ad Formats (web):

.jpg, .giff, animated .giff 72 DPI

Deadlines:

November Issue	December Issue
confirmation Oct 15	confirmation Nov 15
ads due Oct 21	ads due Nov 21
published Oct 31	published Nov 30

E-mail submissions to:

The Walleye
Marketing & Sales
info@thewalleye.ca
807-624-1215



TheWalleye.ca web ad sizes

Distribution & Demographics

October 2011

In Print

total published/month

10,000

readership/month

30,000

On the Web

average page views/month

20,000

average number of visits/month

4,000

Distribution

The Walleye is a free, full-colour monthly publication. It is strategically distributed to more than 5000 rural Thunder Bay homes, and available at over 200 businesses in the Thunder Bay region including Minnesota's north shore.

Demographics

The Walleye transcends age and gender. Our readers are proud to call Thunder Bay home and have a positive outlook for the future of our region. Visitors to the city use The Walleye to connect with food, shopping and entertainment in Thunder Bay.

Join the list of

Current & past advertisers:

The Madhouse Tavern Grill
Thunder Bay Community Auditorium
TBay Tel
Food Security Research Network
Marcia's Merle Norman
Eekos Modern Home
Nathan Allard Videography
Gore Motors Honda
Scuttlebutts
Comfort Inn
Selectomatic
Painted Turtle
WTIP
Earthwise
Gabby's Spudz
Calico Coffee House
Corans Music
Great Canadian Oil Change
Barewood Furniture
Maki Bay
Tenants Choice Rental
Donerite Tire & Auto
Black Pirates Pub
Thunder Bay Art Gallery
Atwood Labine Arnone Mc-

Cartney
Bay Street Film Festival
The Bean Fiend
Downtown VW
Marostica Motors
Gargoyles Grille & Ale
Retro Bakery
Ottawa House
Red Earth Imports
EcoSuperior
Definitely Superior Art Gallery
Petries Cycle & Sports
The Book Shelf
Wayside Cafe
Valhalla Inn
Artisans Northwest
Bilrite Home Building Centre
Sleeping Giant Folk Music Society
Northern Lights Credit Union
Thunder Bay Health Unit
Imagetech
Il Pomodoro
Thunder Bay Country Market
Thunder Bay Environment Division
Excalibur Motorcycle Works
Thunder Bay CEDC
North of Superior Film Association
Music Workshop
Signs Now
Janzen's Pharmacy
Good News Cafe
CBC Radio One

Ahnisnabae Art Gallery
Canada Games Complex
The Keg
Bonobo's Food
Rotary Club
Caribou Restaurant
Finnport
J.B. Evans
A Little to the Left
Thunder Bay Laser Clinic
Lakehead Employment Services
The Craft Collective
Fresh Air Experience
Ruby Moon Restaurant & Bar
Chenier Fine Arts
Locomotion
Living Concepts
Lutsen Mountains
Confederation College Fitness
Bubble
Melizana Mediterranean Cuisine
Hill City Comics
Frankly Scarlet
Thunder Bay Multicultural Association
Thunder Bay Tourism
Thunder Bay Votes
Thunder Bay Public Library
Red Rock Folk Festival
Fort William Historical Park



A proud member of 1% for the Planet

We donate 1% of our revenue to the Thunder Bay Field Naturalist Nature Reserves

1,500 fans on our facebook page

and growing



coming Fall 2011



Advertising Contract

Mailing Address

Business name: _____

Contact name: _____

Address: _____

City: _____

Phone: _____

Email: _____

Billing info

Business name: _____

Contact name: _____

Address: _____

City: _____

Phone: _____

Email: _____

Fill in information for each issue/month in which you would like to wish to reserve space

Issue/month	Size	Rate/issue*	ad supplied?	ad design required

*plus HST

AGREED: All Terms & Conditions

A charge of 2% per month (24% a year) will be applied to all overdue accounts after 30 days.

Executed this date: _____

Name of advertiser: _____

Print name: _____

Signature: _____

**Please make cheques payable to:
Superior Outdoors Inc.**

The Walleye
Marketing and Sales
242-1100 Memorial Ave
Thunder Bay, ON P7B 4A3
807-624-1215 / 807-623-5122 (f)
sales@thewalleye.ca