



# Redan Publishing Inc.

Quality Children's Magazines

## Redan Display Advertising

REDAN FUN TO LEARN® magazines are welcome, trusted and paid for by parents/guardians. Loved by children, they are designed for adult interaction and this co-viewing makes them the perfect medium for this demographic.

## Circulation

Title	Rate Base	Frequency	Profile
Sparkle World®	33,000	8 per year	3+
Fun To Learn Friends™	49,000	8 per year	3+
Thomas & Friends™	57,000	8 per year	3+
Scooby-Doo!™	50,000	8 per year	3+
Strawberry Shortcake™	58,000	8 per year	3+
<b>TOTAL</b>	<b>247,000</b>		

Rate base: Paid sales July-December, 2010 (except Scooby-Doo and Strawberry Shortcake)

## Rates

Title	Cover 4 (back)	Cover 2 (inside front)	Cover 3 (inside back)	Full page	Half page
Sparkle World®	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500
Fun To Learn Friends™	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500
Thomas & Friends™	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500
Scooby-Doo!™	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500
Strawberry Shortcake™	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500

Rates are in US Dollars.

Further promotional and sponsorship opportunities are available. Please contact us for details.

## Series Discount

2x	5%
3x	10%
6x	25%
8x	35%

**Publishing Schedule – Publishing dates for all *Redan Fun To Learn* titles:**

<b>Issue</b>	<b>Material In*</b>	<b>Mailing Date</b>
January/February 2012	October 31, 2011	December 23, 2011
March 2012	December 5, 2011	February 3, 2012
April/May 2012	January 23, 2012	March 16, 2012
June 2012	March 12, 2012	May 4, 2012
July 2012	April 23, 2012	June 15, 2012
August/September 2012	June 4, 2012	July 23, 2012
October/November 2012	July 23, 2012	September 14, 2012
December 2012	September 10, 2012	November 2, 2012
January/February 2013	October 29, 2012	December 21, 2012

\*Please note for multiple running advertisements, the creative will be picked up from the previous issue, unless notice in writing and new creative is supplied two weeks prior to “Material In” date listed above.

**Specifications – All titles**

**Page size (Trim):** 8” x 10 7/8” (8.000 x 10.875”)  
**Bleed:** Allow minimum of 1/2” (0.5”)  
**Margins (Live Area):** Allow 1/2” (0.5”) inside trim  
**File requirements:** CMYK, 300dpi  
**Files accepted:** Quark Xpress (version 7 or below), InDesign CS5 (version 7.0 or below), Photoshop CS5 (version 12.0 or below), Illustrator CS5 (version 15.0 or below)

Please **do not send pdfs** as final files as there is no guarantee that colors and fonts will be printed correctly.

Each ad must have the word ‘**advertisement**’ in 9pt at the top of the page, minimum of 0.5” away from head trim.

Pages with “cut out” must be agreed with by Jessica McKnight in advance.

For more information, please contact **Jessica McKnight**, Director of Marketing:

Redan Publishing, Inc. (Canadian Office)  
2286 Sharron Street  
Burlington, ON L7R 1W6  
Canada  
Telephone: 905-333-9242  
Fax: 905-633-9727