



# 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®	30,000	8 per year	3+
Fun To Learn Friends™	49,000	Bi-monthly	3+
Disney Princess	94,000	10 per year	3+
Thomas & Friends™	44,000	8 per year	3+
Disney Tinker Bell	60,000 <small>(estimate)</small>	Bi-monthly	3+
<b>TOTAL</b>	<b>277,000</b>		

Rate base: Paid sales Jul-Dec, 2009

## 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
Disney Princess	\$6,645	\$6,125	\$6,125	\$4,900	\$4,000
Thomas & Friends™	\$5,000	\$4,500	\$4,500	\$4,000	\$2,500
Disney Tinker Bell	\$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 & January/February 2010	October 12, 2009	December 8, 2009
February 2010	November 16, 2009	January 8, 2010
March & March/April 2010	December 21, 2009	February 12, 2010
April 2010	January 26, 2010	March 19, 2010
May/June 2010	February 26, 2010	April 23, 2010
July & July/August 2010	April 09, 2010	June 4, 2010
August 2010	May 17, 2010	July 9, 2010
September & September/October 2010	June 21, 2010	August 13, 2010
October 2010	July 27, 2010	September 17, 2010
November/December 2010	August 30, 2010	October 22, 2010
January & January/February 2011	TBC	December 3, 2010

\*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 1/8” x 10 7/8” (8.125 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 CS3 (version 5.0.3 or below), Photoshop CS3 (version 10.0.1 or below), Illustrator CS3 (version 13.0.2 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:

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