

mRb

MONTREAL REVIEW OF BOOKS

Three issues in 2012

March: New Spring Titles

July: The Art of Living Edition

October: Fall Releases

aelaq@bellnet.ca www.aelaq.org

Circulation 40,000 per issue

NEW: e-mail sign up to receive digital copy in 2012

New mRb website in 2012 with available ad space

An in-depth
look at the
latest in
fiction
non-fiction
poetry
kids' books
& more...

Look for us
in bookstores,
libraries, and
online.



C'est what?

Book buyers including librarians, teachers, and bookstore buyers use the mRb as their guide to new English titles from and about Quebec. Who should advertise? Book publishers, of course. But the mRb is also a cultural publication which attracts readers interested in the arts, educational opportunities, workshops, cultural products, galleries, museums and the performing arts. Extend your marketing dollar with the mRb.



MONTREAL REVIEW OF BOOKS IS ...

The Montreal Review of Books is the only journal reviewing English-language books from Quebec. More than a literary magazine, the **mRb** reviews non-fiction, poetry, memoirs, history, graphic novels, children's books and more.

The **mRb** is an insert in the Friday edition of the Quebec-area and Ottawa *Globe & Mail*, (including home subscribers). Our distribution also includes bookstores in the Montreal, Quebec City and Ottawa areas as well book media, libraries, independent bookstores, cafés in Montreal, across Quebec, throughout Canada. The **mRb** is sent to Quebec Studies Programs in many American universities.

Who Reads the mRb?

Montreal is a sophisticated literary city where Montreal's book buyers often read in both official languages while following the literary stars and trends with great enthusiasm. Montreal (designated "World Book City" by UNESCO for 2005-06) is also a city of literary festivals and book lovers, and the mRb is read and commented on by Anglophones and Francophones alike.

Who Does Your Ad Reach?

Advertise in the **mRb** three times a year (at the special 3-issue discount) for savings, and you'll reach more book buyers including bookstore buyers, librarians, and consumers.

Distribution:

See the inside front cover for complete distribution list

- 35,000 in the Friday *Globe & Mail*
- 3,000 to libraries, bookstores, and cafés in Montreal
- 1,000 to bookstores, subscribers, libraries, and locations across Canada including nine independent bookstores in Ottawa
- 1,000 to private school and university libraries, the media, and the book industry

Circulation: 40,000 per issue

- 120,000 copies per year
- NEW: e-mail sign up to receive digital copy in 2012
- New mRb website in 2012 with available ad space



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2012 advertising rates

Size	once	twice	three	Width x height (inches)
Full page B&W	\$1075	\$995	\$925	10.25 x 13.5
Full page colour	1175	1075	1025	
Half page horizontal B&W	595	550	525	10.25 x 6.5
Half page vertical B&W	595	550	525	5 x 13.5
Half page colour	675	625	595	
Quarter page horizontal B&W	425	395	350	10.25 x 3.25
Quarter page vertical B&W	425	395	350	2.4 x 13.5
Quarter page block B&W	425	395	350	5 x 6.5
Quarter page colour	525	500	475	
Eighth page horizontal B&W	195	185	175	5 x 3
Eighth page vertical B&W	195	185	175	2.4 x 6.5
Sixteenth page B&W	90	80	75	2.4 x 3
SPECIAL PLACEMENT				
Outside back cover colour	1500	1400	1350	10.25 x 13.5
Outside back cover B&W	1300	1250	1200	10.25 x 13.5

CONDITIONS OF CONTRACT

All advertising is subject to approval of the publisher.

Advertising booked but not delivered will be invoiced as if advertisement appeared in the publication.

Additional charges may apply for production on ads not sent in correct format.

The publisher is not bound by any conditions not covered by the rate card.

All rates subject to change with 60 days notice.

Publisher is not bound by any verbal agreements or conditions not covered by this rate sheet.

Deadlines: 2012

SPRING: New Spring Titles

publication date	March 23
Artwork due	March 1
Ad reservation	February 23

SUMMER: The Art of Living Edition

publication date	July 20
Artwork due	June 28
Ad reservation	June 21

FALL: Fall Releases

publication date	October 12
Artwork due	September 20
Ad reservation	September 13

Mechanical specifications

- send queries and emails to David Leblanc at oneonone@videotron.ca
- A final press-optimised pdf for web-offset printing is best (170 dpi), making sure that all fonts and images are embedded before the pdf is made.

