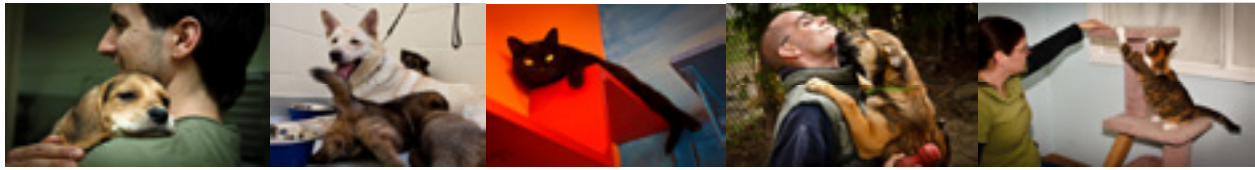


AnimalTalk magazine



MAGAZINE

From 20-something volunteer dog walkers to dedicated lifetime senior-age donors, the *AnimalTalk* audience is a diverse demographic of animal lovers and owners. Residing in Ontario, mostly in the greater GTA area, *AnimalTalk* readers are comprised of friends, members, donors and/or partners of the Toronto Humane Society.

DISTRIBUTION

- AnimalTalk is distributed free of charge to about 55,000 Society members & donors (biannual)
- At consumer pet events such as: Woofstock and other local festivals & events
- At GTA-area veterinary clinics
- The magazine will also be available in a dynamic, interactive web-based form on the THS homepage, Facebook page and as an iPad download

Print ad rates & ad specs (as of September 2011):

Inside Covers (Front & Back)	\$1,800
Full Page	\$1,200
1/2 page	\$600
1/4 page	\$300
1/8 page	\$150

Full page with bleed: 8" x 10.75" + 1/8" bleed

Full page no bleed: 7.5"w x 10.25" h

1/2 page: 7.5"w x 4.75" h

1/4 page: 3.625"w x 4.75" h

1/8 page: 1.75"w x 4.75" h



Please supply artwork as a single page high resolution PDF.

The ad booking deadline for *AnimalTalk* is October 21. The deadline for camera-ready ads is October 24. For advertising information, call 416-392-2273 ext. 2149 or email acolacino@torontohumanesociety.com.

Mission Statement: To promote the humane care and protection of all animals and to prevent cruelty and suffering.

