

READERSHIP PROFILE • ADVERTISING RATES • ADVERTISING SPECIFICATIONS

The Canadian Fire Chief  Le Directeur

# FIRE CHIEF

The official magazine of the Canadian Association of Fire Chiefs • L'Association canadienne des chefs de pompiers

*The Canadian Fire Chief* is the official voice of the Canadian Association of Fire Chiefs and its vision to lead and represent the Canadian Fire Services on public safety issues. Distributed to each fire department in Canada, to over 1,000 of CAFC's members, including fire service suppliers/manufacturers, educational institutions, corporations, and the firefighting communities in Canada (volunteer, career, industrial, airport, DND and First Nations), the quarterly publication reaches key industry personnel and decision makers in the fire and emergency services industry.

media kit **2011**

**NEW ONLINE  
VERSION**

*The Canadian Fire Chief* is a reliable source for assisting members to increase their expertise in the field of fire and rescue services. It addresses issues that are facing the current fire services industry, as well as future issues, including trend identification, professional certification, networking, and training and education. The magazine also provides a forum for organizations to effectively communicate the most up-to-date information about the industry.



## CONSIDER THIS

The Canadian Association of Fire Chiefs (CAFC) has a membership retention rate of 85 per cent.

The current CAFC membership has increased by approximately 200 more members over the last five years.

*The Canadian Fire Chief* is distributed at the annual Fire-Rescue Canada conference, which includes up to 50 CAFC exhibits and has up to 300 attendees.

**CAFC participates in numerous trade shows throughout the year, including the following:**

- Ontario Association of Fire Chiefs Conference (between 300 and 500 attendees)
- Maritime Fire Chiefs Association Conference (between 200 and 300 attendees)
- Quebec Fire Chief conference (between 500 and 700 attendees)

## INDUSTRY FACTS

Canada's almost 85,000 volunteer firefighters provide protection to over 90 per cent of Canadian communities, most of them rural.

Source: [http://www.cafc.ca/news-programs/press\\_releases/18-06-2008\\_e.php](http://www.cafc.ca/news-programs/press_releases/18-06-2008_e.php)

There are 3,500 fire departments in Canada and 108,000 firefighting personnel. Volunteers comprise 91 per cent of all departments and 77 per cent of total personnel.

Source: [http://www.cafc.ca/news-programs/press\\_releases/27b-09-2007\\_e.php](http://www.cafc.ca/news-programs/press_releases/27b-09-2007_e.php)

# NEW EXPANDED EXPOSURE – ONLINE

THE CANADIAN FIRE CHIEF MAGAZINE IN PRINT AND NOW ALSO ONLINE

By popular demand, each issue of *The Canadian Fire Chief* magazine is now online with an electronic, interactive version. In addition to the publication, *The Canadian Fire Chief* readers now have the ability to access complete issues anywhere – office, home or mobile, offering advertisers multiple opportunities to reach this diverse and desired demographic at any time using a variety of new media platforms and marketing initiatives.



## CAFC now offers advertisers more opportunity to enrich their products and services with:

### Hyperlinking Advertisements/Hyperlinking Company Websites

Drive readers/traffic directly and quickly to an advertiser's online promotion and marketing campaign.

### Imbed Video or Audio Files Directly into Your Ad

Generate greater awareness of a product or promotion and provide additional information right at the point of contact.

### Interactive Index to Advertisers

Allows readers to directly contact an advertiser within the publication.

### Detailed Tracking

Advertisers can track the activity connected to their ad and gather valuable data about their readers' behaviour.

## Readers' options are just as dynamic:

### True Interactive Experience

- Since the publication is Flash based, readers can use internal links within the publication to watch or listen to video or audio.
- Visual table of contents and the index to advertisers will take a reader directly to the page desired.
- Readers can zoom in and out of articles in high resolution.

### Searching

Search an entire article using the keyword feature.

### Download and Print the Magazine

Readers can PDF the entire publication and save it to their desktop for later reading...or simply print a copy.

### Send to a Friend

Forward the entire interactive magazine to a friend or colleague by email.

### Internet Search Engines

Content is searchable through google, yahoo, msn and other Internet search engines.

### HYPERLINKS

Included

### STREAMING VIDEO

\$350.00 per issue

## ADVERTISING SUBMISSION GUIDELINES

We can accept rich media including Java, JavaScript, HTML, DHTML and Flash.

Ad animation of any format may run for a maximum of 30 seconds.

Audio clips will play automatically.

## FORMATS ACCEPTED

### AUDIO



**mp3:** mpeg1, audio layer 3  
**wav:** uncompressed audio file  
**wma:** windows media file

### VIDEO



**ogg:** a file type capable of video, audio and subtitles  
**avi:** audio video interleave  
**mpg or mpeg:** moving picture experts group  
**mov:** the quicktime video file format  
**wmv:** windows media video file

### FLASH



**flv:** flash video file  
**swf:** shockwave file

# MAGAZINE RATES

HYPERLINKS  
STREAMING VIDEO

Included  
\$350.00 per issue

## FOUR COLOUR RATES

SIZE	5X RATE	1X RATE
Double Page Spread	\$3,819.50	\$4,199.50
Full Page	\$2,499.50	\$2,699.50
2/3 Page	\$1,999.50	\$2,149.50
1/2 (Island)	\$1,829.50	\$1,949.50
1/2 Page	\$1,599.50	\$1,649.50
1/3 Page	\$1,249.50	\$1,349.50
1/4 Page	\$ 999.50	\$1,049.50
1/6 Page	\$ 829.50	\$ 879.50
1/8 Page	\$ 699.50	\$ 749.50

## COVER & PREMIUM POSITIONS (INCLUDES FOUR COLOUR & HYPERLINK)

POSITION	5X RATE	1X RATE
Inside Front Cover	\$ 3,079.50	\$ 3,499.50
Inside Back Cover	\$ 3,079.50	\$ 3,499.50
Outside Back Cover	\$ 3,299.50	\$ 3,699.50



### INSERTS & BELLY BANDS:

Available upon request

### ADVERTISING AGENCIES:

Please add 15%

### BLACK & WHITE RATES:

25% off colour rates

### GUARANTEED POSITION:

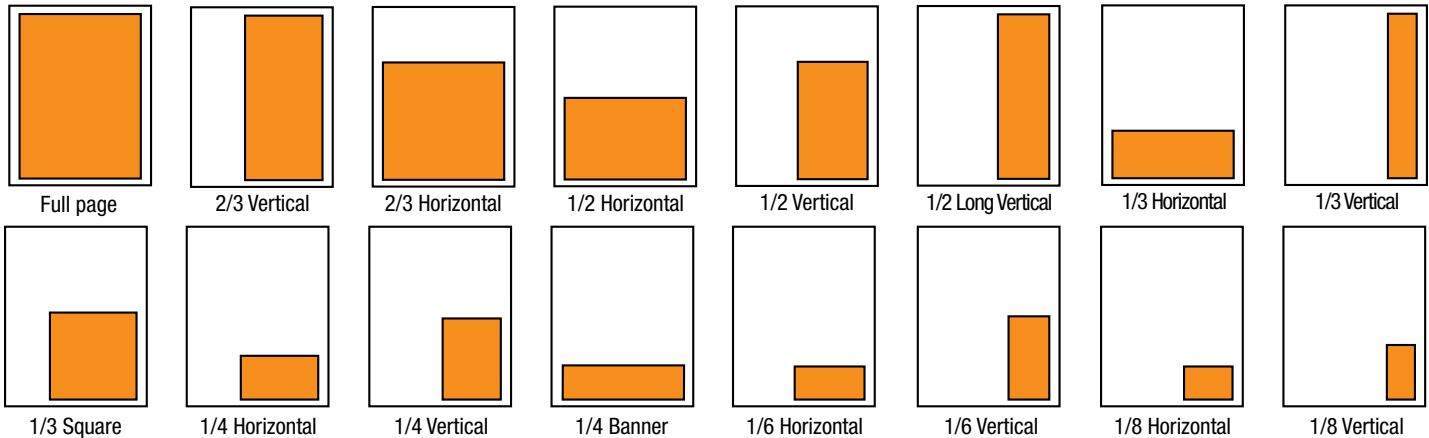
15% extra

### ADVERTISEMENT PROOF CHARGE:

\$25.00



# ADVERTISING SPECIFICATIONS



## ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
2/3 Vertical	4 5/8"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/3 Vertical	2 1/8"	9 1/2"
1/3 Square	4 5/8"	4 5/8"
1/4 Horizontal	4 5/8"	3 3/8"
1/4 Banner	7"	2 1/8"
1/4 Vertical	3 3/8"	4 5/8"
1/6 Horizontal	4 5/8"	2 1/8"
1/6 Vertical	2 1/8"	4 5/8"
1/8 Horizontal	3 3/8"	2 1/8"
1/8 Vertical	2 1/8"	3 3/8"

## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
Type Size	7" x	9 1/2"
Trim Size	8 3/8" x	10 7/8"
Bleed Size	8 5/8" x	11 1/8"

Halftone Screen: 133 lines maximum

### Toronto

5255 Yonge Street, Suite 1000  
 Toronto, ON M2N 6P4  
 Tel.: 1-866-216-0860  
 Fax: 416-512-8344

**MediaEDGE**  
 PUBLISHING INC.  
[www.mediaedgepublishing.com](http://www.mediaedgepublishing.com)

### Winnipeg

531 Marion Street  
 Winnipeg, MB R2J 0J9  
 Tel.: 1-866-201-3096  
 Fax: 204-480-4420

## PRODUCTION SPECIFICATIONS

**Digital Files:** Preferred format is a High-Resolution (300 dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## PUBLISHING DATES:

### SPRING 2011

Sales Close: March 11, 2011

Publish Date: April 29, 2011

### SUMMER 2011

Sales Close: June 3, 2011

Publish Date: July 29, 2011

### FALL 2011

Sales Close: September 2, 2011

Publish Date: October 28, 2011

### WINTER 2012

Sales Close: December 6, 2011

Publish Date: January 30, 2012

### DIRECTORY 2011

Sales Close: April 5, 2011

Publish Date: May 31, 2011

**For additional information contact:**  
**Joe Strazzullo • email: [joes@mediaedgepublishing.com](mailto:joes@mediaedgepublishing.com)**