

## Close Dates

Issue	Issue Date	Space Close	Materials Close
Feb/Mar 2012	Feb 29/2012	Jan 17/2012	Jan 23/2012
April/May 2012	Apr 24/2012	Mar 15/2012	Mar 23/2012
June 2012	June 25/2012	May 18/2012	May 24/2012
September 2012	Sep 13/2012	Aug 1/2012	Aug 6/2012
Oct/Nov 2012	Oct 25/2012	Sep 13/2012	Sep 19/2012
December 2012	Dec 5/2012	Oct 25/2012	Nov 1/2012



## RATES (Canadian \$, Gross)

### National Rates

	1X	3X	6X	9X	12X
Full Page	11,900	11,600	11,300	11,000	10,700
1/2 Page	7,900	7,600	7,300	7,000	6,700
1/3 Page	5,900	5,700	5,500	5,300	5,100
D.P. Spread	22,500	22,000	21,500	21,000	20,500
Covers					
IFC Spread	26,500	26,000	25,500	25,000	24,500
IFC	13,900	13,600	13,300	13,000	12,700
OBC	14,900	14,600	14,300	14,000	14,000
Special Positioning	+10%				
B&W Ads	-10%				

### Frequency Discount

## REGIONAL RATES - Ontario & Eastern Canada

### (75% copies)

	1X	3X	6X	9X	12X
Full Page	8,900	8,700	8,500	8,300	8,100

### Frequency Discount

## Regional Rates - Western Canada

### (25% copies)

	1X	3X	6X	9X	12X
Full Page	4,900	4,700	4,500	4,300	4,100

### Frequency Discount

## Distribution (copies per issue)

**100,000** to *The Globe and Mail* - metropolitan areas and paid subscribers only

**2,000-5,000** to corporate distribution alliances (depending on the issue) through such organizations as Bell Canada, Grand and Toy, Primus, KPMG, CORE (to everyone's best tech customers), Air Canada lounges, Industry Canada, tech associations, recruiting firms and consulting firms

**2,000-5,000** on newsstands and at trade shows/events

**Total average distribution:** The last audited issue was December 2010 with 101,152 total qualified copy claim.

**Total readership:** 304,000 (according to an Ipsos-Reid survey of 3 readers per copy) *Backbone* magazine distribution is audited by **Canadian**

**Circulations Audit Bureau** (CCAB/BPA Worldwide)