



Das Auto.

# Volkswagen

MAGAZINE



**2013 Media Kit**  
Canadian edition



Volkswagen's dynamic nature encapsulates technology, innovation and design—the perfect foundation for a lifestyle magazine aimed at intelligent and driven Canadians.

The chief objective of *Volkswagen Magazine* (Canada) is to celebrate the brand through editorial that speaks to the interests of VW owners and prospects alike. Through its consistently dynamic environment, expressive imagery and active design, *Volkswagen Magazine* speaks to the interests of sophisticated, like-minded individuals.

This is a magazine that connects with readers on a suggestive level, tapping into the cusp of adventure, arts and technology; sharing conversations with those who define its roots, seeking out the essence of innovation on an international stage.

This is a magazine so compelling, even those who don't own a Volkswagen should find its content engaging—and it's a magazine they would seek out even if it weren't sent directly to them. The magazine builds brand confidence and loyalty because it shows that Volkswagen truly understands its customers, their interests, their desires, their preoccupations, and that their lifestyle includes an array of similarly premium brands and products.

**Michael La Fave**  
*Editorial and Creative Director*



travel  
culture  
fashion  
motoring  
adventure  
technology  
celebrities  
fine living  
leisure  
sports  
design  
style



# Progressive Living



**Volkswagen Magazine**  
reader profile:

- 57% Male
- 43% Female
- Average age 44
- \$110,300 average HHI
- University educated

**Circulation: 150,00 National**



# Volkswagen MAGAZINE

## 2013 RATES, DATES AND SPECIFICATIONS

**CIRCULATION: 150,000 NATIONAL**

NL	1,250	SK	2,542
NS	5,919	AB	14,119
PE	500	BC	18,056
NB	2,686	NT/YT	104
QC	49,789		
ON	52,126	Plus:	
MB	2,909	Exclusive VW events.	



## ADVERTISING DATES

Issue	Release date	Material due date	Booking deadline
Spring 2013	May 14	April 23	April 16
Fall 2013	October 22	October 1	September 17

## ADVERTISING RATES (NET)

DPS	\$14,000
Full Page	\$7,800
OBC	\$8,900

## CONTACT INFORMATION

advertising

**John McGouran**  
Publisher / Sales Director  
416.258.8538  
john.mcgouran@contempomedia.ca

**Kyle Bodnarchuk**  
Senior Account Manager  
Cell : 416.930.1113  
kyle.bodnarchuk@contempomedia.ca

**Vincent Noël**  
Quebec Regional Manager  
514.566.6874  
vincent@contempomedia.ca

**Donna Murphy**  
Sr. Account Manager  
416-519-8819  
donna.murphy@contempomedia.ca

**Geoffrey Dawe**  
416.571.3703  
geoff.dawe@contempomedia.ca

**Elena Okulova**  
Sales and Marketing Coordinator  
416.591.0093 x213  
elena.okulova@contempomedia.ca

**Maria Musikka**  
Production Manager  
416.591.0093 x209  
maria.musikka@contempomedia.ca

editorial

**Michael La Fave**  
Editorial and Creative Director  
647.308.5397  
michael.lafave@contempomedia.ca

**Popi Bowman**  
Editor  
416.591.0093x211  
popi.bowman@contempomedia.ca

materials

**Contempo Media Inc.**  
370 Queens Quay West, Suite 100  
Toronto, ON M5V 3J3  
416.591.0093  
Fax: 888.702.4064  
maria.musikka@contempomedia.ca

## SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	Coated 7pt
Paper	Coated 60lb
Binding	Perfect Bound
Screen	150 lines per inch
Pantone®	On request

Full page trim size	8.375" x 10.875"
Type safety	7.375" x 9.875"
DPS trim size	16.75" x 10.875"
DPS type safety	15.75" x 9.875"
Bleed	0.125"

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