



VIEW

SERVING THE GREATER HAMILTON REGION

2011
2012

www.viewmag.com

NEWS • ENTERTAINMENT • RANTS • ARTS • NIGHTLIFE • MUSIC • DINING • FASHION • MOVIES • LISTINGS

VIEW**VIEW CONTINUES TO EVOLVE.**

The average age of the typical reader continues to climb, offering a new market reach. Readers ages 18–35 lock into alternative weeklies and, considering our largest demographic growth in the 45+ demographic, they continue to be dedicated readers for years to come.

THEIR EVOLUTION IS OUR REVOLUTION.

Our readers are influencers: they've got the income bracket, peer group and social interests to lead the crowds. VIEW maintains a core audience with this desirable active crowd.

View enjoys continued growth despite declines in daily and mainstream media. Alternative weeklies and their websites are flexible, maintaining a fresh edge for readers as their interests and social affections move with the trends.

VIEW has been serving Greater Hamilton for over 16 years and now has over 100 000 weekly readers.

Alternative independent weeklies statistically enjoy among the highest of reader loyalty versus dailies. Latest trend settings from readers have shown dramatic increases in the 45+ age demographic (30 per cent in 1995 to 41 per cent in 2006). Peer group influencers are also on the

rise, as this demographic is more likely to express interest in attending theatre, museums, indie films and international culture as their choice cuisine over the general public. Moreover, these same 'affluent influencers' (61 per cent) read alternative weeklies for the latest in entertainment and cultural details.

On average, more than 50 per cent of influencers use alternative weeklies as a consistent forum

to 'find a restaurant' for a Friday night, 'keep up on cultural events' such as movies, music, museums, art exhibitions and more according to the latest findings from Roper ASW. It's easy to understand why 37 per cent of influencers agree they enjoy having their weekend plans sewn up by a Wednesday or Thursday, while 29 per cent agree they like to get a 'head start' on weekend plans compared to one-fifth of the general public.

[EDITORIAL MAINSTAYS]

OUR FAMILY PORTRAIT IS DIVERSE, MUCH LIKE THE READERS WHO TURN OUR PAGES EVERY WEEK.

THESE ARE OUR REGULARS.

THIS CONTENT FILLS PRIME EDITORIAL REAL ESTATE ON A WEEKLY BASIS.

EVEN BETTER?

THEY'RE OUR MOST-READ FEATURES, BRINGING GUARANTEED TRAFFIC TO YOUR STRATEGICALLY PLACED MARKETING INITIATIVES EXPRESSED THROUGHOUT OUR MANY PAGES.

FASHION

We'll keep you up-to-date on all the new fashion trends. They may appear in Milan, London or New York first, but we'll cover how they influence us locally.

GREEN PAGE

We're recyclable for a reason; we dig the world around us! Check here for columnists citing the trials and tribulations of living 'green' as we match the eco-freaks with the eco-chic.

NEWS+COLUMNS

Local columnists take pride weekly picking apart and sometimes, though not often, applauding political happenings both locally and around the world.

FILM PICKS

With two in-house film reviewers and tens of newly updated short reviews, VIEW and ECHO deliver weekly movie reviews that are relatable and consistent.

RANT LINE

Our contact information is no secret, and the lines are open for readers to touch base, ranting and raving about anything and everything. We've had rants on everything from political funding to cheese curds and our audience can't get enough.

EVENT CALENDAR

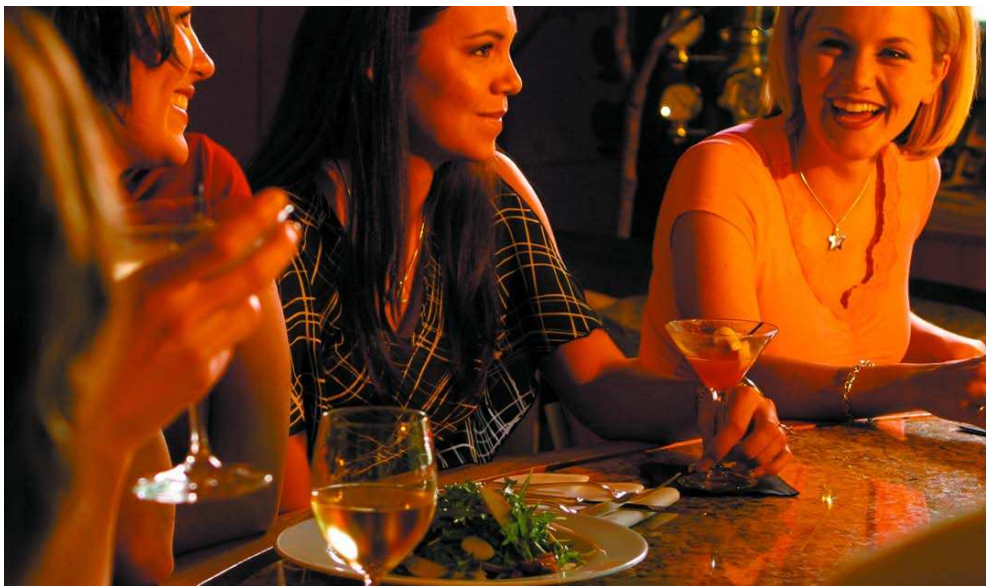
This hot spot is a comprehensive listing to every local event, giving readers an excuse to get out every night of the week.

RESTAURANT REVIEWS

Our culinary renegades are sent into the field weekly, personally taste-testing the area's new venues and old favourites, giving readers a clear map to the best bites in town.

SAVAGE LOVE

Dan Savage is a force among the sexually liberated, depraved and curious all at once. Readers flock, getting questions answered on the hurdles of sexual existence.



STARTERS

VIEW Dining Guide Menu \$1,200 (52 weeks)
(Basic listing in dining guide feature includes 150 characters)

A LA CARTE

Add your logo (Black & White) \$300
 Add process colour \$540
 Add 20 Characters \$100

SWEET SPECIALS

Pay 52 weeks in one payment
 and receive 15% discount!

Pay 12 post-dated cheques or
 credit card authorization, and
 receive 10% discount!

CALL YOUR REPRESENTATIVE TODAY!

905.527.3343
 Hamilton

SOMETHING FOR EVERYONE...

JANUARY

- RESOLUTION GUIDE
- BRIDAL GUIDE
- HEALTH AND WELLNESS GUIDE

FEBRUARY

- VALENTINE'S DAY DINING
- LOVE & SEX GUIDE
- TRAVEL GUIDE



MARCH

- MARCH BREAK GUIDE
- ST PATRICK'S DAY PUB PG
- SPRING FASHION GUIDE
- TECH GUIDE



APRIL

- CYCLE GUIDE
- EDUCATION-CAREER GUIDE
- MOTHERS' DAY GUIDE

MAY

- LOCAL GARDENING GUIDE
- LONG WEEKEND GETAWAY
- WINE/BEER GUIDE

JUNE

- PATIO GUIDE
- HOT SUMMER GUIDE

JULY

- CANADA DAY ISSUE
- BEST OF FOOD GUIDE

AUGUST

- BACK TO SCHOOL GUIDE

SEPTEMBER

- STUDENT SURVIVAL GUIDE
- FALL CULTURAL GUIDE



OCTOBER

- READERS CHOICE ISSUE
- HALLOWEEN GUIDE



NOVEMBER

- FALL TRAVEL GUIDE
- GIFT GUIDE 1
- GIFT GUIDE 2

DECEMBER

- GIFT GUIDE 3
- LAST MINUTE GIFT GUIDE
- NEW YEAR'S PARTY GUIDE
- YEAR IN REVIEW ISSUE

OVER 100 000 READERS EVERY THURSDAY

VIEW

- Established in 1995
- 30,000 copies FREE
- 1000+ locations
- Over 100,000 readers



[POLICIES]

POLICIES:

- We reserve the right to approve all copy and artwork prior to publication, as well as the right to insert the word 'Advertisement' at the top and bottom of any ad.
- Should an error be made that materially affects the intent of an advertisement, an adjustment will be made available. Errors must be reported within ten days to qualify.
- Advertisers who terminate a contract prior to completion will be subject to retroactive billing at the insertion rate corresponding to the actual number of ads run.

PAYMENTS:

- Invoices are mailed monthly and are accompanied by one tear sheet.
- Advertisers pay in advance for first insertion of contract by 5pm the Monday prior to publication.
- All new advertisers requesting credit must complete a credit application.
- If credit is approved, payment must be received within 15 days of invoice. Accounts that remain unpaid after 15 days will be subject to a two per cent service charge per month, and failure to pay on schedule may result in cancellation of credit.
- All contracted rates are subject to change upon 30 days written notice.

VIEW

GREATER HAMILTON'S INDEPENDENT VOICE

370 MAIN ST. W • HAMILTON ONTARIO • L8P 1K2 • 905.527.3343

MECHANICAL REQUIREMENTS

Trimmed page sizes: 11.3" x 12.5"

Page image area: 10.3" x 11.3"

Double Truck image area: 21.5" x 11.3"

B/W halftone screen are 85 line

For production requirements contact
production@viewmag.com

ART DEPARTMENT RATES

No production charges for camera ready ads

Other ads will be charged the following rates:

1st time ads (basic) \$30

Ad changes \$10

Ads requiring extensive production will be
quoted by a marketing representative

DEADLINE REMINDER

- VIEW is published every Thursday
- Ad booking deadline is 5 p.m. the Friday preceding publication
- Copy must be submitted by Monday at 3 p.m.
- Proofs are available when copy and art are submitted by Monday at 3 p.m.
- All copy changes, additions or formal changes submitted after noon on Tuesday will be charged a late fee of \$20
- Space bookings cannot be cancelled after noon on Tuesday
- No copy changes can be accommodated after noon on Tuesday

GUARANTEE PLACEMENT PREMIUM

Back cover 25% of full page rate. Inside front 20% of full page rate. Opposite listings 15% of full page rate. All other positions 10% of full page rate at contracted frequency.

Cancellations require 14 days notice to avoid charges.

INSERTS AND OVERRUNS

Prices available on request. All advertising (including production) subject to GST.

Rates shown are subject to GST.

Frequency insertion rates will only be given upon signed contractual agreement.

Failure to comply with insertion frequency, the appropriate insertion rate will be retroactively applied and non-applicable to any discounts.

RETAIL RATES

Rates in effect until May 31st, 2012

DISPLAY ADVERTISING RATES PER INSERTION						
SIZE	SINGLE INSERTION	FREQUENT ADVERTISING DISCOUNTS				COLOUR CHARGE
		6X	12X	26X	52X	
double truck	2275	2140	1930	1735	1500	600
full page	1190	1140	985	880	780	300
4/5 page	1060	990	910	820	720	275
3/5 page	1000	900	795	735	665	200
1/2 page	810	765	680	620	560	150
2/5 page	690	630	585	515	450	135
1/4 page	500	460	410	360	310	80
1/5 page	410	365	335	300	265	70
1/7 page	365	325	295	265	235	60
1/10 page	290	265	240	225	200	50
card size	175	160	140	135	125	40
Must run within 26 consecutive weeks.			Must run within one year.			

AD SIZES

AD SIZE	WIDTH					HEIGHT
	5 Columns	4 Columns	3 Columns	2 Columns	1 Column	
	10.3"	8.3"	6.1"	4"	1.9"	
full page	11.3"	—	—	—	—	
4/5 page	—	11.3"	—	—	—	
3/5 page	6.8"	8.4"	11.3"	—	—	
1/2 page	5.5"	7"	9.7"	—	—	
2/5 page	4.4"	5.5"	7.5"	11.3"	—	
1/4 page	2.7"	3.4"	4.7"	7"	—	
1/5 page	2.2"	2.7"	3.6"	5.5"	11.3"	
1/7 page	1.5"	—	2.7"	4.1"	8.4"	
1/10 page	—	1.3"	1.8"	2.7"	5.5"	
card size	—	—	—	1.3"	2.7"	