

OUTWORDS



WHO WE ARE

OutWords is the only magazine in Manitoba that creates content specifically for gay, lesbian, bi, trans and sexually diverse readers and their families. OutWords has covered the events and issues of interest to this thriving and economically strong community since 1994.

WHO READS OUTWORDS

OutWords magazine is read by the gay and lesbian community and those who are supportive of sexual diversity and know how important it is to keep abreast of the latest developments in the GLBT community. OutWords readers lead active professional and personal lives. They are keenly interested in political, social and entertainment developments. They are loyal to brands that are seen to have value and they are early adopters of fashion and technology trends.

2016 WILL BE AN EXCITING YEAR

This year, we will distribute more than 35,000 glossy copies over six issues, published every other month. OutWords will be available at more than 100 high-traffic locations throughout Manitoba, including popular coffee shops, nightclubs, the Pride festival and selected liquor marts.

Our writers and photographers will inform and entertain readers with unique stories on themes such as love and dating, being gay at work, celebrating Pride, religion and spirituality, arts in the GLBT community, money and business, and the diverse sex scene. We will offer tips on the best vacation destinations, the hottest fashions, music and home decor.

We will inspire readers with profiles of actors, artists, musicians and other creative members of the GLBT community. And, of course, we will keep readers informed about events in the community and across the world that affect their lives.

OUTWORDS ONLINE

Outwords.ca offers readers the option of a paperless version. It includes additional resources for the GLBT community, an online community calendar, lifestyle articles from local bloggers, plus news headlines from home and around the world.

CHARITIES AND NON-PROFITS

Special rates are available for registered charity and non-profit organizations. Please ask our sales rep for more information.

PUBLICATION SCHEDULE 2016

ISSUE	Ad must be reserved by	Ad copy due date	On stands
Winter	Dec. 11	Dec. 18	Jan. 15 – March 15
Spring	Feb. 18	Feb. 26	March 15 – May 15
Pride	April 8	April 22	May 15 – July 15
Summer	June 10	June 24	July 15 – Sept. 15
Fall	Aug. 12	Aug. 29	Sept. 15 – Nov. 15
Christmas	Oct. 7	Oct. 21	Nov. 15 – Jan. 15

OUTWORDS

2016 rates to publish in 1 or in any 3 issues

Frequency	One Time Rate	3-issue Discount Offered	Discounted Rate per issue	Total Savings over 3 issues compared to one-time rate
1/8 page	\$250	-10%	\$225	\$75.00
1/4 page	\$425	-10%	\$383	\$126.00
1/2 page	\$775	-10%	\$700	\$225.00
Full page	\$1,300	-10%	\$1,175	\$375.00
Inside Front	\$1,500	-10%	\$1,350	\$450.00
Outside Back	\$1,500	-10%	\$1,350	\$450.00

FREE
WEBSITE
ADVERTISING
INCLUDED
WITH ALL
BOOKINGS

2016 rates to publish in ALL 6 issues

Frequency	One Time Rate	6-issue Discount Offered	Discounted Rate per issue	Total Savings over 6 issues compared to one-time rate
1/8 page	\$250	- 20%	\$200	\$300.00
1/4 page	\$425	- 20%	\$340	\$510.00
1/2 page	\$775	- 20%	\$620	\$930.00
Full page	\$1,300	- 20%	\$1,040	\$1,560.00
Inside Front	\$1,500	- 20%	\$1,200	\$1,800.00
Outside Back	\$1,500	- 20%	\$1,200	\$1,800.00

Specifications

Trim Size	8.125" x 10.5"
Bleed (full page only)	.25" min.
Live area	.375" from edge
Resolution	300 dpi
Colour space	CMYK
Total ink limit	220%
Dot grain	30%
Paper stock	60 lb. gloss text

Creative Requirements:

- Creative can be submitted via email: advertise@outwords.ca or uploaded to <http://public.me.com/outwords>. Accepted file types: PDF, INDD, TIFF, EPS, JPG (please include all fonts and linked elements).
- * In-house design services are available. Please contact advertise@outwords.ca for additional information.

OUTWORDS

Advertising Booking Form

Ad Dimensions			
Page Size	Width	Height	Book
1/8 Horizontal	3.4	2.2	
1/4 Horizontal	7	2.2	
1/4 Vertical	3.4	4.6	
1/2 Horizontal	7	4.6	
1/2 Vertical	3.4	9.5	
Full Page	7	9.5	
Inside Front Cover	7	9.5	
Inside Back Cover	7	9.5	
Outside Back Cover	7	9.5	

Month(s) to Run			
ISSUE	Book Deadline	Ad Deadline	Book
Winter	Dec. 11	Dec. 18	
Spring	Feb. 18	Feb. 26	
Pride	April 8	April 22	
Summer	June 10	June 24	
Fall	Aug. 12	Aug. 29	
Christmas	Oct. 7	Oct. 21	

Ad Rate

1X 3X 6X

- » Place a checkmark next to the ad(s) you would like to place in the Ad Dimensions chart above.
- » Place a checkmark next to each month you would like to appear in the Month(s) to Run chart above.
- » Place a checkmark next to the rate you are advertising at (1X or 3X).
- » Ads are not reserved until Outwords receives a completed booking form.
- » Missed deadlines will be charged as if placed.
- » Cancellations for booked ads require four weeks notice prior to the issue's release (1st of the month).
- » An international advertisement is defined as doing business outside of our province.
- » Early cancellation of a multi-ad contract will result in retroactive billing for price difference in savings.
- » By signing this form, you agree to our terms of service and have read and agreed to our policies.

Business Name

Contact Name

Billing Address

Phone Number Email Address

Total Amount in \$ Purchase Order

Signature Date