

NATIONAL DISPLAY RATES & SPECS

1,524,000
READERSHIP

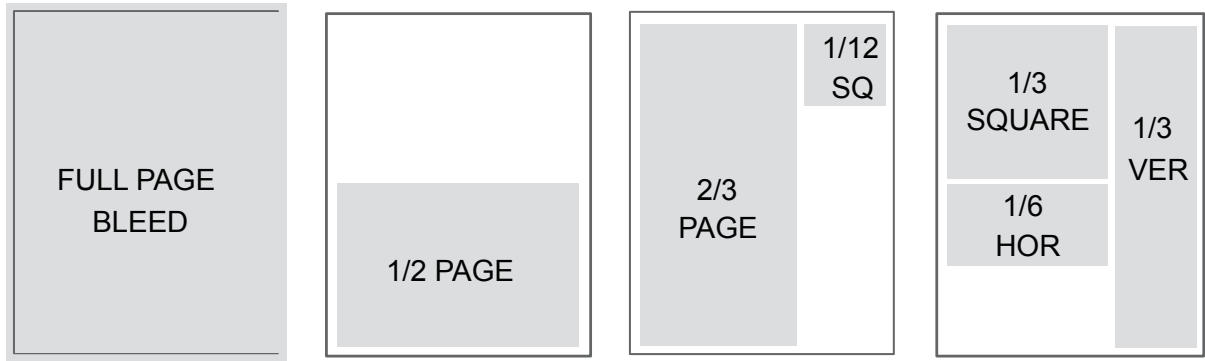


National advertisers will see their ad in both the print and digital edition of *Cottage Life*.

Size	1 x	3 x	6 x
Full page	\$13,500	\$13,000	\$12,500
DPS	25,250	24,500	23,750
IFC spread	29,000	28,200	27,350
IFC	17,425	16,900	16,500
IBC	14,750	14,300	13,900
OBC	17,425	16,900	16,500
2/3 page	9,950	9,700	9,400
1/2 page	8,500	8,300	8,100
1/3 page	6,650	6,450	6,300
1/2 page spread	15,300	14,850	13,900

MECHANICAL INFORMATION

Printing method	Computer-to-plate /Web offset
Bindery method	Perfect bound
Book trim size	8" x 10.875"
Bleed page	8.25" x 11.125"
Bleed 1/2 page	8.25" x 5.5625"
Bleed DPS	16.25" x 11.125"



STANDARD UNIT SIZES

	Live	Trim	Bleed
Full page	7" x 10"	8" x 10.875"	8.25" x 11.125"
2/3 page	4.5" x 9.75"	4.9375" x 10.875"	5.1875" x 11.125"
1/2 page	6.8125" x 4.8125"	8" x 5.3125"	8.25" x 5.5625"
1/3 page vertical	2.1875" x 9.75"	2.6875" x 10.875"	2.9375" x 11.125"
1/3 page square	4" x 3.6875"	4.5" x 4.8125"	N/A
DPS	7" x 10" (per page)	16" x 10.875"	16.25" x 11.125"
1/2 page spread	6.8125" x 4.8125" (per page)	16" x 5.3125"	16.25" x 5.5625"

Safety margins: Keep .25" safety margin in from edge on all live matter. Allow additional .125" gutter safety per page on live matter that crosses the gutter.

Source: Vividata 2018

Media Kit 2019

NATIONAL DISPLAY TERMS AND CONDITIONS

Digital requirements for advertising material

Cottage Life will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- We accept PDF-x1a and PDF-x4 files (ensure that files are 300 dpi).
- Document built to trim size must include .125" bleed.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Cottage Life is not responsible for reproduction of type in size smaller than those mentioned above.
- Ink density for all four colours must not exceed 280%.
- Supply single pages and not spreads. Single pages should be no more than trim plus bleed.
- Supply ad material via AdDirect ad portal.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Cottage Life because of such content.
- Cottage Life reserves the right to refuse any or all copy deemed by Cottage Life to be unsuitable.
- All advertising materials will be destroyed by Cottage Life if not requested within one year after date last used.

Payment terms

Terms 30 days. All advertising booked is subject to credit approval. First-time advertisers must pay the first insertion in full at time of booking. Advertisers will be invoiced upon publication date, first-time advertisers excepted. Past due invoices are subject to a service charge of 1.5% per month.

AdDirect Upload Information

Visit the AdDirect homepage to take a tour on how to upload your ad using the preflight portal system.

addirect.sendmyad.com



Copy and contracts

- a. No cancellations accepted after space closing date.
- b. Rates quoted are for space only and assume Advertiser supplies final files meeting Publisher's specifications.
- c. All contracts, material, and insertion orders are to be sent to *Cottage Life* magazine, 130 Merton Street, Toronto, ON M4S 1A4. The Publisher will not accept responsibility for material lost or damaged en route.
- d. Frequency discounts are based on a contract period of 12 consecutive months commencing with the Advertiser's first insertion. Advertisers who fail to use the space contracted for will be short-rated.
- e. Earned rates will apply, except when the use of smaller units lowers the total campaign cost below the amount that the larger units reached at their earned rate.
- f. The acceptance or execution of an order is subject to the Publisher's approval.
- g. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction that conflict with the Publisher's policies.
- h. All advertising is published upon the understanding that the Advertiser and the Advertising Agency assume full liability for all electronic advertising material submitted, printed, or published.
 - i. The Publisher reserves the right to hold the Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
 - j. The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or type set by the Publisher, nor will the Publisher accept any responsibility for any error caused as a result of bookings or advertising material received not according to specifications or after Material Due date.
 - k. All advertising insertion orders are subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or any other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing *Cottage Life*.
 - l. The Publisher will not be responsible for any advertising materials not requested for return within one year of previous usage.
 - m. All advertising material produced by Cottage Life will remain the property of Cottage Life until paid for, in full, by the Advertiser.
 - n. The Publisher will not guarantee optimum reproduction, nor accept responsibility for error, on any materials submitted later than the scheduled Material Due date.