



**Canada's #1**  
School magazine!

**POP! is elevating kids' learning in 2010**

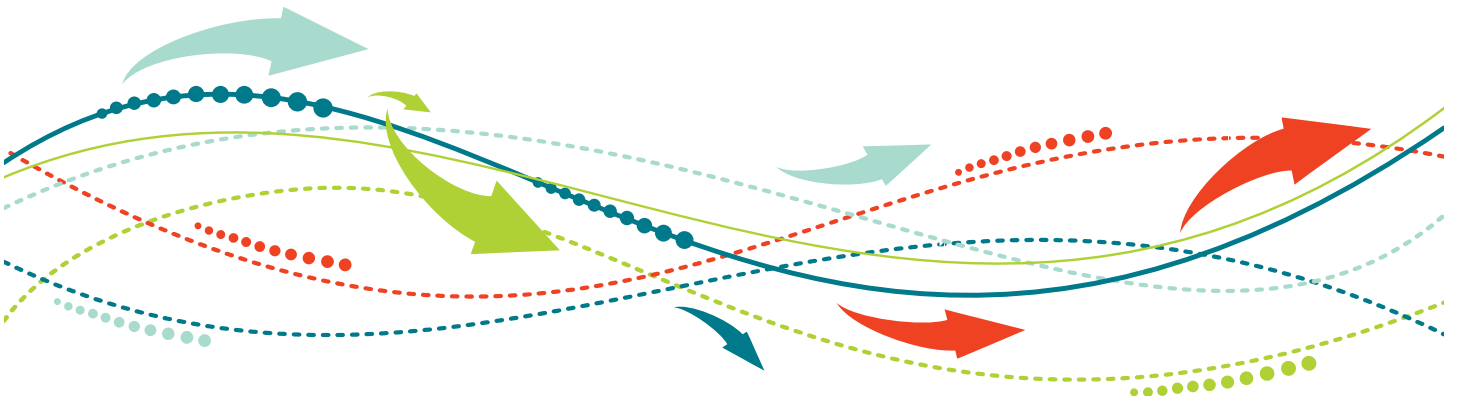
From the oceans to outer space, from ancient history to the next millenium; *POP! Magazine* is all about taking kids on adventures in learning. Each issue explores science, literature, geography, social studies, world issues and more.

This year, that learning adventure has just gotten bigger. Beginning in January 2010, grades 4 to 6 students will be jumping out of the classroom and into our boardroom—helping us to create, shape and generate ongoing content for each issue of *POP!* Our guarantee? A magazine that is 100% fun, relevant, educational and curriculum-friendly!

**POP! is pre-approved by school boards**

*POP! Magazine* is primarily distributed through schools and school boards across English and French Canada. Our point of difference is that we receive pre-approval from schools and school boards for distribution in the classroom and 100% of *POP! Magazine's* circulation is through subscriptions.

And it only gets **Better...** 



**NEW**  
for 2010



## POP! Gets Schooled!

Beginning in January, our tried and true kids' brand is reaching out to schools across Canada to help co-publish each issue for 2010. The students and teachers of the participating schools—representing east, west and central Canada—will submit stories, comment on artwork, advise on advertising, and do whatever it takes to ensure each issue is fun, relevant and curriculum-friendly!

### HOW will it work?

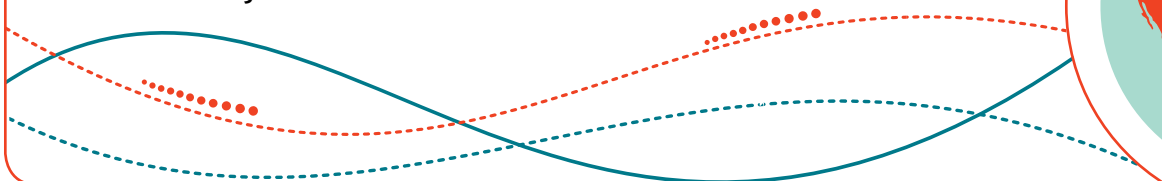
- Schools from across Canada will be recruited via e-blasts, magazine ads and POP! Teacher communications.
- Once selected, three classrooms will be given an access code so that they can log onto our content site, which will house information, article ideas, themes and artwork for the upcoming issue.
- Teachers and students from all three classrooms will be able to post their own stories, make suggestions and add artwork to the site on an ongoing basis, within the timelines of the publication.
- The POP! team will work closely with each classroom via conference call and online communication, to ensure only the best, most relevant material makes it into POP!
- After each issue is published, the articles will be placed online so kids across Canada can blog, comment and vote on the top stories of the year. At the end of the year, awards will go to the classrooms, teachers, and students who made the most valuable contributions.

### WHY will it work?

- Kids today live in a world of instant gratification—a world where their BFF can post a video on youtube and their every move can be traced on Twitter. NOW is the DIY world!
- The benefits, from the kids' perspective, include the amazing experience of working in publishing (planning, writing, designing) and creating a product for other Canadian kids to read. The schools involved will receive full credit within the magazine, as well as an additional 500 copies to use as fundraising collateral for the classroom.
- Advertisers will have access to kids, who will have a say in what their ad looks like. The three classrooms will act like a focus group, helping to modify the message in order to speak to a very specific audience—kids in schools.
- This idea is unique and the exposure is valuable. POP! is giving kids real-life experience to learned concepts in a time where marketing has changed, learning has changed and teachers have the continuous challenge of introducing current and relevant experiences to their students.

### WHERE will it go?

In 2011 and beyond, an entire POP! Community will be formed, made up of schools from all across Canada. Hundreds, and possibly thousands, of schools will be involved in shaping every aspect of POP! Magazine—making us the only brand of its kind that truly belongs to its readers.





# DID YOU KNOW?

← One issue of *POP!* stacked will reach **1445 feet** higher than the CN tower. That's **250,000** copies distributed across Canada.



Each issue is viewed by an average of **4.3** people. That means we have as many readers as the population of Calgary - **Yeehaw!**



## more than just a magazine...

Our *POP!* in-school family consists of **7** communication vehicles:

- 1** *POP! Magazine* is distributed DIRECTLY INTO THE HANDS OF KIDS, reaching close to **1.1 million English and French elementary** school students per issue. Our magazine ships annually to over 2,331 elementary schools across Canada.
- 2** Our *POP!* newsletter is distributed via email to **over 21,000** (and growing) educators and students.
- 3** [www.popmagazine.com](http://www.popmagazine.com) offers online access to contests, articles and games not found in *POP!* Magazine. Also available is the free *POP!* digital edition.
- 4** *POP! Teachers Guide* and *POP! Teachers Online* provide educators with curriculum-based activities that are easily implemented in the classroom. We distribute close to 10,000 printed teachers guides with *POP!* Magazine. In addition to the printed teachers guide, *POP! Teachers Online* is available to every elementary school across Canada via our website, [popteachers.com](http://popteachers.com)
- 5** *POP!* database of **over 21,000 (and growing) contacts** across Canada consisting of superintendents, principals, vice-principals and teachers.
- 6** **Sampling:** Our unique distribution directly to schools and school boards means clients can include materials/samples with our shipments.
- 7** *POP!* ad in *TEACH* magazine/online reaches over 100,000 educators at a circulation of 22,000. This exposure allows our clients to further extend their communication to educators.



Canada's #1  
School magazine!

## NOW REACHING

Close to **1.1 MILLION** kids aged 8-12

Over **462,000** Parents

**2,331** SCHOOLS

Close to **22,000** EDUCATORS across Canada

**92%** of our readers are between the ages of **8 and 12**

## WE'LL TAKE YOU:

- Into the hands and homes of our readers
- On an online journey
- Into the plans of a teacher

"Colourful, very visual, good balance of puzzles, information, websites and project opportunities."

-Karen Wilkinson, Program Services, Thames Valley District School Board, Ontario.





Member Advertising Standards Canada - Paton Publishing is working closely with ASC to provide our clients a turn key process that will secure pre-clearance of all the ads published in our magazines.

## CIRCULATION

4.3 Readers Per Copy = close to 1.1 million kids!

**ENGLISH** 200,000  
**FRENCH** 50,000

### Web Specs:

Leaderboard: 728px x 90px  
Big Box: 300px x 250px  
Skyscraper: 160px x 600px

## Rates

\*fractional pages available on request.

POP! MAGAZINE	SPACE	RATE
English	Single page, 4/c	\$11,220 net
English	Double page, 4/c	\$20,869 net
French	Single page, 4/c	\$5,653 net
French	Double page, 4/c	\$10,626 net
Ezine English	Single Page, 4/c	\$10,030 net
POP! TEACHERS		RATE
POP! Teachers Guide	English and French	\$4,800 net
POP! Teachers Online	English and French	\$7,565 net
POP ad in TEACH magazine	English	\$3,790 net
POP! Teachers Database*	over 22,000 contacts	\$0.50 per name

## Key Dates for POP! Magazine in 2010

ISSUE	SPACE CLOSING	MATERIALS COMPLETE	IMPACT
<b>Spring</b> Small Steps for Big Change	March 16, 2010	March 18, 2010	Early to Mid April
<b>Summer</b> Summer Scrapbook	May 17, 2010	May 31, 2010	Mid to Late June
<b>Fall</b> What if...	August 16, 2010	August 30, 2010	Mid to Late September
<b>Winter</b> The Best of Everything	October 18, 2010	November 1, 2010	Mid to Late November

Start your journey today...

**416.503.4576**

**DANIJELA GRBAC** ext. 232  
dgrbac@patonpublishing.com

**HEATHER GARAND** ext. 233  
hgarand@patonpublishing.com



## REGULAR FEATURES

- WORLD** A what's happening around the world section
- TECH** A section devoted to science and technology
- JUMP IN!** Provides kids with facts and tips for leading healthy, active lives
- WILD** Interesting facts about animals and nature
- GAMES** Educational activities to keep kids' minds sharp

## PUBLISHER

**Paton Publishing**, a division of Metroland Media Group Ltd, publishes *POP!* and *Whoa!* magazines. In addition, Paton is the parent company to *Hockey Now* and *What's UP*.



*POP!* and *POP! JR* win 2nd place in the **Aveda Environmental Awards**, which recognize environmental leadership and achievement in the consumer and business-to-business magazine industry through use of environmentally responsible paper and production practices.



Canada's #1 School magazine!



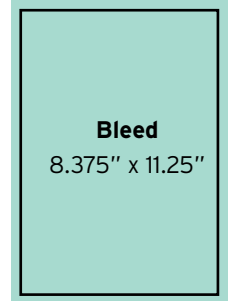
2802 Lakeshore Blvd. West Toronto, ON M8V 1H5 T. 416.503.4576 F. 416.503.8474  
www.patonpublishing.com www.popmagazine.com www.popteachers.com



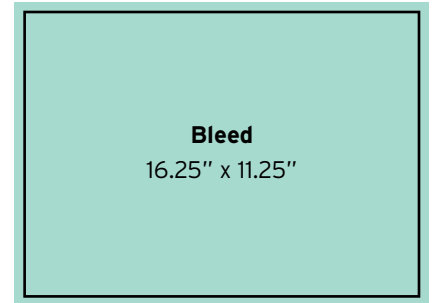
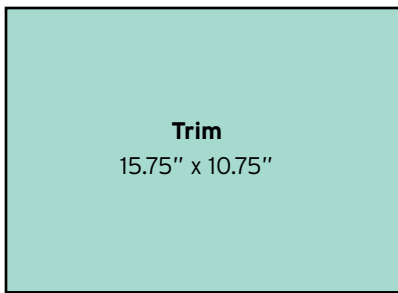
# MECHANICAL SPECS

## PRINT SPECIFICATIONS For other ad specs contact your sales rep.

### Single Page



### Double Page Spread



## Digital Files

CMYK mode, 300 dpi. High Resolution PDFs, TIFFs or EPS (all fonts converted to outlines). Please include a colour proof.

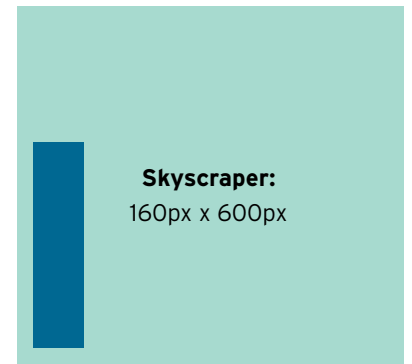
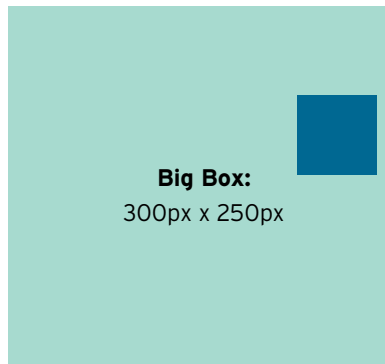
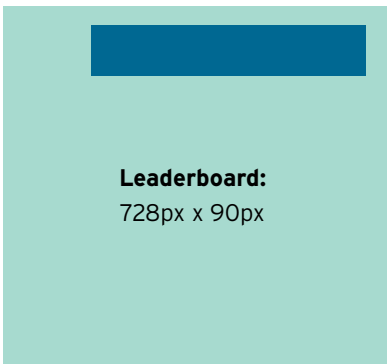
### How to send

**Courier:** Paton Publishing, Attn: Production,  
2802 Lakeshore Blvd. West, Toronto, ON M8v iH5

**Email:** [mLOW@patonpublishing.com](mailto:mLOW@patonpublishing.com)

**FTP:** Available upon request

## WEB SPECIFICATIONS



### Digital Files

RGB mode, 72 dpi. JPG, GIF or SWF

### How to send

**Email:** [mbell@patonpublishing.com](mailto:mbell@patonpublishing.com)



# BIG ADVENTURES FOR LITTLE LEARNERS

**POP! JR.** is developed to be fun yet educational.



## EDITORIAL STRATEGY AND APPROACH

Each issue is full of activities to stimulate young minds—from interactive puzzles and games, to engaging illustrations and read-out-loud stories!

## TARGET

Kids ages 4 to 7 (JK to grade 2)



## DISTRIBUTION

125,000 English and 53,000 French copies of *POP! JR* are pre-approved by school boards for distribution to elementary schools in English Canada for children in Junior Kindergarten to Grade 2.

## ADVERTISING OPPORTUNITIES

Overall, we favour exclusive sponsorship opportunities in *POP! JR* whereby the centre section is dedicated to a single brand's licensee (Example: Dora the Explorer).

Rather than running straight brand ads, this sponsored section is made up of fun, interactive games, tied to the brand's objectives. As with *POP!*, we feel this is the most appropriate way to target young readers with commercial messages in the in-school environment.

## INVESTMENT

\$80,000 net, for 8 ad pages. This includes the development and design of the ad pages. If sponsorship of the entire issue is not feasible we would be happy to explore other appropriate partners that could share the investment.

Let the adventure begin...

**416.503.4576**

**DANIJELA GRBAVAC** ext. 232  
dgrabavac@patonpublishing.com

**HEATHER GARAND** ext. 233  
hgarand@patonpublishing.com

