

# What'sUP

CANADA'S FAMILY MAGAZINE



## Media Kit 2012

*What's UP—Canada's Family Magazine* takes a lighthearted approach to parenting. We provide information that allows our reader to spend more fun-filled time with her family.

### Fast Facts

**Target:** Women 25–49 with kids

**Circulation:** 100,000 copies

**Single Issue Reach:** 420,000

**Published** 6 times per year

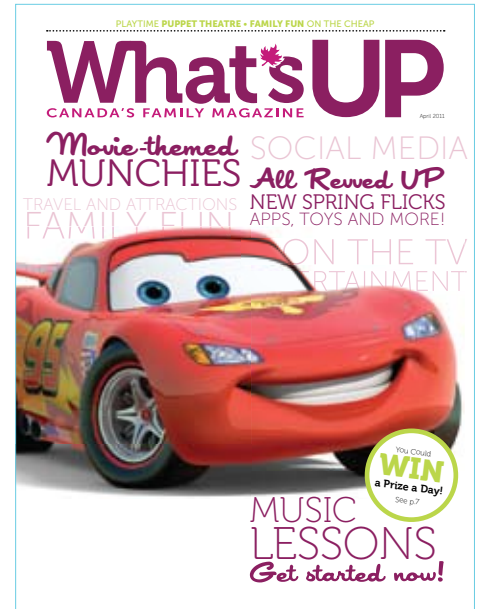
**Established** 1996

**PMB** #1 in women with school aged kids 4-12.



### Reader Profile

The Mom who reads *What's UP* is an active and involved parent, always on the lookout for ways to improve her family's life and make the precious moments with her children even more special.



"Among individual titles, *What's UP Kids Family Magazine*—which recently changed its name to *What's UP*—saw its 12+ readership increase by 81,000, or 20.9%, to 468,000."

Chris Powell, Marketing Magazine  
March 27, 2009

### How do we compare to our competitors?

According to PMB Spring 2010, *What's UP* continues to be the **Number 1 Family Magazine** for moms with school-aged children. All across Canada moms, aged 25-54, with kids aged 6 to 17, are choosing *What's UP* over other parenting titles. What's more, our magazine continues to rank as one of the best publications for reaching families with 2+ kids!

*What's UP*—Canada's Family Magazine's constant brand recognition growth, excellent audience composition and unique readership environment is the perfect vehicle for your family brand.

AGES Aud. Comp%						
PMB 18+ 2yr	What's UP	Canadian Family	Today's Parent	Parents Canada	Canadian Living	Chatelaine
W25-54 with 2+with kids 6-17	32.3%	25.3%	26.2%	31.0%	19.7%	22.2%
W25-49 with 2+with kids 6-17	31.7%	24.0%	23.0%	28.7%	17.1%	20.2%



*What's UP—Canada's Family Magazine* delivers fun, inspiring messages to a controlled and mostly paid distribution.

**Detailed breakdown** of 2011 distribution

- **20,000** paid and verified copies to newsstands, mailed to subscribers as well as to pediatricians, and doctors, optometrists and daycares across Canada.
- **8,000** copies for family tradeshow and events
- **70,000** verified copies distributed nationally through Metroland Media Group newspapers and partners
- **2,000** promotional copies



<b>Circulation:</b>	<b>100,000</b> copies
<b>Single Issue Reach:</b>	<b>420,000</b>
<b>Published:</b>	<b>6</b> times per year
<b>Distribution:</b>	<b>National English</b>
<b>Central Canada:</b>	65,000 copies
<b>Western Provinces:</b>	30,000 copies
<b>Eastern Provinces:</b>	5,000 copies



What's UP is dedicated to helping moms spend less time on the things they have to do, and more time on the things they want to do. Each issue includes mouth-watering recipes, fun craft projects, exciting contests, plus the latest news in health, travel, and finance, presented to parents in a fun, lighthearted way.



**Remember:**  
Book your space early!

Six Issues Per Year 2012

ISSUE	BOOKING	MATERIAL DUE	STREET DATE
February 2012 - Winter <i>Family Health</i>	Jan. 3	Jan. 10	Jan. 24
April 2012 - Spring <i>Amazing Adventures</i>	Feb. 28	Mar. 7	Mar. 21
June 2012 - Summer <i>Bring on the Lazy Days</i>	April 25	May 2	May 16
August 2012 - Back-to-School <i>Back-to-School Cool</i>	June 20	July 4	July 18
October 2012 - Fall <i>Food</i>	Aug. 22	Aug. 29	Sept. 12
December 2012 - Holiday <i>Happy Holidays</i>	Oct. 24	Oct. 31	Nov. 14



## Peek into our 2012 plans

### 2012 WINTER ISSUE • FAMILY HEALTH

With winter comes a plethora of parental concerns—especially those that stem from the steady stream of colds, bugs, fevers, rashes, aches, pains, germs, viruses, runny noses and deep chest coughs that rip through our homes. This issue will focus on all aspects of family health, and will also include recipes that soothe; sick-day crafts; and other parental pick-me ups.

### 2012 SPRING ISSUE • AMAZING ADVENTURES

These days, heading to a beach resort just doesn't cut it when there are countless, adrenaline-pumping adventures to be had. From rock-climbing and zip-lining, to mountain biking and white water rafting, we'll scour the country in seek of some of the best new adventure options for thrill-hungry families. Topics will also include: Recipes for the adventurous eaters; first-aid 101, and much more.

### 2012 SUMMER ISSUE • BRING ON THE LAZY DAYS

Many families today are struggling to find quality down time with their kids. As a culture, we are prone to over-scheduling ourselves, often to the point of stress and anxiety. This summer, *What's UP* is in favour of simplifying our lives and will be offering up some fun tips and suggestions for maximizing family downtime. Plus, refreshing summer recipes; easy-breezy reads, and astronomy for beginners.

### 2012 BACK-TO-SCHOOL ISSUE • BACK-TO-SCHOOL COOL

Get the scoop on the latest styles, fashions, gadgets and accessories for every age and stage. Our August issue will highlight what's trendy for back-to-school and will feature our first-ever fashion spread. Plus, tasty, nutritious snack and lunch ideas, and the lowdown on communicable bugs and how to best prevent them from entering your home.

### 2012 FALL ISSUE • FOOD!

When you have kids, you have food—and lots of it! This issue will be devoted to the best (and worst) foods to feed your family; week-long menus; grocery lists; the real repercussions of using food as a reward, and other food-related parenting struggles. Filled with delightful recipes, photographs and fun-facts about the foods we love, it will be a celebration you won't want to miss.

### 2012 HOLIDAY ISSUE • HAPPY HOLIDAYS

Our fabulous holiday issue will be filled with gifts and goodies guaranteed to sparkle and delight. Featuring our annual Toy Guide, scrumptious holiday treats and menus, heart-warming seasonal crafts, and valuable suggestions for keeping your cool during the most stressful time of the year, it will be an issue every busy mom will cherish.



Whatsupfamilies.com offers WebTV



## What'sUP WebTV

The new state-of-the-art website integrates **social media applications, daily blogging and lifestyle webTV**. Custom, high quality lifestyle videos spanning all areas of family life.

**What's UP** magazine clients such as **Elmer's, Campbells, CN Tower, Dairy Farmers of Canada, Canadian Beef and Ontario Pork** have used WebTV as a way to connect with mom's across Canada with 3-5 minute video features.

A 26 video buy with **WebTV** will provide your brand:

- Total impressions – 21 million
- Unique Visitors – 24, 000
- Average time on site – 2.71 minutes
- Over 7,400 unique video views!

**Weekly**  
custom video content



### Packages

10 → \$25,000

26 → \$65,000

52 → \$130,000

Includes all pre/post production, voice over's, host, script writing and on location shoot!

**90% of online consumers** say watching video influences their purchase decision.

- Angus Reid Feb 2010



National Print Rates

Format/Frequency	1-3	4-5	6
Inside Front Cover	\$11,675	\$10,250	\$9,400
Inside Back Cover	\$11,250	\$9,825	\$8,975
Outside Back Cover	\$12,000	\$11,100	\$10,195
Full Page	\$9,900	\$8,100	\$7,842
Double-page Spread	\$17,000	\$15,375	\$14,000
Half-page horizontal	\$6,160	\$4,925	\$4,435
Half-page spread	\$12,895	\$11,540	\$10,842
1/3 page	\$4,900	\$3,850	\$3,510
1/4 page	\$3,500	\$2,810	\$2,525

\* Inserts and other types of advertising (consult your account manager)  
 \* Guaranteed positions are subject to a 20% surcharge  
 \* Regional rates available \* Rates quoted are in net dollars

Traditional Web Rates

Web Rate	Leaderboard	Big Box	Sky Scraper
\$500/unit/month	728 x 90	300 x 250	160 x 600

**Custom Opportunities**

- ▶ Advertisorials
- ▶ Contest promotions
- ▶ Sampling programs
- ▶ Sponsorships
- ▶ Mom and child integrated promotions

Sales Contact: **1-888-575-4576**

**Jane Buckland**

416-454-4921 | [jbuckland@whatsupfamilies.com](mailto:jbuckland@whatsupfamilies.com)

**Heather Garand**

416-508-9215 | [hgarand@patonpublishing.com](mailto:hgarand@patonpublishing.com)

