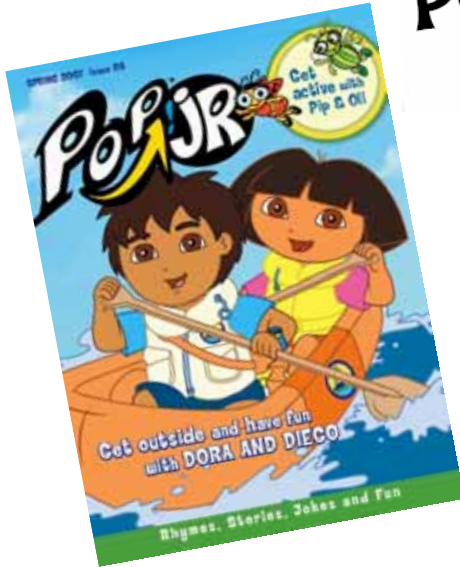


POP! JR. takes kids ages 4 to 7 on a learning adventure!



POP! JR. is developed using the same approach as the successful POP! Magazine: 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 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, given the delicate age of the reader, we will favour exclusive sponsorship opportunities. For example, the Fall 2006 issue has dedicated exclusively to *DORA the Explorer*, *Diego* and *SpongeBob* licensees. We worked with the partner to create sponsored editorial tied to the brand's objectives rather than straight brand ads, which are not appropriate for this age group or an in-school environment (similar to how we create ads in POP! Magazine).

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.

Issue	Space closing	Distribution	Impact
Fall 2007	June 22, 2007	November 5, 2007	November/December
Spring 2008	January 9, 2008	March/April 2008	March/April

NOTE: Space availability is on a first come first serve basis.



Interested in advertising? Please contact:

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