

ZAMOOF!

My world. My magazine.
zamoofmag.com

Media Kit
2011



Part of the family

Dream Wave Publishing Inc. (250) 762-ZMAG (9624) mail@zamoofmag.com

It takes a lot to raise a family today

ZAMOOF! engages the young reader and attracts the dedicated affluent parent. It carries

a playful blend of quirky fun and entertainment, backed with editorial that educates and empowers its readers. It delivers an exclusive publication today's parent can respect, appreciate and welcome into their home.

Our Mission: We are dedicated to serving the interests of mothers and their families by providing a distinctly unique magazine devoted to core values, health and safety. Our aim is to build trust, loyalty, and over time, an enduring relationship with our readers.

Quick Facts:

Total Readership – 25,500

Launched – January 2007

Published – Bi-monthly

Single Copy – \$3.99 CA/US

Website – www.zamoofmag.com

Target – Families with children 7–13 years

Size – 76 page full color digest

Read copies – 92% of surveyed parents state they save the magazine or passed on to other readers

Readers – 90% of parents state they read/view the magazine themselves

Readers/copy – 3 (Parent Survey results)

FAMILY TIME.

LAUGHTER.

RESPECT.

HONESTY.

OPTIMISM

EXAMPLE.

TOLERANCE.

KINDNESS.

UNDERSTANDING.

RESPONSIBILITY.

CONFIDENCE.

SELF CONTROL





What Makes Us Unique

POLISHED LOOK & FULL COLOR

We only use high gloss paper in full color with a clean creative format

OUR SIZE

ZAMMOOF!'s unique size fits nicely in kid's hands, is easy to pack around and becomes collectable

OUR PAGE COUNT

We boast 76 pages including cover in each issue; This give us lots of flexibility and variety with our content and that helps us attract more readers with different tastes and interests

OUR EDITORIALS

Not only does **Z!** feature all the fun stuff kids seek out but includes thought-provoking editorials designed to educate, such as: **Safe Communities, Right Choice Wrong Choice, It Happened To Me, Keep Walking to Higher Ground** and **Lessons Learned When We Were You...**

EMPOWERING OUR YOUTH

ZAMMOOF! is filled with comments, ideas and creations by kids; We work closely with youth and teen writers plus teachers and youth leaders in filling its pages

WE ENCOURAGE READING

ZAMMOOF! is filled with a variety of editorials designed to entertain and encourage reading including comics like **Ninja Bob** and **Flight of the Edifier**, **Fandango's Laughs & Jokes**, **Bogart's Interesting People Show** and more...

How that Benefits Our Advertisers

This makes **ZAMMOOF!** easy to read and full of energy giving ads eye-catching colors that jump out to our readers

This size lends to kids feeling a sense of ownership, something designed just for them; That guarantees you, as our advertiser, to be viewed many times over

This allows more effective advertising as it becomes more affordable to purchase spreads and full pages; Plus with limited advertising, there is less to distract the reader from your message

Editorials such as these give the magazine depth and purpose beyond usual entertainment, a winning combination that keeps our readers coming back; Your association with **ZAMMOOF!** will show you in a very positive light

This draws a high level of interest for our issues; The magazine speaks to them, it is right at their level and truly is a part of their world; Your advertising is viewed amongst all these cherished contributions and receives top exposure

Parents and teachers welcome magazines that kids enjoy as well as providing them with good reading opportunities; **ZAMMOOF!** does just that; We earn their respect and support which gives our advertisers another healthy advantage

Editorials to note:

Tori's Book Shelf, Sport Comments, Go Girls!, Movie Time, Pet Horoscopes, Get Crafty, Sticky Fingers
Crazer Sports Writer, Freg Healthy Snacks, Feet Up Chronicles (for Parents)

CIRCULATION

With a growing readership, **ZAMOOF!** reaches an exclusive audience ready to absorb.

- Total Readership (Average of 3 readers/copy according to conducted Parent Survey) 25,500
- Circulation: 8,500
- Paid Subscribers: 7,000
- Newsstand Sales: 1,000
- Controlled: 500

ZAMOOF! is for sale at these participating stores across Canada: Wal*Mart, Loblaws (Real Canadian Superstore, Extra Foods...), Zellers, Freson Markets, Sobey's, Indigo Books & Music Inc., Chapters, Coles, London Drugs, Overwaitea, Save-On-Foods, Pharmasave Drugs, Quality Foods, Thrifty Foods, Value Drug Mart, Quality Farms, Price Smart, Buy-Low Foods and various independent supermarkets and bookstores.

Geographical Breakout of Paid Subscribers: 7,000 total

Ontario	3,571
Alberta	1,175
Saskatchewan	703
British Columbia	642
Manitoba	328
New Brunswick	174
United States	151
Nova Scotia	120
Prince Edward Island	57
Quebec	45
Newfoundland & Labrador.	24
Northwest Territories & Yukon	10



Publisher's Sworn Affidavit: The Publisher, TeLeni Koochin of Dream Wave Publishing Inc., guarantees that all data in this statement is accurate and true. Data and projections are compiled from printing statements, newsstand sales and subscription information as of January 1, 2011.

ZAMOOF! Deadlines

Issue	Space Closing	Material Closing	Issued	Editorial Calendar
Jan/Feb (Winter)	Dec 15	Dec 15	Jan 5	Winter Fun
March/April (Spring)	Feb 15	Feb 15	Feb 25	Puppets Theater; Springtime
May/June (Pre-Summer)	April 12	April 12	April 21	Animal Babies
July/Aug (Summer)	June 7	June 7	June 21	Ocean life; Summer Fun
Sept/Oct (Fall)	Aug 9	Aug 9	Aug 22	Halloween; Crafts & Hobbies
Nov/Dec (Holiday)	Oct 4	Oct 4	Oct 21	Holiday Season

RATE CARD '11

Ad Dimensions Width Height (in inches)

Trim size	5.35''	8.35''
Double Spread <small>(includes bleed)</small>	11''	8.625''
Full page <small>(includes bleed)</small>	5.625''	8.625''
Back Cover <small>(includes bleed)</small>	5.625''	8.625''



Material Guidelines

We Prefer Final Ads in the PDF Format
Digital files must include all fonts, artwork and images used in the production of the advertisement. Files can be received via CD-ROM, Zip, email or FTP.

Other Specifications

All images are to be received in either TIFF or EPS format, in CMYK colour and at least 300 dpi resolution. Live matter on full page ads should not fall closer than 3/8" from the edge. Ad design by **ZAMMOOF!** is available at a discount rate. Acceptable Documents Formats/ Applications: Adobe Illustrator, Adobe Photoshop, Indesign. Press PDF files are preferred. Other file types may be acceptable, please call first. Files submitted after deadline without authorization run "as is" at advertiser's risk and may incur a late charge of \$50.

Copy and Contract Regulations

Advertisers and advertising agencies assume liability for all content (text, representation and illustrations) of ads printed and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any ad it believes not to be in keeping with the publications standards.

ZAMMOOF! Rate Card (Gross rates; Full color)

We rotate our advertisers. Guaranteed position is rate + 10%. Please contact publisher for rates for inserts, Business Reply Cards, outserts, polybags, etc.

Magazine Ad Size	1-2x	3-4x	5-6x
Full Page	695	680	645

Cover Premiums (non cancellable)

Back Cover	865	850	805
Inside Back Cover	795	780	740
Inside Front Cover	795	780	740

Spreads (non cancellable)

Double Page Spread	1,350	1,325	1,255
Centre DPS <small>(saddle stitched)</small>	1,350	1,325	1,255

Website Rate Card (Gross rates; 2 month term)

Width x Height	Discount with Mag Ad	Web Only
728 x 90	290	400
300 x 250	150	230
468 x 460	95	150
234 x 60	57	90

