



Toronto International Boat Show Guide

TORONTO INTERNATIONAL BOAT SHOW
Presented by **TORONTO STAR**
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Put Some **SUMMER** In Your Winter!

January 8 - 16, 2011

THE OFFICIAL Boat Show GUIDE

Published by **Boatguide**

Logos: CANADIAN Boat Shows, Boating Ontario Dealer, DiscoverBOATING, Boatguide

For 20 years, Formula Media Group has been publishing the show guide on behalf of The Toronto International Boat Show. Copies will be handed out free of charge to persons attending the show. This guide will be produced in full colour on coated stock and saddle stitched.

DISTRIBUTION & CIRCULATION

CIRCULATION: 45,000 copies

SHOW DATES: JAN. 14 - 22, 2012
(Preview Night JAN. 13)

ADVERTISING MATERIAL

DEADLINE: DEC. 6, 2011



RATES (GROSS)

DOUBLE PAGE SPREAD	\$7,100
FULL PAGE	\$3,645
1/2 PAGE ISLAND	\$2,930
1/2 PAGE HOR-VER	\$2,735
1/3 PAGE	\$2,550
1/4 PAGE	\$1,845
BUSINESS CARD	\$720
INSIDE FRONT COVER	\$4,375
INSIDE BACK COVER	\$4,375
OUTSIDE BACK COVER	\$4,915

ADVERTISING SIZES

STANDARD UNIT SIZES

FULL PAGE (TRIM SIZE)	8.125"	10.875"
FULL PAGE (BLEED SIZE)	8.625"	11.375"
FULL PAGE (LIVE IMAGE AREA)	7.625"	10.375"
DPS (TRIM SIZE)	16.25"	10.875"
2/3 VERTICAL	4.875"	10"
1/2 VERTICAL	3.375"	10"
1/2 HORIZONTAL	7"	4.875"
1/2 ISLAND	4.375"	7.5"
1/3 HORIZONTAL	7"	3.125"
1/3 VERTICAL	2.1875"	10"
1/3 SQUARE	4.875"	4.875"
1/4 VERTICAL	3.375"	4.875"
BUSINESS CARD SIZE	2 3/16"	4 7/8"

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TRANSPORT MEDIA: CD, DVD, or FTP.

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