

homemakers

eat well live well



off the top

A word from the editor-in-chief



*Our promise:
Every story we share offers
optimistic, encouraging and
smart information to enable
our reader to live a more
balanced, fulfilling life.*

Although her life is busy and demanding, today's woman wouldn't have it any other way -- her commitments to her home, her circle of loved ones and her world are what make life full and meaningful. However, that doesn't mean she doesn't also yearn for balance, serenity and, of course, the good health that allows her to feel and be at her peak. Homemakers addresses that priority by giving readers what they want and need to stay healthy in mind, body and spirit. That means nutritious, delicious recipes (with occasional indulgences, of course!); great beauty ideas that let her look her best; up-to-date nutrition, fitness and health information and inspiring stories of women who are living their dreams and making a difference in the world.

Our Core Pillars

- Eating Well
- Healthy Living
- Living Fully

Our Values

- Nourishment
- Responsibility
- Balance
- Inclusiveness
- Optimism

Kathy Ulliyott, Editor-in-chief



our readers

Key Demographics

- Our reader is a married, educated woman. The majority (66%) are between 35 and 64, with 58% between 25 and 54.
- Her family is comfortably middle class, with an average household income of \$72k. They work hard and are house proud, given that an overwhelming majority own their own home.
- Most of our readers are in the workforce, and 43% are employed full time. Not only is she more likely than her partner to be the main breadwinner, she's definitely the one who buys or grows the ingredients for dinner, and prepares healthy meals for her family – often with our help.



Our Readers

	Homemakers	Women 18+
Age 25-54	58%	107
Own home	81%	106
College +	55%	116
Children under 18	38%	102
Employed	43%	106
Household income \$75M+	40%	104
Married	72%	114

Source: PMB Fall 2010

Fast Facts

Single issue reach (HM)	1,427,000
Launched	1966
Published	9x per year
Circulation (Homemakers)	300,764

Source: Mar 2010 CCAB, PMB Fall 2010

Her mindset:

- Strong set of core values
- Seeks meaningful pursuits over material interests
- Takes on a lot of responsibilities
- Service and selflessness are central to her self-definition
- But these responsibilities also create a heightened level of stress
- Indulgent but not frivolous

Her relationship with health:

- Seeks to take control of her own health and act preventively to protect it
- Very engaged in the topic; hits an emotional chord
- Struggles with other responsibilities and demands to devote time to making changes to her lifestyle
- Food and nutrition make up an important part of her healthy living strategy
- Seeks accessible inspiration and immediate rewards
- Food is an important anchor: healthy is good, but needs room for a little indulgence

Her relationship with magazines:

- She is a well-read consumer of many magazines, newspapers, websites, blogs and other media
- Variety, balance and simplicity are important
- Seeks a balanced, optimistic approach
- Seeks escape and promise of a better way

in every issue

Eating Well:

As always, our food section provides readers with delicious, proven, innovative (yet always accessible) recipes for every aspect of their lives, from everyday rush-hour cooking to healthy eating and holiday entertaining.

Regular features include:

- **Food Spotlight:** Start with one healthy ingredient and discover delicious (and nutritious!) ways to enjoy that food
- **Rush Hour:** Nutritious, easy solutions for weeknight meals
- **Traditions:** New takes on seasonal classics
- **Lessons:** Food Editor Andrew Chase offers a step-by-step guide to making a showcase dish.
- **Wine Column:** Seasonal favourites from award-winning sommelier Natalie MacLean



in every issue

Living Fully:

Within the Living Fully section, readers are inspired to embrace life. We dare them to imagine their greatest potential and we provide tools and support to help them live their aspirations.

Regular features include:

- **Lifestyle:** Fashion and home décor articles
- **Connecting:** Inspiring accounts of women helping each other
- **Relating:** Advice that fosters healthy, strong relationships
- **Women to Know:** Heroes who are making a difference in their community and beyond

get to work
Reinvent your every-day look by replacing your standard button-down shirt with a supple denim version. White and black, \$130; white and black, \$130; and denim shirt, \$100; all from *Wardrobe*. Denim shirt, \$100; and ring, *Loophole*. Strappy sandals, *Bonnie Republic*.

lady, sing the blues
Swap your go-to shirt for one in go-anywhere blue denim – today's women with everything class. To demonstrate, we show how the denim shirt can give you a week's worth of looks.

all dressed
Swap classic white for denim, and dress it up with a beaded necklace, studded shirt and denim boots. Denim shirt, *Wardrobe*, \$100. Black skirt, *Wardrobe*, \$40. Necklace and bag, *Wardrobe*, *Loophole*. Strappy shoes, *First First*.

Take it easy
Go casual with a denim shirt, an on-trend hat and long-sleeve shorts. Denim shirt, *Wardrobe*, \$100. Bermuda shorts, *Gap*, \$44.50. Brown jacket, *Loophole*. Hat, *Loophole*. Brown boots, *Wardrobe*. *Wardrobe*.

all dressed
Need to instantly dress up? Mix it up with metallic accessories. Denim shirt, *First First*, \$124. Sequined skirt, *First First*, \$178. Gold leather belt, *Wardrobe*. Necklace and earrings, *Loophole*. *Spring*.

5 jobs for the junk busters

More organization is almost more than organizations, says Kristi Clark, president of Professional Organizers in Canada. It's about "functionality and happiness, and how it gets you out the door." And she doesn't stop there. Her motto is "to reach over to put something back if it actually has a place." With the help of these five experts, we've identified the top five jobs for space and found solutions to keep them organized.

front hall

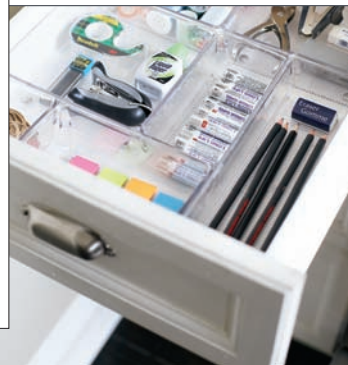
• Create a central space for everything you need to get out the door. This is a great place to store your keys, wallet, and a small table for coffee or tea.

• Use baskets to store shoes, coats, and bags. This is a great way to keep things organized and easy to find.

• Use a small table to hold your keys, wallet, and a small table for coffee or tea.

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fighting hidden hunger

For Horan, an unassuming, down-to-earth Canadian entrepreneur, it's bringing health and hope to people around the world, in her home.

body + soul food

Community kitchens across Canada are becoming a hot topic. They're not just for the hungry, they're for the healthy. They're for the community. They're for the soul.

There's something comforting about being in the kitchen, where the women can open up around a cutting board and share what's on their minds. — *Christine*

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in every issue

- **Your Whole Life** offers several pages of lively and engaging ideas for living well in mind, body and spirit. Each issue we offer three fresh ideas readers can try that fit in with the issue's theme
- Offering timely information, **Health News** gives readers emerging, relevant information they can act on about traditional and alternative health
- **Turning Point**, our signature profile on the magazine's inside back cover, shows how a key moment changed a woman's life



your whole life
This month: prevention tips to keep you well

Three things to do in October



- 1 Try sleeping on your back**
Sleeping on your side with your arms above your head can cause circulation problems while you slumber. When you're on your back, your arms fall in a healthy position.
- 2 Give a friend a ThingamabooB**
This quirky little gimme's graduated beads are a graphic demonstration of why she needs to book a mammogram, stat. Go to thingamabooB.ca.
- 3 Stay motivated to keep fit**
This writer, sign up for a charitable walking, running or cycling event scheduled for spring. Find a list of events across Canada at homemakers.com/fitforcharity.

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HEALTHY LIVING

Health News
By Dawn Bowe



Smile more, live longer
Laugh has equal a longer life. That's the result of an analysis of the genes and genomes in the photographs of 200 professional baseball players who received an obituary notice from 1922. Those deemed to have the biggest smiles lived, on average, to the age of 79.5. Four years longer than those with half smiles and seven years longer than those with no smiles. Turn that frown upside down today.

Talk your bluffing
If you've ever wondered how your drinking habits compare to others, that's not how to using the anonymous survey at cheatyourdrinking.net. Plug in information about how often you drink and the site will spit out charts showing when you fall on the spectrum of Canadian alcohol use. The service will even tell you how much money you're spending each year on booze, estimate the amount that alcohol could be adding to your weight and calculate the time it takes you to metabolize each drink.

Home-brewed is better
Brew your own tea to get the most health-promoting benefits. American researchers studied six popular bottled tea drinks found in stores. One contained fewer polyphenols (substances linked to cancer prevention) than either green or black home-brewed tea. One cuppa from your kettle contains 50 to 70 milligrams of polyphenols, while the same amount of bottled tea has just 13 to 402 milligrams.

Don't over-C
Vitamin C is good for your immune system, but if you're taking supplements, watch that you don't overdo it and risk digestive problems. According to Dietitians of Canada, it's easy to get enough C from food; either two servings of broccoli or a cup of orange juice can give you the recommended daily allowance of 75 milligrams for women.




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your whole life
This month: live well for less

Three things to do in May



- 1 Make Mom a gorgeous gift.**
Try a spicy rhubarb chutney, a retro-style apron or a funky, easy-to-make tote. For these great ideas and more, see our slide show at homemakers.com/makeitformom.
- 2 Transform your home (and reduce cooling costs this summer).**
Make a living wall by affixing a large trellis about 15 centimetres off an exterior wall. Plant leafy, flowering and even fruit-bearing vines. Birds will love it, too!
- 3 Plant tomatoes.**
Not only is this scrumptious, juicy fruit an excellent source of lycopene (an antioxidant), but it's also easy to grow from seed. Food editor Andrew Chase likes heirloom varieties such as green zebra, a somewhat sweet tomato.

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editorial calendar

ISSUE	AD CLOSE	MATERIAL DUE	IMPACT DATE	ON-SALE
Feb/Mar: <i>Healthy New You</i> Out with the old (unhealthy habits) and in with the new (commitment to living better) with real-world diet and fitness plans.	December 9	December 13	January 3	January 17
April: <i>One Woman, One World</i> In this issue, we champion women who get things done – whether it’s turning her own life around to make change in her own community to saving the world. Stories of inspiration and ideas for making a difference.	February 10	February 14	February 28	March 14
May: <i>Get Growing</i> Great gardens (healthy for you and the planet), eating locally, home remedies, and self-sufficiency.	March 10	March 14	March 28	April 11
June: <i>Healthy Outdoor Living</i> We move out(doors), with features and ideas for cooking and entertaining outdoors, tips for summer health and safety, and outdoor activity ideas.	April 14	April 18	May 2	May 16
July / Aug: <i>Made in Canada</i> A celebration of Canadian-grown food, inspirational women and our readers’ homegrown capability and pride.	May 19	May 23	June 6	June 20
September: <i>Living in Balance</i> Learn how to live a simpler, more rewarding life by setting priorities, taking the time to take care of yourself and organizing al aspects of your life so that you can live a balanced life.	July 14	July 18	August 1	August 15
October: <i>The Healing Power of Friendship</i> A celebration of women’s connections, how we support and befriend each other, and how these connections contribute to mental, spiritual and physical health.	August 11	August 15	August 29	September 12
November: <i>Prevention</i> News from the fields of conventional and complementary medicine that will help you stay your healthiest.	September 15	September 19	October 3	October 17
Dec / Jan: <i>Holiday</i> Here’s to a simple, meaningful, heartwarming holiday season, with stories and ideas that help readers focus on what really matters: good health, good friends and living well.	October 13	October 17	October 31	November 14



rates 2011

NATIONAL EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	24,405	23,185	21,965	20,745
Page Spread	41,490	39,415	37,340	35,265
1/2 Page Spread	26,845	25,505	24,160	22,820
1/2 Page	15,865	15,070	14,280	13,485
IFS	47,835	45,445	43,050	40,660
IBC	28,065	26,660	25,260	23,855
OBC	29,285	27,820	26,355	24,890

ONTARIO EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	16,350	15,535	14,715	13,900
Page Spread	27,795	26,405	25,015	23,625
1/2 Page Spread	17,985	17,085	16,185	15,285
1/2 Page V/H	10,630	10,100	9,565	9,035

WESTERN EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	10,985	10,435	9,885	9,335
Page Spread	18,675	17,740	16,810	15,875
1/2 Page Spread	12,085	11,480	10,875	10,270
1/2 Page V/H	7,140	6,785	6,425	6,070

EASTERN EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	20,500	19,475	18,450	17,425
Page Spread	34,850	33,110	31,365	29,625
1/2 Page Spread	22,550	21,425	20,295	19,170
1/2 Page V/H	13,325	12,660	11,995	11,325

QUEBEC/MARITIMES EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	6,105	5,800	5,495	5,190
Page Spread	10,380	9,860	9,340	8,825
1/2-Page Spread	6,715	6,380	6,045	5,710
1/2 Page	3,970	3,770	3,575	3,375

BC EDITION

4/3/2 COLOUR	1 - 3X	4 - 7X	8 - 10X	11 - 15X
Page	7,320	6,955	6,590	6,220
Page Spread	12,445	11,825	11,200	10,580
1/2 Page Spread	8,050	7,650	7,245	6,845
1/2 Page V/H	4,760	4,520	4,285	4,045



2011 mechanical requirements

METHOD OF PRODUCTION

- HOMEMAKERS is printed by high-speed web offset at a resolution of 300 ppi/150 lpi, and saddle stitched.
- Folding and trimming are subject to variation.
- Please adhere to the live area specifications as stated below.
- Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. HOMEMAKERS is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type.
- All material must adhere to dMACs standards.
- UCR (295% max.) and Black (95% max.)
- All ads with bleed must have 1/8" bleed on all four sides. Crop/Registration marks should have an offset of 1/4" (18 pts) beyond Trim.

USING THE FREE ADDIRECT AD PORTAL

Ads must be delivered via Magazines Canada's AdDirect ad portal

- 1) Log into Magazines Canada's AdDirect Ad Portal (<https://addirect.sendmyad.com>).

NOTE: A user account will have to be set up upon the first visit. You will either receive an email invite from the publisher requesting you to do so, or you can log-in directly to create your account.

- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen preflight process.
- 4) Approve your ad.

AD PORTAL TECH SUPPORT

John Palmeri, Tel: (416) 227-8262 palmerij@transcontinental.ca

* Please do not forward ads to this contact

4-COLOUR UNIT SIZES

ADVERTISING UNIT	LIVE AREA	TRIM SIZE	BLEED SIZE
Full Page	5.875" x 8.75"	6.375" x 9.25"	6.625" x 9.5"
Double Page Spread (DPS)	12.25" x 8.75"	12.75" x 9.25"	13" x 9.5"
1/2 Horizontal	5.875" x 4.125"	6.375" x 4.625"	6.625" x 4.875"
1/2 Horizontal Spread	12.25" x 4.125"	12.75" x 4.625"	13" x 4.875"
1/2 Vertical	2.5625" x 8.75"	3.0625" x 9.25"	3.3125" x 9.5"
1/6 Vertical Embedded	2.625" x 4"		

REQUIRED MATERIAL FOR UPLOADING

- The ad MUST be uploaded as a press-ready PDF-X-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (www.magazinescanada.ca).
- Ad Portal CANNOT accept TIFFITS or CT LW files, nor native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- Do not use Spot colours or RGB art. Keep all colours CMYK. Keep any Black/Grey type as one colour black (no four colour black text).

CONTACT INFORMATION

You can contact a Coordinator for information at the following:
 HOMEMAKERS, Advertising Sales
 25 Sheppard Ave. W., Suite 100
 North York, ON M2N 6S7
 Tel: (416) 733-7600
 Fax: (416) 218-3635

PRODUCTION INQUIRIES

Judy Strader, Production Coordinator
 Tel: (416) 218-3629



copyright & contract conditions

- 1 This rate card is an integral part of the advertising agreement between the parties, and no other agreement shall be binding on Transcontinental unless stated in writing and signed by both parties.
- 2 Services provided by Transcontinental shall be paid in Canadian dollars within the thirty (30) day period following the date of billing. Notwithstanding the above, if the credit of the client or agency is not established to the entire satisfaction of Transcontinental, the cost of the said services must be paid in full prior to the publication of the advertisement. Any delay in the payment of any amount due will bear a 2% monthly interest rate.
- 3 In the case of non-payment, Transcontinental may terminate the contract at its discretion without any prior notice. If the contract is cancelled, the space used shall be billed and must be paid according to the rates in effect as indicated on the rate card at the time of cancellation, if the rates referred to in this contract are lower than those listed on the rate card.
- 4 Fees paid for artwork, layout, typesetting and any other work performed at the request of the client are to be paid by the client in addition to the rate indicated for advertising space. All taxes related to services provided in accordance with this contract must be paid to Transcontinental. Additional cost will be charged to the client for all material requiring corrections in order to respect our requirements.
- 5 Transcontinental shall not be bound by any other statement, condition or specification appearing upon any document or material presented if such documents do not conform to the practices and requirements of Transcontinental or if such documents are contrary to the clauses of this agreement and the rate card.
- 6 Transcontinental has the right, but not the obligation, to examine any advertising material submitted for publication in Canadian Living, Coup de pouce, Cuisine and Homemakers.
- 7 The client or advertising agency accepts full responsibility for any advertisement published in Canadian Living, Coup de pouce, Cuisine or Homemakers. The client or representative thereof must ensure that all advertising material published in these Transcontinental magazines or submitted to Transcontinental for publication conforms to the laws and bylaws in effect in Quebec and Canada, as well as to the code of ethics applicable to the advertising business.
- 8 In the case of documents that contain names, photographs, and/or testimonials submitted for publication, the submission of these documents shall constitute the express acknowledgement by the client and the advertising agency that:
 - 1) They have obtained the written consent of any individual involved in order to use his/her name, photo, and/or testimonial.
 - 2) The publication of these documents does not infringe upon any law.
- 9 The client must also ensure that the use of inserts does not infringe upon any Canada Post regulation or any other legislation applicable to inserts.
- 10 Notwithstanding the above, in the case of any error or omission by Transcontinental in the layout, typesetting or printing that it has carried out, Transcontinental shall reimburse the client. Transcontinental shall be liable for the least cost of the space reserved or the space that includes the error. All copy included in Coup de pouce or Cuisine advertising pages must be written in the French language.
- 11 The client and advertising agency are responsible for all of the obligations referred to in this contract. The client and advertising agency release Transcontinental from any responsibility regarding the advertisements published in Canadian Living, Coup de pouce, Cuisine and Homemakers, and both the client and its representative agree to compensate Transcontinental in the case of damages, fines, penalties or legal fees paid by Transcontinental as a result of the publication of advertising material in Canadian Living, Coup de pouce, Cuisine and/or Homemakers.
- 12 Transcontinental shall in no way be held liable for the loss of revenue or profit or any other damage inflicted to the client or agency as a result of the publication or non-publication of the advertising material.
- 13 All advertisements must be clearly identifiable as such. Those advertisements that, in the opinion of Transcontinental, too closely resemble editorial features in the magazine, shall bear the mention "Advertisement" at the top of the page in 12-point Helvetica Regular Font.
- 14 Transcontinental may at any time refuse to publish an advertisement, regardless of whether this advertisement has already been accepted or previously published, without prior notice to the client or advertising agency and without liability. If the client or agency refuses to supply another advertisement, Transcontinental may terminate the contract by serving a twenty-four (24) hour notice to the client or agency.
- 15 The client and advertising agency acting on behalf of the client shall be jointly and wholly responsible for the payment and fulfillment of any other obligation indicated in any insertion order, or additional contracts signed by Transcontinental and advertising, as soon as one or the other of the two parties has signed such an agreement.
- 16 Transcontinental may terminate this contract at any time.
Note: Film, proofs and other material in our possession will be destroyed if not ordered to be returned within 12 months of issue.

COMMISSION & CASH DISCOUNT

A 15 per cent commission - on gross billing of space, colour and position charges - is allowed to agencies that Transcontinental accept as being accredited. Commission is not allowed on extra mechanical charges, reprints, etc. Advertising space invoices are rendered on the invoice/distribution date of the publication. A two per cent cash discount is allowed for payments received within ten days following the invoice/distribution date. Undiscounted payment is due within 30 days of the invoice/distribution date. Accounts are payable at the office of publication in Canadian funds.