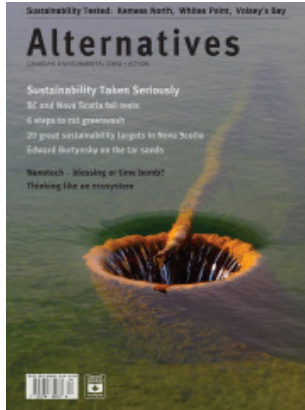


Advertise in Alternatives



Alternatives at a glance

Alternatives is a bimonthly (6 issues/year) Canadian magazine that blends ecological, social, political and economic perspectives, and provides a deeper level of analysis on environmental themes than can be gained from the mainstream press. Our goal is to focus on innovations and opportunities in Canadian communities, especially those that also have national and global relevance. Each issue features refereed articles by respected writers along with interviews, book reviews, research reports, resource pages and commentaries. Published continuously in Canada since 1971, it is the longest standing journal of its kind in the country.

Audience

Alternatives readers are professionals and academics in the environmental field, government officials, media groups and concerned citizens from across Canada. One quarter of our subscribers are libraries – university, high school, municipal, corporate and government.

2010 Editorial Line-up

36:2 - Building Resilience (Distribution February 2010)

We explore how resilience applies to climate change, healthcare, ecosystems such as fisheries, banking and farming. More than simply being sustainable, resilient systems are able to take hits and adapt accordingly.

Booking deadline Dec. 17, 2009. Artwork due Jan. 8, 2010.

36:3 - Green Books (Distribution April 2010)

The 3rd edition of our annual issue of environmental book reviews. This year we branch into environmental fiction, with a review essay of Douglas Coupland's *Generation A* and Margaret Atwood's *The Year of the Flood*.

Booking deadline Feb. 25, 2010. Artwork due March 17, 2010.

36:4 - Out of the Box II (Distribution June 2010)

A follow-up to our best-selling 2008 edition, this "no theme" issue collects a variety of environmental stories that don't fit within the confines of a box.

Booking deadline April 14, 2010. Artwork due April 28, 2010.

36:5 - Innovation in Education (Distribution August 2010)

This is our 4th annual issue focusing on environmental education programs throughout Canada and beyond. This year we are exploring innovation in education, as well as profiling several institutes located on university campuses.

Booking deadline June 16, 2010. Artwork due June 30, 2010.

36:6 - Biodiversity (Distribution October 2010)

In this International Year of Biodiversity, we will look at Canada's and the world's success in meeting the objectives of the international biodiversity convention. We will explore the role of the corporate sector in protecting biodiversity and warm your hearts with photos of Mexico's rich biodiversity.

Booking deadline Aug. 18, 2010. Artwork due Sept. 1, 2010.

Circulation

Paid subscribers	3000
Newsstand sales	1200
Bulk sales + other	500

Readers per copy*	3.8
Total readership	12,369

* Based on the results of our 2004 reader survey and assuming a minimum of 10 readers per copy at libraries

Readership profile

Gender

Male	31%
Female	69%

Age

20 - 29	27%
30 - 39	27%
40 - 49	12%
50 - 59	15%
60+	19%

Annual income

< \$20 000	29%
\$20 000 - 39 000	18%
\$40 000 - 79 000	39%
> \$80 000	14%

Issues are kept for

< 1 month	7%
< 1 year	20%
1-3 years	39%
> 4 years	34%

Average annual spending on

	Books	Donations
\$0 - 49	5%	9%
\$50 - 99	11%	18%
\$100 - 249	41%	36%
\$250 - 499	25%	11%
\$500 +	18%	23%

Our readers are interested in

Educational courses & materials	46%
Environmental programs	44%
Ethical investments	56%
Environmental products	71%

Contact

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Rates

Full colour	1 Time	2 - 3 Times	4 - 6 Times
Outside back cover	\$1190	\$1010	\$950
Inside covers	\$1080	\$920	\$865
Full page	\$960	\$815	\$770
2/3 page	\$790	\$670	\$630
1/2 page	\$610	\$520	\$490
1/3 page	\$470	\$400	\$375

Black & white

Full page	\$720	\$610	\$575
2/3 page	\$590	\$500	\$470
1/2 page	\$460	\$400	\$370
1/3 page	\$355	\$300	\$285

Inserts available on request.

We offer special rates for non-profits. Please contact us for details.

Dimensions

	Picas (h x w)	Inches (h x w)
Full page	58 1/2 x 42	9 3/4 x 7
2/3 page	58 1/2 x 27 1/2	9 3/4 x 4 1/2
1/2 page horizontal	28 1/2 x 42	4 3/4 x 7
1/3 page vertical	59 x 13 1/2	9 3/4 x 2 1/8
1/3 page corner	28 1/2 x 27 1/2	4 3/4 x 4 1/2
1/3 page horizontal	21 1/2 x 42	3 1/2 x 7

Trim size: 8 1/8" x 10 7/8"

Cancellation Policy

In the event of a cancellation, please give notice 5 business days prior to ad booking deadline. Cancellation notice given in less than 5 business days will be subject to a 30% cancellation fee.

Mechanical requirements

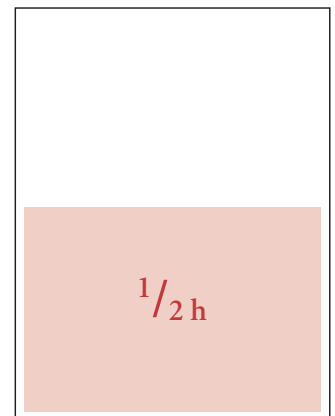
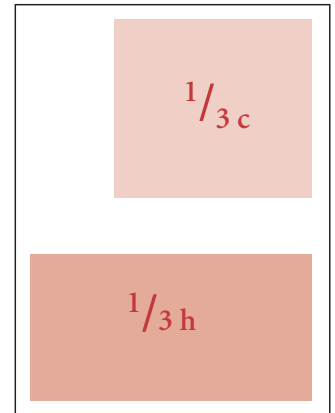
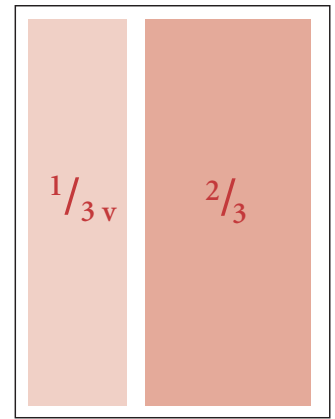
All ads must be supplied electronically. PDF is the preferred format – embed all fonts and graphics. Save in CMYK (not RGB) for colour ads and in greyscale for black & white ads. EPS and TIFF files should embed/include all graphics and embed/include or outline all fonts. No GIFs, JPEGs or web graphics. Please email/fax us a hard copy of the ad so we know how it should appear.

Alternatives publishes both a print and digital version of the magazine.

Our digital edition supports hyperlinks, so we encourage you to include web addresses in your ads.

Creative services

We can tailor your ad to our readers with complete creative services. An estimate for design and layout will be prepared prior to commencement of the work. A proof will be submitted for approval.



**Connect to socially and environmentally savvy Canadians.
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