

A woman with long brown hair is sitting in a dark leather chair. She is wearing a black wide-brimmed hat and a thick, colorful fur coat with stripes of white, green, red, and yellow. Her hands are resting on her lap. The background is a vintage-style room with wood-paneled walls, a large ornate mirror, and a stained glass lamp with a conical shade. The lighting is warm and focused on the woman.

**INSERT
MAGAZINE
*MEDIA KIT 2014***



ABOUT **INSERT** MAGAZINE

*the one & only Canada
Asian trend magazine*

ABOUT INSERT

The most engaging print & online community for Canada Asian. Insert Magazine features 100% local pretty girls on the cover and showcases local fashion, beauty and lifestyle to our Asian style-conscious readers. Insert Magazine was founded in May 2003 and issued by Farlien Design Solutions, a professional advertising design firm located in Toronto, Ontario.

FREQUENTLY 12 issues per year

TOTAL READERSHIP 111,388

CIRCULATION 10,000 copies monthly



2014 EDITORIAL CALENDAR

JAN GOOD START

Feature: Wedding venue

FEB HEALTHY LIFE

Feature: Fitness

MAR AUTOMOBILE

Feature: Auto Show

APR THE HOME

Feature: Home décor

MAY SUMMER DREAM

Feature: Summer Trend Party

JUN HOT & SEXY

Feature: Bikini Party

JUL PLAYGROUND

Feature: Outdoor Fun Places

AUG TRAVEL IDEA

Feature: Local & International Travel

SEP LOVE IT

Feature: Hotel & Condo

OCT IT'S COOL!

Feature: Winter Trend

NOV HAPPY HOUR

Feature: Party Venue

DEC CRAZY HOLIDAYS

Feature: Party Look

CONTENT COVERAGE

18% COVER GIRL

18% FEATURE

15% FASHION

15% BEAUTY

12% AUTOMOBILE

12% GADGET

10% CULTURE

INSERT MEDIA KIT 2014





EFFECTIVELY DELIVER

INSERT MAGAZINE is dedicated to helping fabulous city adults in their twenties lead a trendy fashionable and exciting life. Truly cares about readers in Asian style with International and local brands. Providing useful and relevant information for our readers.

Insert Magazine is proud to cooperate with its clients, it uses unique open source approach and wide-ranging expertise to transform marketing challenges into tangible business results, through understanding and influencing customer journeys.

COOPERATED BRANDS

BMW, BIODERM, SHU UEMURA, GUERLAIN, LANCOME, LOCCITANE, CONVERSE, MARKVILLE SHOPPING CENTRE, FOODYMART, AMCALL and more..



MULTI-MEDIA PLATFORMS

insert magazine analyzes the connotation of new product whole process marketing, whole lifecycle marketing and integrated marketing for clients

For fabulous city readers, Insert social media platforms with up-to-second and most anticipated happenings in town, beauty, fashion and gadget news. Online platforms reinforce the essence of Insert Magazine to celebrate for glamour and passion life and to inspire our readers to be the best they can be. Truly engages our audiences with an unparalleled interactive experience.



5 GREAT REASONS *to advertise on Insertmag.ca*

- The best way to target & engage young fabulous city Canada-Asian in their 20s-30s.
- Interactive & unique features driving engagements and involvements.
- Highly targeted eDM/newsletters database.
- Diversified editorial content instilling a variety of this related to lift & work into every Asian.
- Innovative ad and promotion opportunities to optimize your marketing impact.



DIGITAL SOCIAL MEDIA PLATFORMS

Insert Magazine Social media platforms are 24/7. Maximizing its clients' news and promotions effectively deliver on social marketing platforms. Insert's social media platforms are empowering communities with its monthly campaigns which attracts a significantly increased number of fans.

INSERTMAG.CA

Target to the largest group of Canada-Asian of online follows & subscribes:

Monthly unique visitors: **81,388**

Monthly page views: **241,443**

E-magazine

monthly page views:

31,000

Social Media



Facebook fans:
5,627



Weibo fans:
13,074



Youtube Video views:
276,962

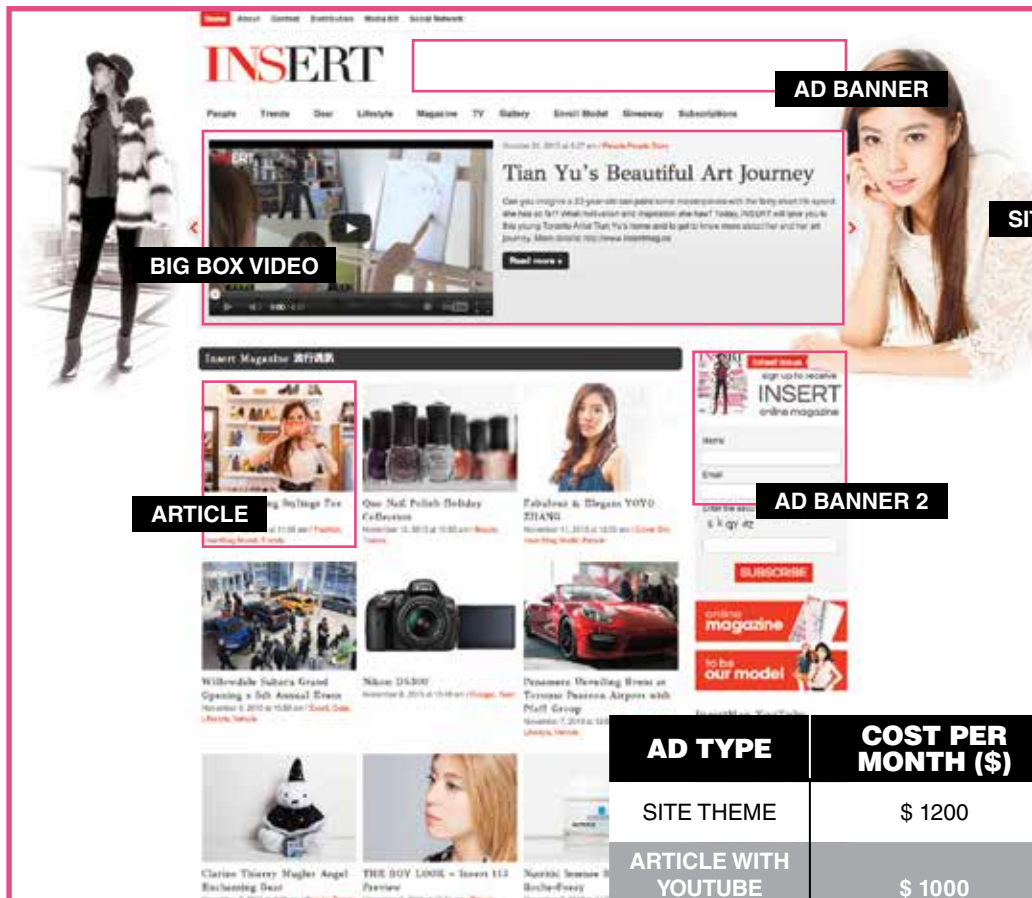


PROMOTION UPGRADES WITH SOCIAL MEDIA CAMPAIGN

www.facebook.com/insertmagazine

Insert Magazine promote the offers via social connections to drive engagement , action and social sharing.

INSERTMAG.CA ADVERTISING RATE



AD TYPE	COST PER MONTH (\$)	DIMENSION (PIXEL)	MAX. FILE SIZE / FILE FORMAT	IMPRESSION PAGES / SECTION
SITE THEME	\$ 1200	1600w x 800h	200k / jpg or gif	homepage/ INS session
ARTICLE WITH YOUTUBE VIDEO	\$ 1000	1028w x 1024h	youtube video	homepage/ INS session/ facebook
ARTICLE WITHOUT YOUTUBE VIDEO	\$ 900	930w x 240h	300k / jpg or gif	homepage/ INS session/ facebook
BANNER WITH LINK ONLY	\$ 300	422w X 80h	200k / jpg or gif	homepage/ INS session/ facebook
BANNER WITH ARTICLE	\$ 600	225w x 225h	youtube video	homepage/ INS session/ facebook

E-MAGAZINE + MOBILE VERSION

insert magazine is also environmental friendly by having digital magazine with all types of devices

WE ARE PROUD OF HAVING

100,000

IMPRESSION PER MONTH

New way to enhance, engage and interact with up-to-date news across different platforms. Insert Magazine is a responsibility media to well-presented all products and looks great with all different devices.

eDM Target Insert Magazine readers directly with a custom eDM to announce new product, highlight current offers and promote your latest campaign.

E-NEWSLETTERS Take advantage of Insert Magazine bio-weekly newsletters to send your campaign directly to readers inboxes.

EVENT

*directly catalyst for promotion
to target customers*

ABOUT FARLIEN DESIGN SOLUTIONS

INSERT Magazine is published by Farlien Design Solutions, a professional multicultural media advertising agency in Toronto. Farlien Design Solutions has the knowledge and the talent to produce innovative ideas and designs, as well as, the expertise and real life experiences to advise its clients in all walks of life. It offers not only publication, but also a variety of services such as innovative design, advertising, marketing, branding, web development.



FARLIEN hosts and attends a variety of events throughout the year for our clients and readers. Events are opened to members, guests and occasionally the entire community in Great Taoronto Area.

Join us, can showcase your brand in an unique, engaging environment!

EVENT CROSSOVER PARTNERS

**SHISEIDO, PHILOSOPHY, TOSHIBA, LACOSTE LIVE,
WILLOWDALE SUBARU, MARKHAM ACURA** and more..





SOCIAL MEDIA CAMPAIGNS

Insert Magazine is also developed media platforms, creating original content on social media to promote products and gather fans.

Social media is all about what's happening right now and for brands to break the noise, it is important to remain relevant to the customer. The posts and visuals can be easily approved to execute and push out in real time. It is also easily to analyze target audience closely and spread it out with their friends.

DIGITAL COVERAGE

Insert Magazine digital edition offers expanded features informative, in-depth coverage of the local trends on all social media platforms, such as, Facebook fans page, Weibo, Twitter and Instagram by sharing images, videos, links and articles, posting editorial, other content relevant to the page and facts presented and creating free giveaway campaigns. This allows key facts to be shared with friends, colleagues and clients via e-mail and social sites.

PRINT COVERAGE

It's a beautifully produced print magazine with a great reputation published 12 times a year. It's a great opportunity to promote your variety products in fashion, beauty, gadget, vehicle and cultural editorial in Insert Magazine. Each monthly issue also have free giveaway campaigns where can interact with our Insert readers and increase pages reviews.



2014 PUBLICATION CALENDARS

ISSUE NO	SPACE CLOSING DATE	MATERIAL DUE DATE	ON NEWS-STANDS DATE
115	DEC 6, 2013	DEC 13, 2013	JAN 10, 2014
116	JAN 17, 2014	JAN 24, 2014	FEB 10, 2014
117	FEB 19, 2014	FEB 25, 2014	MAR 10, 2014
118	MAR 19, 2014	MAR 26, 2014	APR 10, 2014
119	APR 18, 2014	APR 25, 2014	MAY 10, 2014
120	MAY 21, 2014	MAY 27, 2014	JUN 10, 2014
121	JUN 20, 2014	JUN 27, 2014	JUL 10, 2014
122	JUL 21, 2014	JUL 28, 2014	AUG 10, 2014
123	AUG 20, 2014	AUG 27, 2014	SEP 10, 2014
124	SEP 19, 2014	SEP 26, 2014	OCT 10, 2014
125	OCT 20, 2014	OCT 27, 2014	NOV 10, 2014
126	NOV 19, 2014	NOV 26, 2014	DEC 10, 2014



RATE CARD + ADVERTISING COST

Special Position - Full page only

Rate per insertion

4C (Processed color)

Inside Back (glossy card stock)	\$ 1,680
Outside Back Cover (glossy card stock)	\$ 1,880
Inside Front Cover	\$ 1,880
Inside Front Spread	\$ 3,760

Run of Page (ROP)	Rate per insertion (single insertion)	Rate per insertion (6-month contract)	Rate per insertion (12-month contract)
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4C (Processed color)

Full Page	\$ 1,380	\$ 1,110	\$ 828
Double Page Spread	\$ 2,760	\$ 2,208	\$ 1,656

Publication date: 10th of each month

Cover: Glossy Stock

Inside: Glossy Paper

Style: Perfect binding

Size: Full page

Non Bleed Size 8.375" (w) x 10.875" (h)

Trim size 8.375" (w) x 10.875" (h)

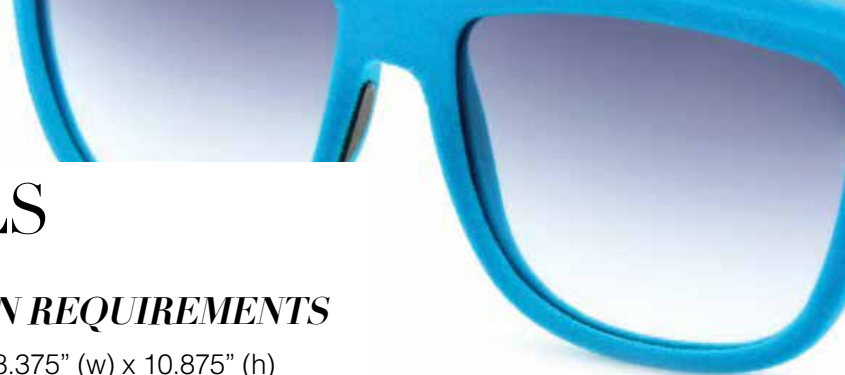
Bleed size 8.875" (w) x 11.375" (h)

Live area 7.875" (w) x 10.375" (h)

Tax & Surcharge: All rates are gross and subject to GST.

Remarks: All advertising subject to INSERT Magazine Terms & Conditions.
Fixed position with loading charge 20% extra.
Translation, artwork and design fee subject to quotation.





DETAILS

PRODUCTION REQUIREMENTS

- **BOOK SIZE:** 8.375" (w) x 10.875" (h)
- **TRIM SIZE:** 8.375" (w) x 10.875" (h)
- **BLEED SIZE:** 8.875" (w) x 11.375" (h)
- **LIVE AREA:** 7.875" (w) x 10.375" (h)

SUBMISSION METHODS

A. E-mail

The e-mail attachment limit is 8MB. Any attachments less than 8MB in size can be sent to insert@farlien.com

B. FTP

Submit the files through our FTP site if file size is larger than 8MB

a. Upload files to INSERT FTP site

Host: <ftp://www.farlien.com>

User ID: adupload

Password: farlien

Files uploaded to our ftp site must be compressed files (i.e. stuffed or zipped files)

b. Download files from client's FTP server

Please provide all the login information to us to download the files

COMPATIBLE FILES

Graphic files created by Mac or PC.

- acceptable file format : TIF, EPS*, PDF** (Not JPG files)
- acceptable color type : CMYK (Not RGB)

* Must convert all text to outlines

** 300dpi resolution at 100% actual size



CONTACT US

our highly innovative, creative and professional team make our clients' brands more famous and more profitable!

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