

# FabricareCanada

WWW.FABRICARECANADA.COM

ESTABLISHED 1920: NORTH AMERICA'S OLDEST FABRICARE MAGAZINE

## Media Planner 2011

### We're with you.

Fabricare Canada has supported the industry in Canada since the first issue rolled off the press in 1920. We've weathered the tough times, and enjoyed the good times right along with our readers and advertisers. We know the economic situation is difficult, and we want to be part of the solution.

### No price increases.

To ensure you are best able to keep your message in front of buyers who need your products and services, we took the extraordinary step in 2010 to reduce advertising space prices across the board. We have not increased any prices since then. Our aim is to enable you to maintain your advertising presence at a time when every new customer is more precious than ever. We hope you'll take advantage of the reach of Fabricare Canada to promote successfully in 2011.

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Todd's Your Answer Ltd.  
Box 968, Oakville, Ontario L6J 5E8

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#### COURIER ONLY

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## Fabricare Canada is Unique!

*Fabricare Canada* has evolved from a 1920 publication started by far-sighted members of the textile industry. Today it covers the full spectrum of fabric care in Canada and the world. Feature articles include innovative business ideas, environmental issues,

conferences and exhibitions. Other well-read sections are industry news, appointments and new products. The Annual Buyer's Guide is the Canadian industry's standard resource for making purchasing decisions.

## The Voice of Canada's Fabricare Industry

*Fabricare Canada* values its place as the voice of the Canadian industry. Publisher Marcia Todd has accepted plaques from the Eastern Canadian Laundering and Cleaning Association, the Atlantic Provinces Association, the Alberta Drycleaners Association, the British Columbia Fabricare Association, the International Drycleaning Congress and the Saskatchewan Professional Drycleaners Association for her magazine's service to the industry.

She was a corresponding member in the Strategic Options Process set up by Environment Canada to study proposed

environmental legislation and has kept her readers informed about this activity. In addition, she was an instructor in the Environmental Certification Program in Ontario.

*Fabricare Canada* is a strong supporter of the Canadian associations and promotes industry solidarity by including summaries in French and Korean as often as possible. It is a member of the Canadian Cleaners and Launderers Allied Trades Association and works with this group to serve and inform the industry in Canada.

## Canada: A Good Market

Environment Canada is continually upgrading safety requirements and seeking to minimize the environmental impact of the industry in Canada. This generates opportunities for suppliers to introduce new equipment, products and procedures to a willing market.

*Fabricare Canada* is the only dry cleaning and laundry trade publication of its kind in Canada. It reaches coast-to-coast with objective, interesting articles, news and information from suppliers, and an annual Buyer's Guide for continual reference.

## Our Readers Are Your Clients!

*Fabricare Canada* is free to qualified industry professionals, ensuring a wide readership for your advertisement. According to a nation-wide survey conducted by Jean-Jacques Guibault Research and Marketing, *Fabricare Canada* has a pass-along rate of 1.9 readers per copy. This translates into over 11,000 readers at our present level of subscriptions.

Some interesting facts we have learned from our surveys include this breakdown on our readers' businesses:



\*Represents the major service

**77%** of dry cleaners do shirt laundering

**90%** of dry cleaners do some wet cleaning

**98%** of dry cleaners offer leather cleaning, in-house or off premise

**70%** of dry cleaners use computerized check-in

**28%** of readers own one or more coin laundries

# FABRICARE CANADA

THE BEST VEHICLE

FOR BRINGING **YOUR** ADVERTISING MESSAGE  
TO CANADIANS

*editorial calendar*

January/February 2011:  
New Year...New Ideas

March/April 2011:  
Tools for Management

May/June 2011:  
Preview of Clean '11

July/August 2011:  
Report on Clean '11 and  
Annual Laundry Issue

September/October 2011:  
Developments in Dry Cleaning

November/December 2011:  
Annual Buyer's Guide and  
Canadian Industry Person of the Year

<b>JANUARY '11</b>							<b>FEBRUARY '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	
23	24	25	26	27	28	29	27	28						
<b>MARCH '11</b>							<b>APRIL '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5						1	2	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	
27	28	29	30	31			24	25	26	27	28	29	30	
<b>MAY '11</b>							<b>JUNE '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7				1	2	3	4	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	
29	30	31					26	27	28	29	30			
<b>JULY '11</b>							<b>AUGUST '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2			1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	
24	25	26	27	28	29	30	28	29	30	31				
<b>SEPTEMBER '11</b>							<b>OCTOBER '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3						1		
4	5	6	7	8	9	10	2	3	4	5	6	7	8	
11	12	13	14	15	16	17	9	10	11	12	13	14	15	
18	19	20	21	22	23	24	16	17	18	19	20	21	22	
25	26	27	28	29	30		23	24	25	26	27	28	29	
<b>NOVEMBER '11</b>							<b>DECEMBER '11</b>							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5					1	2	3	
6	7	8	9	10	11	12	4	5	6	7	8	9	10	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	
27	28	29	30				25	26	27	28	29	30	31	

<b>Deadlines:</b>	Jan/Feb '11	Mar/Apr '11	May/June '11	July/Aug '11	Sept/Oct '11	Nov/Dec '11
<b>Space Reservation</b>	Dec 10/10	Feb 11	Apr 15	June 24	Aug 26	Oct 21
<b>Advertising Material</b>	Dec 17/10	Feb 18	Apr 22	June 30	Sept 2	Oct 28
<b>Publishing Date</b>	Jan 28	Mar 25	May 20	July 29	Sept 30	Nov 25

*This calendar is a forecast only -- it will be updated as necessary throughout the year.*

## *mechanical requirements*

**Printing:** Sheet-fed

**Binding:** Saddle-stitched

**Stock:** 60 lb. coated

**Software Supported:** QuarkXpress 8; Adobe Illustrator CS5; Adobe Photoshop CS5; InDesign CS5 all mac based. When supplying electronic files please be sure to include all fonts and imported graphics used in the advertisement and a colour hard copy proof to verify the ad with. We can accept CD/DVD's, Press Quality or equivalent PDF's, if the file size is below 10 mb they can be e-mailed to: [goodgraphics@cogeco.ca](mailto:goodgraphics@cogeco.ca). [Please compress files before sending]

**Production & Artwork:** Production charges will be billed to advertiser when material other than above is supplied. These charges include typesetting, design and layout and other production services.

**Ad Mechanical Storage:** Advertising material will be stored for two years following last publication and then destroyed unless return is requested by Advertiser or Advertising Agency.

<b>Standard Unit Sizes: Display</b>	<b>Inches</b>	<b>Millimeters</b>
Trim size	8 1/8 x 10 7/8	206 x 276
Full page bleed and all covers	8 3/8 x 11 1/8	223 x 283
Full page	7 1/8 x 9 5/8	181 x 245
Double page spread	15 1/4 x 9 5/8	387 x 245
Double page spread bleed	16 1/2 x 11 1/8	419 x 283
2/3 page vertical	4 5/8 x 9 5/8	117 x 245
1/2 page vertical	3 3/8 x 9 5/8	86 x 245
1/2 Page horizontal	7 1/8 x 4 3/4	181 x 121
1/3 page square	4 5/8 x 4 3/4	118 x 121
1/3 page horizontal	7 1/8 x 3 1/4	181 x 83
1/4 page vertical	3 3/8 x 4 3/4	86 x 121
1/4 page horizontal	7 1/8 x 2 3/8	181 x 60

### **Marketplace Ad Size**

Full page	6 5/8 x 8 7/8	168 x 225
1/2 page horizontal	6 5/8 x 4 1/2	168 x 114
1/2 page vertical	3 1/4 x 8 7/8	83 x 225
1/3 page horizontal	6 5/8 x 3	168 x 76
1/4 page vertical	1 1/2 x 8 7/8	38 x 225
1/4 page horizontal	6 5/8 x 2 1/8	168 x 54
1/4 page square	3 1/4 x 4 3/8	83 x 111
1/8 page	3 1/4 x 2	83 x 51
1/16 page vertical	1 1/2 x 2	38 x 51
1/16 page horizontal	3 1/4 x 1	83 x 25