

Canadian Hearing Report

2012
Media Kit

The only Canadian magazine that reaches hearing instrument professionals, audiologists, ENTs, and the hearing health care market.



Canadian Hearing Products Review New for 2012!

A CANADIAN HEARING REPORT PUBLICATION

Over the years, the hearing industry and hearing health professionals have relied on the annual *Canadian Hearing Report Product Directory*. This comprehensive guide to new products and services available to Audiologists and Hearing Instrument Practitioners in Canada has proven to be a valued resource.

In order to keep the publication fresh and relevant to the reader and the industry, we will be making some modifications that will help improve the readability, usefulness and will also allow for a more cost effective advertising opportunity.

Name Change - The new name for the 2012 directory will be *Canadian Hearing Products Review*. Although the style and image will be same as *Canadian Hearing Report*, it was felt the new name better reflects the true direction and service of the publication.

Tabs – In the past, the publication was divided into product categories, each separated by a die-cut tab insert that folded out. For 2012, the publication will still be divided into product categories; however, we will not be using the die-cut folded tabs. Sections will be divided using their own title page, and ads can be purchased on the backs of these pages. The over all cost to publish the die-cut hand inserted tabs was no longer cost effective.

Corporate profiles – Similar to a regular issue, a company can purchase ad pages throughout the publication. For 2012, we will also be offering corporate profiles. These profiles will be a double page spread and will include a company overview (philosophy, research, charitable work, etc) on the left hand side of the spread, with an ad on the right hand side. These profiles will provide the advertisers the opportunity to better inform the readers about the direction of the company.

Combined, the corporate profiles, and the product listings will help provide the hearing health professionals with a clear and useful understanding of the products available in Canada, and the companies that provide these products.

A Reach Worth Exploring

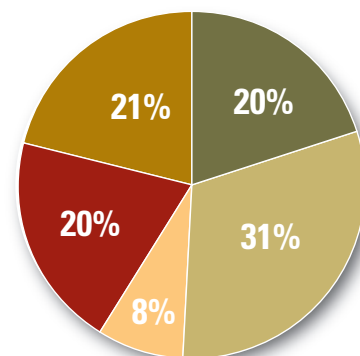
We are able to reach hearing instrument professionals, audiologists, and ENTs with Canadian Hearing Report. We provide these professionals with information about the ever-changing developments with the industry, focusing on the people, companies, and products that help supply our readers with the tools they need to provide Canadians with the best in good hearing health.

Canadian Hearing Report is the only magazine of its kind in Canada that unites several different hearing health professional groups under one umbrella of market information. It has long been felt by the industry that these groups of professionals are segmented and difficult to reach consistently and cost effectively.

Canadian Hearing Report offers the industry the opportunity to target and reach the leading buyers and sellers of hearing aids, testing equipment, moulds, batteries, and hearing instrument accessories.

Demographics/Circulation

Total Circulation – 2400



- 20% – Canadian Audiologists
- 31% – Canadian Hearing Instrument Practitioners
- 8% – Hearing Health Care Industry
- 20% – ENTs
- 21% – CAA members

CHR e-news

CHR e-news is the newest product from Canadian Hearing Report. Electronic media has become an important part of a companies media mix and CHR e-news will provide an excellent opportunity for industry to reach the hearing professional in an exciting format.

CHR e-news was developed not only to service the market, but also help provide the reader with information and exclusive material they would not necessarily receive in Canadian Hearing Report. We have reached a point where the quality of submissions to the journal is so great; we need an additional platform to present this material.

This electronic version will be delivered bi-monthly, in-between issues of the printed journal. Each issue will highlight up coming authors and topics in the journal. We will also focus on advances in industry and new products being launched into the market. This is a great opportunity for companies to publish press releases, or publish more commercially oriented articles about their company and products/services. CHR e-news will also help promote news and information from the CAA and other organizations across Canada and internationally.

CHR e-news Sponsor rates Benefits

Sponsorship Pricing
\$750.00 per issue
\$3600.00 for 6 issues

Company logo with link to your website randomly rotating on all pages
Drive traffic to your website
Prominent position on e-news for press release

2012 Advertising Dates

	Closing Date	Ad Material Due Date	Mail Date
Issue 1 - Canadian Hearing Products Review	Jan 16, 2012	Jan 30, 2012	Feb 2012
Issue 2	Mar 12, 2012	Mar 26, 2012	Apr 2012
Issue 3	May 14, 2012	May 28, 2012	Jun 2012
Issue 4 - Conference Issue	July 16, 2012	July 30, 2012	Aug 2012
CAA Conference Guide	Aug 13, 2012	Aug 27, 2012	Sept 2012
Issue 5	Sept 17, 2012	Oct 1, 2012	Oct 2012
Issue 6	Nov 2, 2012	Nov 16, 2012	Dec 2012

Canadian Hearing Products Review

The annual product directory has become a fixture in the hearing industry and serves an extremely valuable purpose. The Canadian Hearing Products Review allows industry to present new and updated products and services in a well organized and beautifully designed package. Hearing health professionals utilize this directory to help them source out new information on what the industry has to offer, in an easy to use format. Our readers value this directory as an important resource and all listings are provided complimentary to the industry.

2012 Canadian Hearing Products Review Advertising Dates

	Closing Date	Ad Material Due Date	Mail Date
Issue 1 - Canadian Hearing Products Review	Jan 16, 2012	Jan 3-, 2012	Feb 2012

2012 Advertising Rates

	Full colour		Black & White
	1 time	4 times	1 time
Covers	\$2,850	\$2,550	
Full Page	\$2,436	\$2,125	\$1,550
1/2 Page	\$1,690	\$1,475	\$925
1/3 Page	\$1,125	\$1,110	\$620
1/4 Page	\$540	\$515	\$465
1/8 Page	\$335	\$310	\$205
Double Page Spread (Corporate Profile)	\$3,125		

2012 CAA Conference Guide

Don't miss out on the 2012 CAA Conference Guide. This comprehensive publication is distributed at the actual CAA conference and provides readers with speaker bio's, lecture abstracts, schedules, agenda and profiles on exhibitors and sponsors. Also in this issue is a floor plan of the exhibit hall with company names and booth locations.

CAA Conference Guide Advertising Dates

	Closing Date	Ad Material Due Date	Mail Date
CAA Conference Guide	Aug 13, 2012	Aug 27, 2012	Sept 2012

CAA Conference Guide Rates

	Colour	Black & White
Covers	\$1,800	
Full Page	\$1,350	\$1,050

CAA Conference Guide Ad Material Specs

Full page trim: 7 x 9

Full page bleed: 7 1/4 x 9 1/4

1/2 Page Vertical: 3.0 Wide x 8.125 tall

1/2 page Horizontal: 6.25" Wide x 4" tall



Inserts, Reprints, Spilt Covers, Belly Bands, Literature Direct and other special sales.

Please contact the *Canadian Hearing Report* advertising sales representative for more details

Official Publication of the Canadian Academy of Audiology Canada

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If this journal is of interest to you, you may want to enquire about our other hearing health journals

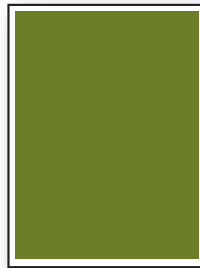
Signal Listen/Écoute

CASLPO TODAY Sound Matters

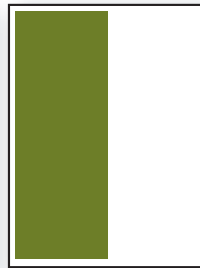
THE CANADIAN JOURNAL OF
EDUCATORS
OF THE DEAF AND HARD OF HEARING

Vibes

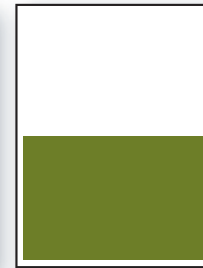
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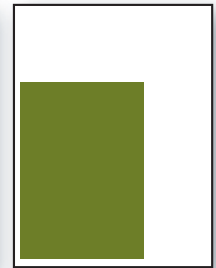
Full Page Ad
Trim: 8.125" x 10.75"
Bleed: .125" all sides



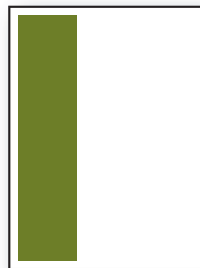
1/2 Vertical Ad
3.375" x 9.75"



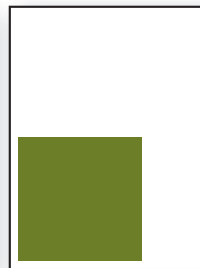
1/2 Horizontal Ad
7.125" x 4.75"



1/2 Island Ad
4.675" x 7"



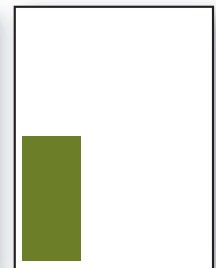
1/3 Vertical Ad
2.25" x 9.75"



1/3 Square Ad
4.675" x 4.75"



1/4 Vertical Ad
3.375" x 4.75"



1/6 Vertical Ad
2.25" x 4.75"

Ad Submission

Electronic files only. Laser proof must accompany files.

Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign.

Provide all fonts and support files (e.g., scans) and a printed proof.

Ads should be supplied to correct size (see above), include additional .125" bleed on full page ads.

Use the PDF/X1 setting Adobe Acrobat 6.0 +up. Images in files should be CMYK, no compression applied and 300 dpi resolution in final size. Text only ads should be 900-1200 dpi.

Email, Internet or FTP transfer, FTP instructions available on request.

Ad production/design, if required, is available, and is billed in addition to advertising rates.

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