

Tribute MAGAZINE

www.tribute.ca
THE ULTIMATE MOVIE WEBSITE

Direct your advertising sales messages to **1.4 million*** **Tribute** readers — a valuable target audience reached consistently through **Tribute**.

EDITORIAL

Philosophy

Tribute is one of a kind

- Provide movie fans with exclusive, inside information about every aspect of the film industry
- Gossip, Hollywood trivia, celebrity interviews, in-depth reporting on the hottest new releases
- Fashion & Beauty – the styles of the stars
- Tribute @ Home will explore entertainment at home, including TV, DVD, music, gaming, technology and home entertaining
- **Kids Tribute** appears in selected issues 4 times a year with games, activities & contests focused on key movies for kids and their parents



Demographic Profile

Base 12+		Audience	%
Age	18 - 24	332,000	24%
	18 - 34	757,000	54%
	18 - 49	1,020,000	73%



Tribute reaches the elusive young adult audience

Marital Status

18+	Audience	%
single	652,000	57%
married/living together	492,000	43%

Household Income

18+	Audience	%
\$ 75,000 and over	636,000	56%
\$ 50,000 and over	861,000	76%
\$100,000 and over	407,000	36%

Tribute readers are **educated!**

18+	Audience	%
Post Secondary	693,000	61%
Univ/Bachelors	568,000	50%
Post Grad		

Tribute is more than a magazine, it is a chance to associate with movies and the stars who make them!

Inquire about our integrated media packages for Tribute Magazine and **Tribute.ca**

TRIBUTE ENTERTAINMENT MEDIA GROUP

71 BARBER GREENE ROAD • TORONTO • ONTARIO • CANADA • M3C 2A2 • TEL: (416) 445-0544 • FAX: (416) 445-2894

Email: advertising@tribute.ca

*PMB 2008

Tribute MAGAZINE

2009 DISTRIBUTION analysis

50% In Theatres Over 160 theatres including:
 AMC Theatres, Empire Theatres, Landmark Cinemas, Cinemark,
 Cine-Entreprise, Rainbow Cinemas, Ontario Theatre Group,
 Stinson Theatres, Guzzo Cinemas
 Plus: In Selected Key Market Newspapers in Toronto,
 Montreal, Vancouver, Calgary, Edmonton.
Total Circulation 500,000

key market CIRCULATION

Vancouver	40,000
Calgary	25,000
Edmonton	30,000
Toronto GTA	220,000
Montreal	50,000

2009

Regional, Promotional, Sponsorship and Insert rates available upon request (15% commission applicable for accredited agencies. All rates in gross dollars – 10% premium for any guaranteed positioning –15% premium for inside front cover and inside back cover –25% premium for outside back cover.

2009 LIFESTYLE RATES

	National	Regional
Full page	\$19,900	from 12,000
DPS	\$35,000	21,120
1/2 page	\$13,930	8,400
1/3 page	\$9,900	5,900
Banners	5,000	3,000



2009 PUBLICATION schedule

2009 ISSUES	STREET DATE	AD SPACE CLOSING	EDITORIAL LINEUP	FEATURES
February/March Oscar Issue	w/o Feb 6	w/o Jan 15	Oscar films • He's Just Not That Into You • Confessions of a Shopaholic	Oscar nominee coverage, Oscar Score Sheet, Red Carpet Wrap-Up, Award Shows, Best Dressed, Stars and Diamonds
April	w/o Apr 2	w/o Mar 13	Fast & Furious • The Soloist • Monsters vs Aliens • Hannah Montana	International Beauty Section, Top Ten Comic Heroes, Spring Style trends, Celebrity EcoReport
May/June Summer Movie Preview	w/o May 7	w/o April 16	X-Men Origins: Wolverine • Star Trek • Terminator Salvation • Angels & Demons • Transformers 2	Must see summer movie guide, top ten sexiest men in film, Cool cars in film, Summer style prep
July/August Summer Blockbusters	w/o June 29	w/o June 9	Public Enemies • Ice Age 3-Dawn of Dinosaurs • Harry Potter and the Half Blood Prince • G.I. Joe	Summer blockbusters, Top Ten Sexiest Women in Film, Stars at the beach, Red Carpet Style
September- Fall TV Preview/Emmys	w/o Aug 31	w/o Aug 11	The Fall TV Special Issue: new shows and what's to come, Fall Fashion	Fall TV season coverage, Annual Top Ten Best Dressed Stars, Film Festival sneak peek
October Leading Ladies	w/o Sept 20	w/o Aug 31	Where The Wild Things Are • Shutter Island • Toy Story 3D, Festival recap	Leading Ladies in Film, Hollywood beauty, Top ten horror flicks
November Holiday Movies and Gift Guide	w/o Oct 20	w/o Sep 30	The Wolfman • Sherlock Holmes • The Box • Nottingham • A Christmas Carol	Holiday Movie Preview, Gift Guide, Tech Talk – phones/home entertainment, Top Ten Action Films
December Best of 2009, Holiday Movies and Gift Guide	w/o Nov 19	w/o Oct 30	Avatar • The Lovely Bones	Tribute's Annual Canadian Choice Movie Awards - a year in review, Celebrity Gifts

** dates are subject to change to accommodate film releases, Kids Tribute Family Feature quarterly. Call your Tribute representative for up-to-date details (416-445-0544)

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FEB 09

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