

2009 MEDIA KIT



THE PHARMACY GROUP

pharmacy
practice

Drugstore
canada

Québec Pharmacie

L'actualité
pharmaceutique

Pharmacy Gateway

Mon Portail Pharmacie

ROGERS

MANDATE, CIRCULATION & READERSHIP

Pharmacy Post, the award-winning tabloid that has kept English-speaking community pharmacists and drugstore buyers informed since 1993, is changing. With new content, new magazine-size format and a new name, *Drugstore Canada* premiered September 2008.

Drugstore Canada is the new self-care, business and retail source for the pharmacy industry. *Drugstore Canada* reaches 16,500 readers at all 6,500 English-speaking community drugstores, including standalone pharmacies and pharmacies in grocery, mass merchandise and warehouse/club outlets. 14,500 copies are distributed to English-speaking retail pharmacists, owners and managers with an additional 2,000 copies distributed to front store managers and buyers at head offices.

2008 PMB READERSHIP REPORTS *PHARMACY POST* HAS:

- 77% total readership
- 75% readership with Managers
- 80% readership with Owners/Partners

THE DRUGSTORE CANADA MANDATE IS:

- **To inform pharmacists, pharmacy management and front store staff of industry news and issues**
- **To report on new OTC, NHP and health and beauty products and trends**
- **To provide drugstore leaders with business and market knowledge to help them succeed**
- **To keep drugstore pharmacists up-to-date on new developments, research and trends in health and wellness**

Regular columns and departments provide our readers with information in an easy-to-find, reader-friendly format. In our Self Care and Wellness section, our pharmacist/columnists tackle common OTC and NHP topics from an informed, research-based perspective. Health and Beauty is devoted to the latest in cosmetics, skin care and personal care trends and products, while in Mind Your Business, readers will find tips and strategies for managing the store and staff. Trends and tips on front store categories and merchandising are found in the Frontshop Focus section.

Every section wraps up with What's in Store, a round up of new products available to drugstores for the coming season.

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EDITORIAL LINEUP

February

- Beauty Issue (Cosmetics, skin, hair and nail care)
- Product trends and news
- How to build your drugstore beauty business
- Self care for a healthier heart

March

- Allergies & asthma
- Oral care
- What women want in a drugstore

Supplement: Pharmacist's guide to Natural Health Products

April

- OTC Market Report
- Report on OTC categories, based on ACNielsen data
- Results of OTC Counselling Survey
- Pharmacists' most recommended brands
- Mother's Day merchandising

May

- Skin care and sun protection (cosmeceuticals, acne, SPFs)
- Foot care
- Vitamins and nutritional supplements
- Men's self care (supplements, foot care, pain, hair loss, etc.)

June

- Become a management star
- Seniors' health and wellness
- Green pharmacy update
- Summer survival issue: self care steps for preventing and treating insect bites, allergic reactions, rashes and sun burn

July

- Annual State of the Industry Report
- Report from CPhA annual conference
- Trends & Insights 2009 coverage
- Grand Prix product award winners

August

- Medicine cabinet basics for university students
- New dispensary technology
- Report from NACDS Marketplace: consumer and new product trends
- More from Trends & Insights 2009

Supplement: Pharmacist's Guide to OTC Health Management

September

- Pain management
- Functional foods
- Focus on phone and wireless technology
- Pediculicides

October

- Cough & cold
- Psoriasis
- Christmas
- What's new in diabetes management
- Report from the Canadian Health Food Association conference

Supplement: Pharmacist's Guide to Skin Care

November

- GI
- Cold sore/mouth aids
- Update on infant/baby care
- Eye care
- Confectionary

Supplement: Pharmacy guide to category management

December

- Women's health (Osteoporosis, menopause, pregnancy)
- Trends & Insights coverage
- Topical pain relief
- Report on Commitment to Care and Service Awards
- Results of natural health products recommendations survey

**Editorial lineup subject to change*

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SPECIAL PROJECTS

DETAILED PROPOSALS FOR EACH SPECIAL PROJECT AVAILABLE UPON REQUEST



OTC Q&A A unique method of informing and educating pharmacists about OTC products. *Drugstore Canada* will write and design this for your approval. Includes website posting on our two websites.

CE OTC Counsellor A sponsored print (insert) and online Continuing Education program specific to OTC and NHP categories, accredited by CCCEP.

Pharmacist's Guide to NHPs (March) This special supplement provides pharmacists with the information they need to provide counselling on NHPs.

Pharmacist's Guide to OTC Health Management (*Drugstore Canada* August, *L'actualité pharmaceutique* September) This supplement provides pharmacists with the information they need to provide counselling on the use of OTCs in key health conditions.

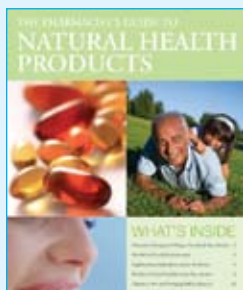


Market Place Advertise your new products in this special section.

Newsletters An in-book or polybag outsert newsletter allows you to promote your brand or category in an educational format to pharmacists. Either one or a series of two, three or four will allow for more in-depth information and brand marketing. We write and design it for your approval.

Survey on OTC Counselling & Recommendations/OTC Market Report (April) An annual survey that captures trends in pharmacists' counselling for OTC products PLUS pharmacists' most-recommended brands for 70 OTC product categories. Plus an annual analysis of more than 30 OTC categories based on data from Nielsen.

State of the Industry/Chains & Banner Report (July) This report provides chains, banners and franchises with the opportunity to promote their unique benefits to community pharmacists at all English retail pharmacies across Canada – an excellent recruitment vehicle.



Commitment to Care & Service Awards (*Pharmacy Practice & Drugstore Canada*, November & December) Be a sponsor of Canada's premier pharmacy awards program recognizing excellence in 13 categories. Sponsorship benefits include a nine-month promotion program, presentation at the evening awards dinner in November and advertising. The popular afternoon roundtable sessions include winners, sponsors, association members and other key pharmacy contacts.

Website: www.pharmacygateway.ca and www.monportailpharmacie.ca Our websites are another excellent vehicle to target pharmacists. These websites include online CE, news, current and past issues, newsletter, resources, awards programs, plus much more.



Online Research Panel A national online survey representative of Canadian pharmacists. Use it to help develop marketing strategies and product launches, or to tap pharmacists' opinions on emerging trends.

Pharmacists' Natural Health Products Symposium (October) This one-day conference will provide pharmacists with solid, current, research-based information on today's most popular natural health products.

The Pharmacist's Guide to Skincare (October) A supplement providing pharmacists with information they need to counsel patients on skin health and the use of skincare products including cosmeceuticals.

The Pharmacy Guide to Category Management (November) This supplement will give pharmacy owners, managers and frontshop managers the market information they need to effectively merchandise, manage and promote various frontshop categories in order to maximize sales.

Custom Program Development Available Upon Request

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RATE CARD

AD SIZES/RATES all rates are gross

Size	1x	6x	11x
Full Page	\$6,000	\$5,800	\$5,600
2/3 Page	\$5,400	\$5,200	\$5,000
1/2 Page (vertical or horiz)	\$4,500	\$4,300	\$4,100
1/3 Page (vertical or horiz)	\$4,000	\$3,800	\$3,600

For black & white subtract \$1,800

COLOUR

Each additional colour in the same issue	\$1,700
Standard colour	\$900
Matched colour	\$1,000

Premium positions preferred positions charged at 15% on space over earned b&w rate.

MARKETPLACE

	1 time	6 time	12 time
1/4 page	\$3,600	\$3,500	\$3,400
1/8 page	\$2,000	\$1,900	\$1,800

CLASSIFIED AD SIZES/RATES all rates are gross

Size	1x	4x	6x
Full Page	\$4,000	\$3,400	\$3,000
1/2 Page (vertical or horiz)	\$2,000	\$1,700	\$1,500
1/3 Page (vertical or horiz)	\$1,500	\$1,275	\$1,125
1/4 Page	\$1,300	\$1,105	\$975

Prices are based on a black & white ad

OTC Q&A DPS \$14,500 (PI extra, includes 4 colour and website posting)

SUPPLIED OUTSERTS Outsert rates net, supplied pieces.

1 pg/2 sides 2 pgs/4 sides 3 pgs/6 sides

OPTION 1 \$9,300 \$10,290 \$12,985

One per Pharmacist & Buyer

Drugstore Canada (English 16,500) plus L'actualité pharmaceutique (French 7,100)

Total circulation: 23,600

OPTION 2 \$4,545 \$5,080 \$6,010

One per Pharmacy Site (community only, att'n: owner/manager)

Drugstore Canada (English 6,500) plus L'actualité pharmaceutique (French 1,600)

Total circulation: 8,100

SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,260 gross. Contact publisher re: specifications.

CLASSIFIED COLOUR: \$50.00 per colour per insertion
(4 colour \$200 per insertion)

Smaller ad sizes also available.

Inquiries to Scott Tweed, 1-800-668-8151
scott.tweed@rci.rogers.com

Many more marketing & advertising options available. See the "special projects" page.

2009 DEADLINES

Issue Date	Space Close <small>1 PM EST</small>	Ad Material Due	Outsert Due	Mail Date
February	January 5	January 9	January 28	February 5
March	February 5	February 10	February 27	March 9
April	March 10	March 17	April 3	April 13
May	April 7	April 14	May 1	May 11
June	May 12	May 19	June 5	June 15
July	June 8	June 15	July 3	July 13
August	July 7	July 14	July 31	August 10
September	August 11	August 18	September 4	September 14
October	September 8	September 15	October 2	October 13
November	October 6	October 13	October 30	November 9
December	November 3	November 10	November 27	December 7

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MECHANICAL SPECS

Standard Unit Size in Inches

	Width	Depth
Trim size	7-7/8	10-3/4
1 page (type safety)	7	10
2/3 page	4-5/8	10
1/2 page horizontal	7	4-5/8
1/2 page vertical	3-3/8	10
1/3 page horizontal	7	3-1/8
1/3 page vertical	2-1/4	10
DPS	15-3/4	10-3/4
Marketplace 1/4	3-3/8	4-7/8
Marketplace 1/8	3-3/8	2-3/8

For single page advertisers: allow 1/4" (6 mm) bleed on all four sides of ad.

- Single page bleed size is 8-3/8" x 11-1/4" (213 mm x 286 mm). Single page type safety zone is 7" x 10" (177.8 mm x 254 mm).
- Double page spread size is 16-1/4" x 11-1/4" (213 mm x 286 mm), to trim to 15-3/4" x 10-3/4" (400.05 mm x 273.05 mm). DPS type safety zone is 10" x 14-1/2" (254 mm x 368.3 mm). Please allow 1/4" (6 mm) on each side of gutter.

Digital files advertising specifications: Digital Files must be prepared as follows: PDF/X1a, or a Generic PDF created to Rogers Publishing Specifications on a Macintosh formatted CD-ROM with MAC standards proof. Check www.rogersdigitalads.com or contact Production Manager for details. Every attempt is made to verify the supplied file to the supplied proof; however, Rogers Publishing does not accept responsibility for material content or colour trapping. Production charges apply for material not to spec., or for alterations.

Method of Printing: Offset

Method of Binding: Saddlestitch

Commissions

- Agency Commission: 15% of gross billing allowed on space, colour, position and charges for special insert stock, to recognized agencies only.
- Prices are subject to the additional 5% Goods and Services Tax (G.S.T.), where applicable.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Contract and Copy Regulations

- If first insertion on a contract is not used within two months from date of contract and if, in the meantime, a new rate schedule is published, new rates will apply.
- Based on total pages used within twelve months from date of first insertion.
- Advertisers and agencies assume liability for all content (text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

General

- Advertiser and agency agree that *Drugstore Canada* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless Mac standards proofs as specified are supplied.
- All files, photography, artwork, offset materials, etc., will be destroyed if not demanded within one year after last used.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top.
- Published by Rogers Publishing, One Mount Pleasant Rd., 7th Floor Toronto, ON M4Y 2Y5 (416) 764-2000

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