

Advertising and background information:

Muchmor Canada Magazine provides the best source of information for the discerning visitor or newcomer to Canada - our readership comprises a wide range of people on the move, but all with one thing in common. They are all web savvy travellers and understand the value of products and services sourced from the internet and from new and emerging technologies such as digital publications like Muchmor Canada Magazine.

Our readers range from young upwardly mobile families to adventure seeking travellers of all ages and are drawn from across the world including many from within Canada itself.

Muchmor Canada Magazine provides a wealth of information gained from the nearly 6 years of publication; and from our involvement and contributions to the Canadian way of life; both on a personal level (we emigrated to Canada early in 2006) and helping our readers navigate the immigration process or discover new and interesting travel ideas and places to visit across Canada.

Contact information:

To find out more about advertising, sponsorship opportunities, demographic information including magazine distribution, readership numbers and web stats please call Jane Toombes at our Canadian offices based just outside of Belleville, Ontario. Jane can be contacted via:

By email: jane@muchmormedia.com

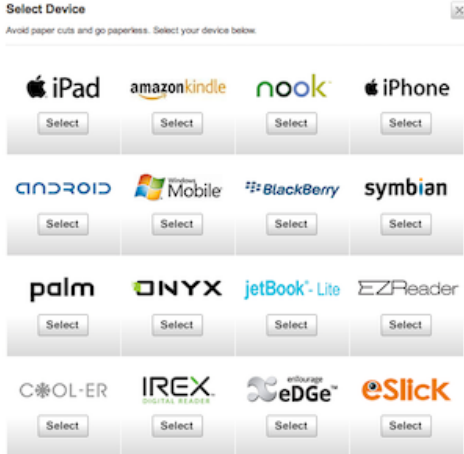
By phone: direct dial (613) 396 5531 Local or (+1) 613 396 5531 internationally

On the web: www.muchmormagazine.com

Digital magazine 2010 rate card	Cost per issue (CND \$) all prices excl taxes	Cost per year (6 issues)
Full page colour (no bleed)	\$800	\$3,995
Half page colour (no bleed)	\$450	\$2,250
Quarter page colour (no bleed)	\$250	\$1,250
Partner page on our website to include a qtr page colour advert in the digital and print-on-demand issues.	N/A	\$2,100
We can also provide bespoke options and other creative packages including editorial and advertorial.	Please call for details	Please call for details
Website Advertising	Cost per month (CND \$) all prices excl taxes	Cost per year (12 months)
468 x 60 pixel banner	\$75	\$750
300 x 250 pixel banner appearing on all pages including front page	\$125	\$1,250
125 x 125 pixel banner appearing on all pages including front page	\$60	\$600

MUCHMOR magazine

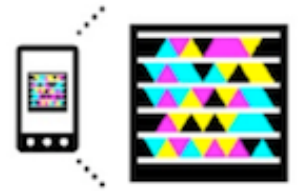
Unique & interactive advertising solutions:



Muchmor Canada Magazine provides a number of cutting edge and exciting solutions to ensure your advertising space performs better than more traditional printed paper issues.

Firstly, being a digital publication means we can quickly adapt to changing technology and consumer demands for reading publications like Muchmor Canada Magazine. Our publication is available to be read not only on a PC or a Mac but also on many of the mobile and tablet devices currently available such as the iPad, iPhone, Blackberry, Kindle, nook, Google Android and many more.

Not only do we offer the option to view Muchmor Canada Magazine on different devices we also provide all our clients with an array of interactive advertising solutions including embedded video on magazine pages, mobile QR Codes and Tags enabling instant call back, email, additional content, video, discount coupons etc. In fact mobile QR Codes or smart tags provide our clients with a fully trackable advertising solution and unlimited options to provide potential customers with additional services or content. Call us for more information or [checkout the latest issue for examples](#).



Demographic information:

Below we have listed some of the demographic information we have available, please feel free to call for more detailed data.

Magazine Readership: Across the multiple 3rd party sites and via our own opted-in subscription list Muchmor Canada Magazine is read between 30,000 and 40,000 times per issue.

Reader demographics: Women 64% - Men 26% **Ages:** 18-24 15%, 25-34 20%, 35-44 44%, 45+ 21%

Readership by Region: Canada 64%, USA 10%, Rest of World 26%

Website Stats: Unique monthly users ave 50,000, Daily page views ave 20,000

Summary: Muchmor Canada Magazine offers a unique, cost effective and interactive method to reach a growing and loyal readership built up over 5 years of publication. We can provide off-the-shelf solutions or if you prefer we can build a unique and bespoke option just for you. The choice is yours. If you would like further information or would like to discuss your options in person please contact us via the method you prefer. Details below.

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