

MEDIAKIT 2010

YOUR SIXTH SENSE IS AWARENESS

1-888-724-9907

CRIMENSEMAG.COM

CRIMESENSE

M A G A Z I N E

Proud Sponsor of:



WILSON

OUR MISSION



Promote Awareness

Our mission is to promote community awareness of current issues in our society that may have a detrimental impact on our youth. We publish articles dealing with youth alcohol and drug abuse, child pedophilia, internet crime and crime prevention, just to name a few. We also promote the efforts of a broad range of community groups and youth-oriented programs by providing information to the public. Communities are then aware of the existence of these resources, through which they can gain greater knowledge.

Through our targeted distribution to households, local businesses, and community based groups, the goal is to provide positive, unbiased information which will empower our readers to help youth reach their full potential, and not succumb to the negative influences of their environment.

UNIQUE

WE'RE UNIQUE



Information In one publication

For many, information on issues that affect today's youth can be overwhelming. *Crimesense* is a magazine that takes the work out of searching for issues that can negatively affect young people, and brings them together in one publication.

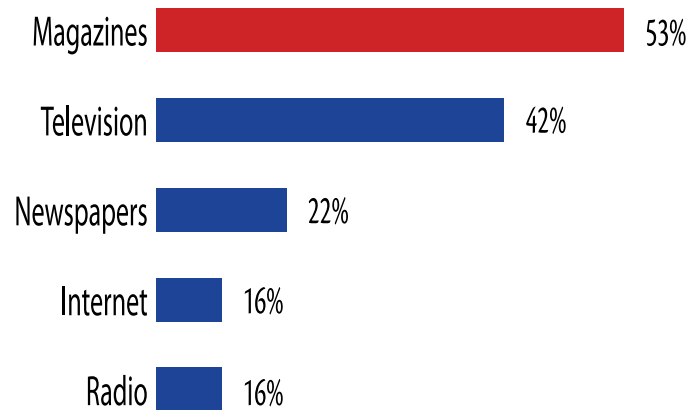
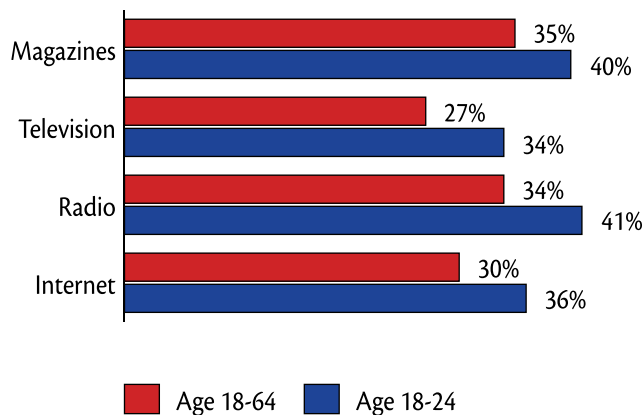
Unlike other magazines that glaze over these issues, *Crimesense* is devoted to getting the information into the hands of people who can make a difference; which will include your potential customers.

ADVERTISING

WHY ADVERTISE



Magazine Ads are effective



Consumers Pay Attention to Ads

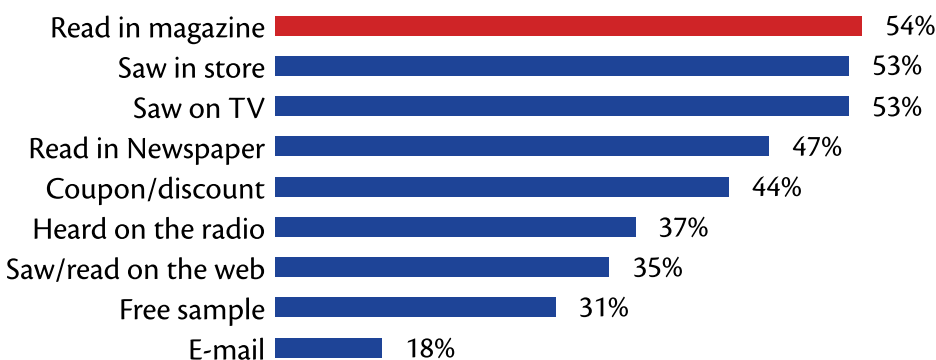
Magazines rate highly based on how likely consumers are to pay attention to ads.

Source:
Jack Myers Emotional Connections Survey, 2007. Adults who use medium and say they are likely to pay attention to advertising.

Readers Enjoy Magazine Ads

Readers enjoy magazine ads more than any other media and consider it a vital part of magazine content.

Source:
Starch Research, 2009



Word-of-Mouth

Magazines lead the way in word-of-mouth product and service recommendation.

Source:
Roper Reports: What Prompts, Consumer Word of Mouth, 2005

CIRCUL

CIRCULATION



Distributed Free

Overview

Initially, we will be producing 2 issues a year for each region, and distributing 10,000 copies in the Peel and Halton regions. The focus of this distribution will be your local community; including homes, businesses, educational institutions, policing agencies, and community centres.

Distribution

Households (direct mail)	Police Departments
Local Businesses	Community Centres
Schools (K-12)	YMCA/YWCA
Colleges/Universities	After School Programs
School Boards	Boys & Girls Clubs
Montessori Schools	Big Brothers/Big Sisters
Alternate Schools	Local Governments

QUICK FACTS:

DISTRIBUTION: *Peel and Halton regions*

TOTAL NUMBER: *10,000 initially*
(Approx. 80% to homes, 20% to educational and community facilities.)

PRINT RUNS: *2 times a year per region*

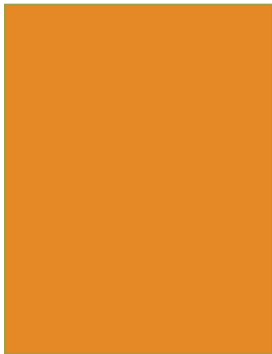
WHO: *residents in your local community; including homes, businesses, educational institutions, policing agencies, and community centres.*

SPECIALTY

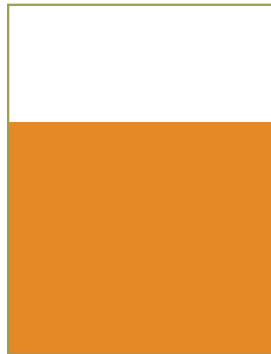
AD SPECIFICATIONS



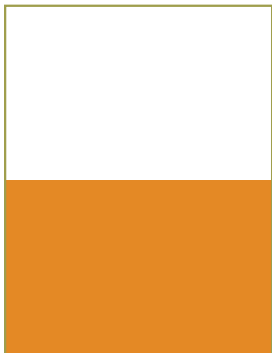
Ad Sizes



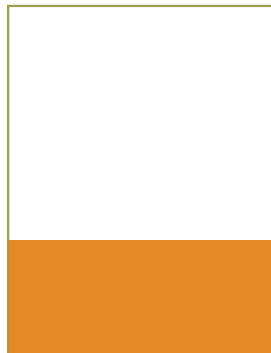
Full Page



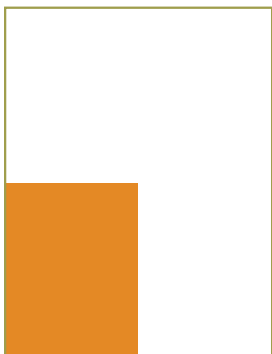
2/3 Page



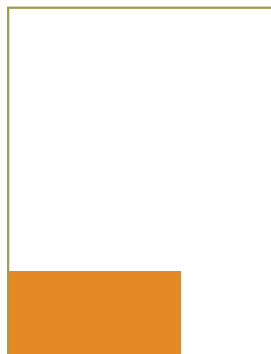
1/2 Page



1/3 Page



1/4 Page



1/6 Page

Examples based on 7.5"x10" page size.

Preferred Formats: pdf, jpeg, tiff, eps

-All text in .eps must be converted to outlines.

-PDF formats must include embedded fonts.

-JPEG formats should be saved at low compression to preserve image quality.

Colour Space: CMYK

-If other colour space is used results may be unpredictable.

Preferred Resolution: 300 dpi

It is recommended that a jpeg accompany each ad submitted for layout comparison.

Please send ad submissions to:
graphics@vantagepublishing.ca

Ftp:

[ftp.crimesensemag.com](ftp://ftp.crimesensemag.com)

Username: *crimeAD@crimesensemag.com*

Password: *20senseAD10*

Vantage Publishing cannot be held responsible for improperly prepared files.



March 18, 2010

Like every great profession, crime prevention is served by an organization that both symbolizes and advocates on its behalf. That organization is Vantage Publishing.

Vantage Publishing works tirelessly to ensure the public has a resource to stay informed and therefore stay safe. Safe City Mississauga and I strongly support the partnership and collaboration for the upcoming 2010 Crime Prevention Conference, including the distinct honour of being a Diamond Sponsor. Vantage Publishing will have an exclusive to print and disseminate the lectures from the event which will include speakers from the University of Toronto, Mississauga, and co-host for the conference.

These are times of change and uncertainty. Remaining vigilant to preventing a crime and staying true to 'a safe life being a basic right' are two examples of how Vantage Publishing supports our business, locally.

Safe City Mississauga is proud to partner with Vantage Publishing as partners for a safer community and for the 2010 Crime Prevention Conference.

Best Regards,

Teresa L. Burgess-Ogilvie
Executive Director

Safe City Mississauga

Mississauga Civic Centre
300 City Centre Drive, Ground Floor
Mississauga, ON L5B 3C9
Tel: 905.615.6272 • Fax: 905.615.4111

Programs | Projects

Neighbourhood Watch
Crossroads Youth Academy
Safest City Report

www.safecitymississauga.on.ca



CRIMESENSE

M A G A Z I N E

33-174 COLONNADE RD S. OTTAWA, ON K2E 7J5

T. 1.888.724.9907 INFO@CRIMENSEMAG.COM CRIMENSEMAG.COM