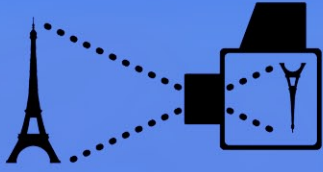


THE WALRUS BLOG



THE WALRUS
AMATEUR TRAVEL
PHOTOGRAPHY CONTEST



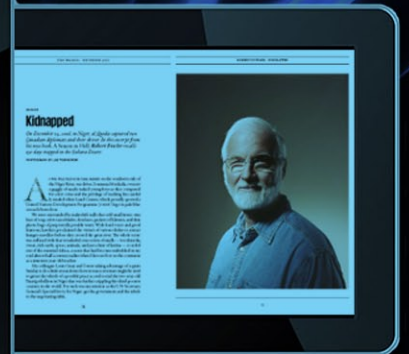
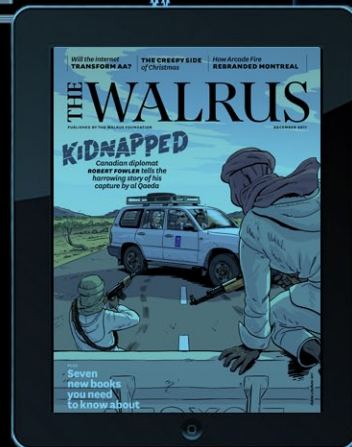
The Walrus Laughs



THE WALRUS

WALRUSMAGAZINE.COM
DIGITAL MEDIA KIT 2012

WALRUS tv



Platform Overview

Launched in 2003, walrusmagazine.com is the centre of The Walrus Foundation's digital planet.

Our website broadens the scope, reach, and engagement of *The Walrus* — Canada's celebrated, national, general interest magazine of ideas and debate on matters vital to Canadians. The site hosts a complete archive of award-winning stories from *The Walrus*, as well as original videos, blogs, podcasts, online exclusives, image galleries, desktop wallpapers, contests, event listings, and so much more.

The Walrus's community of engaged, informed, and influential citizens occupies walrusmagazine.com in ever-increasing numbers. Now in its ninth year, the digital *Walrus* attracts a peak audience of 125,000 visitors per month, plus more than 21,000 Twitter followers ([@walrusmagazine](https://twitter.com/walrusmagazine)) and nearly 7,000 Facebook fans (facebook.com/walrusmagazine). We enjoy an ongoing, transparent, two-way conversation with our online readership.

How stellar is the *Walrus* digital experience?

At the 2011 National Magazine Awards, walrusmagazine.com won:

- **Gold** for best digital design,
- And was a **finalist** for best multimedia feature

At the 2011 Canadian Online Publishing Awards, walrusmagazine.com won:

- **Gold** for best overall companion website,
- **Silver** for best use of social media,
- And was a **finalist** for best blog and best web design

All this award-winning creativity and design translates into new highs in traffic and innovation. This vibrant online forum is the natural extension of — and companion to — the magazine, the ideal digital habitat for opinion leaders to discuss matters of national importance and to debate Canada's place in the world.

Online and in print, *The Walrus* aims higher!

Platform Overview

Walrusmagazine.com is the host for a variety of unique digital projects, including:

- The RBC Visual Art Project at The Walrus
- The Walrus RBC Conversation Series on Children's Mental Health
- The Walrus Debates
- The Walrus Amateur Travel Photography Contest Sponsored by Aeroplan

In addition, walrusmagazine.com is a bigger brother to:

- Stella Artois Presents The Walrus Laughs
- Walrus TV

Yes, Walrus TV! Developed with our partners at eqhd, Walrus TV lives online at walrustv.ca. It features original documentaries and companion television programming inspired by the magazine, along with *Walrus* magazine extras and live recordings of debates, symposiums, and other exclusive events organized by The Walrus Foundation. Use your print creative as a pop up, or provide an immersive brand experience with a pre-roll video.

Walrus TV is smart on the page, smart on the screen. Watch now at walrustv.ca!

The multi-platform world of *The Walrus* engages our community and deepens our relationship with readers and citizens. Combine your print campaign in *The Walrus* magazine with digital advertising at walrusmagazine.com and The Walrus Laughs, on our tablet edition, our digital edition, **and** on walrustv.ca. Or go entirely digital... Regardless, all of our projects and events create a planet where *The Walrus* community can engage on many levels.

Partner with us and you can reach them, too!

THE WALRUS

MEDIA KIT 2012

Our Visitors

Walrusmagazine.com readers are interested in quality and good value. They are affluent, and expect to spend on cars, household items, and luxury goods. They are engaged: 57 percent have a Facebook account, 28 percent are on Twitter, 44 percent watch TV programs on their computers.

- Eight in ten take annual personal vacation trips in Canada; half take as many as six per year
- Two thirds report personal vacation travel outside of Canada annually
- 45 percent report making decisions about business travel
- Nearly three quarters are homeowners
- 60 percent expect to use a financial advisor in the next twelve months
- Half make decisions about computer software, hardware, and office equipment

Top line information

AGE	WALRUS	CANADA	INDEX
15 - 24	3%	16%	19
25 - 34	17%	17%	100
35 - 44	11%	18%	61
45 - 54	16%	19%	84
55 - 64	21%	14%	150
65 +	32%	16%	200
Median Age	41	43	95

GENDER

Male	48%	49%	112
Female	52%	51%	88

HOUSEHOLD INCOME

Average HHI	\$99,550	\$65,134	152
HHI \$100k+	39%	18.1%	204

EDUCATION

University Degree	81%	16.9%	497
Graduate Degree	37%	5.2%	884

HOME OWNERSHIP

Home Owners	73%	60.9%	123
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GEOGRAPHICAL BREAKOUT (WITHIN CANADA)

Ontario	56%
British Columbia	18%
Alberta	8%
Quebec	8%
Nova Scotia	3%
Manitoba	2%
Newfoundland & Labrador, PEI	2%
Saskatchewan	1%
New Brunswick	1%

SOURCES

2011 digital reader survey, Statistics Canada 2007, Google Analytics

Site Profile

walrusmagazine.com

TRAFFIC

Monthly visitors: 85,000–125,000
Monthly unique visitors: 60,000–85,000
Monthly page views: 160,000–250,000
Average time on site per visit: 2.2–3 minutes

SOURCE

Google Analytics



Pictured (l-r): our home page, an article page, The Walrus Blog, podcasts, WalrusTV, and the RBC Visual Art Project

THE WALRUS

MEDIA KIT 2012

Sponsored Digital Projects *We can tailor one for you!*

The Walrus Amateur Travel Photography Contest sponsored by Aeroplan (walrusmagazine.com/aeroplan) debuted online in early 2011, supported by a print campaign in *The Walrus* and social media outreach via Twitter and Facebook. Entrants came in droves to vie for a prize package that includes publication in the magazine, two tickets to the fourth annual Walrus Foundation Gala in Toronto, and 100,000 Aeroplan Miles® — courtesy of the project's sponsor, Aeroplan. Judges Edward Burtynsky, the renowned art photographer and subject of *Manufactured Landscapes*, and Brian Morgan, art director of *The Walrus*, culled the field of nearly 4,000 entries to ten finalists. The public then voted more than 9,000 times to determine the winner.

THE WALRUS
AMATEUR TRAVEL
PHOTOGRAPHY CONTEST
SPONSORED BY AEROPLAN®

CONGRATULATIONS TO WINNER GLEN CHUA

British Columbia-based amateur photographer Glen Chua is the winner of The Walrus Amateur Travel Photography Contest sponsored by Aeroplan®. In the words of one of our own judges, Walrus magazine art director Brian Morgan, "This photo is poetic, well-crafted, and packed with cinematic narrative details. Glen has brought back a grounded and honest image of India that makes you want to drop everything and travel there." He received over 3,600 entries, and want to thank each and every photographer for submitting their photos. Glen's winning photo will be published in the January/February 2012 issue of *The Walrus*. He will receive 100,000 Aeroplan Miles courtesy of Aeroplan®, and two tickets to The Walrus Foundation Gala in Toronto on January 18, 2012. Thank you for helping us pick the winner of The Walrus Amateur Travel Photography Contest sponsored by Aeroplan®.

Like | +1 | Tweet | +1 | +1

WINNER

THE WALRUS
AMATEUR TRAVEL
PHOTOGRAPHY CONTEST
SPONSORED BY AEROPLAN®

RULES & REGULATIONS

ELIGIBILITY

The Walrus Amateur Travel Photography Contest (the "Contest") is open to all residents of Canada, excluding Quebec, who reached the age of majority in their province or territory of residence, as of July 1, 2011, except employees, officers of The Walrus Foundation, Aeroplan Canada Inc. ("Aeroplan") and their affiliates, franchisees, agents, associates, judges, dealers, representatives, advertising and promotional agencies, and members of the immediate family of these employees and officers or any person with whom they are domiciled. Previously published and unpublished photographers may submit travel images and accompanying text provided that the submissions are unpublished works. There must be only one (1) photograph per entry.

All works that have appeared in print or on the Internet, including self-published works, as well as works that have been broadcast or delivered in front of a public audience, are considered previously published and are therefore not eligible. All entries must be original and unpublished works.

RIGHTS

Entrants warrant they took the photograph, and own the rights to what they are submitting. Entrants will hold The Walrus Foundation, Aeroplan and their affiliates harmless from and against any and all fees, damage, costs and other expense arising out of claims, whatever their nature, resulting directly or indirectly from breach of this warranty. By submitting their entry, entrants grant the following licenses, free of charge:

The right to first-print publication of the winning entry. The right to reproduce and publish the entry in the magazine, on its website, and on any prospective derivative products; and

REQUIREMENTS

All submissions must be accompanied by the entry form, including the entrant's name, address, phone number, and email address (for notification purposes), and credit card payment, cheque or money order where applicable.

All submissions will be judged anonymously, so the entrant's name may not appear anywhere on the page or in the filename.

All photographs should be submitted as a non-compressed JPEG file of between 1.7 and 2.9 MB, or 2,700-3,600 x 3,600-4,800 pixels (landscape or portrait orientation). Overly compressed files, and files smaller and larger than these limits will be rejected.

All images must have been taken between January 1, 2010 and May 31, 2011 and submitted to Stacey May Fowler, The Walrus, 19 Duncan Street, Suite 301, Toronto, ON, M5H 3H3 by May 31, 2011.

All images must be accompanied by an original statement of intent written by the photographer, not to exceed 250 words, including location and subject matter.

FEES

A fee of \$25.00 (tax included) for administration purposes only is required for each entry. No entry fee in the Contest will be charged to Aeroplan members. The competition is not-for-profit, with all fees going toward covering administrative costs. Entrants will not be eligible until payment has been received. Cheques, Visa, Mastercard or Amex payments, or money orders must be mailed to the above address and made if possible to: The Walrus Foundation. The entry fee will not be refunded if your submission is

Sponsored Digital Projects

We can tailor one for you!

The **RBC Visual Art Project at The Walrus** is a cross-platform initiative that supports the Canadian illustrators and photographers who design the award-winning cover of *The Walrus* magazine and appear in our exclusive gallery pages. In addition to recognition in the magazine, RBC is represented online via an interview series (walrusmagazine.com/rbc) featuring *Walrus* art director Brian Morgan's conversations with cover artists. Celebrated artists Seth, Jillian Tamaki, Joanne Tod, and many others have participated, each one revealing the inspirations and processes that guide their creations.

The screenshot shows a web page titled "Cover Artist Gallery: Seth". It features a large illustration of a bear in a forest. The page includes the magazine's masthead, navigation links, and a sidebar with social media and subscription information.

The screenshot shows an interview with artist Seth. It includes text from Seth and Brian Morgan, along with several illustrations by Seth, including a bear and a walrus. The text discusses the artist's process and inspirations.

Sponsored Digital Projects

We can tailor one for you!

Stella Artois Presents The Walrus Laughs (thewalruslaughs.com) is where The Walrus Foundation lets its tusks down. The humour micro-site, split into three sections, combines: (1) an exclusive collection of witty prose, video, and other submissions curated by veteran comedy producer Perry Rosemond; (2) an archive of humorous articles, comics, and essays from *The Walrus*; and (3) public submissions in the form of prose, poetry, illustration, photography, collage, audio, live-action video, and animation. From Canada Day 2011 through Canada Day 2012, a real-time voting system lets registered members move entries up and down their respective rankings, meaning the heartiest laughs will rise to the top. The project will culminate in a live stage event. Your advertising can be included at thewalruslaughs.com!

The Walrus Laughs

Stella Artois presents Funny words, pictures, songs, and sounds from Perry Rosemond, The Walrus magazine, and you the reader!

DRINK IT IN Stella Artois presents Funny words, pictures, songs, and sounds from Perry Rosemond, The Walrus magazine, and you the reader!

VOTE YOUR OPINIONS Show approval by clicking the Grin, express dislike by clicking the Flat Face. Rankings change on the fly.

SHARE YOUR LAUGHS Send us your funny prose, poetry, images, or songs and voice clips. Fame, prestige, and bragging rights could be yours. Submit here.

PERRY'S LAUGHS
Curated by comedy producer Perry Rosemond

MAGAZINE LAUGHS
Collected from the art/letters of The Walrus

YOUR LAUGHS
Collected from the great web-based sources

OMG, WTF, LOLz
Or, why I don't understand the world anymore
BY DAVID HED • JUNE 24TH, 2011

Pavlov's Bitches
Warning: Fully clothed on site
BY HORMONAL • JUNE 24TH, 2011

Easy Ridge
Mentally retiring with Wally Cor and Marlon Brando
BY GORDON PINEY • JUNE 28TH, 2011

At the Whisky Tasting
Whisky tasting for the professional
BY PASHA MALLA • SEPTEMBER 1ST, 2008

Housebroken
A guide to helping your pet at home
BY PASHA MALLA • JUNE 1ST, 2011

A Liar's Life
Everything I've shared in tell you is a pack of lies
BY BRUCE HOGGAL • DECEMBER 1ST, 2008

Diary of a Nine-Year-Old
Kevin O'Leary
Straight into the formative years of one of Canada's most influential business figures
BY JASON PALMER • JUNE 24TH, 2011

To the Attractive Man I Locked Eyes With...
As I tried to shove a gigantic piece of wood into my mouth
BY HEATHER CORDANO • JUNE 24TH, 2011

Extreme Nuts

Extreme Nuts

Three squirrels get their adrenaline fix by crossing a busy road

YOUR LAUGHS • BY M.B. HORNBAGER • JUNE 28TH, 2011

Like 13 Tweet 0 Share 0

Additional Credits

Direction: M.B. Horbager
Art direction: Juan Manuel Urbina
Story: M.B. Horbager
Animators: Carlo Gallo, Juan Manuel Urbina, and Francisco Garcia
Sound: Nathan Helgusky

Advertising Rates

walrusmagazine.com

**Monthly impression rate base:
80,000**

MEDIA	CPM	MONTHLY RATE
Leaderboard	\$25	\$2,000
Medium Box	\$20	\$1,600
Wide Skyscraper	\$20	\$1,600
Custom Button	\$15	\$1,200

**Please contact for custom pricing on
interstitial, video pre-roll, and e-newsletter
placements**

Past and Current Digital Advertisers and Sponsors

- Aeroplan
- Anansi Press
- Bank of Montreal
- Canadian Association of Petroleum Producers
- Canadian Opera Company
- Centre for International Governance Innovation
- Dignitas
- DK Books
- eqhd
- International Festival of Authors
- Land Rover
- National Arts Centre
- RBC
- Simon and Schuster
- Stella Artois
- Stratford Tourism
- Thomson Reuters
- Universal Music

Production Specs

walrusmagazine.com

Ad sizes

AD FORMAT	SIZE	CTR	MONTHLY IMPRESSIONS
Leaderboard banner	728 x 90 pixels	1.0-2.0%	>150,000-200,000
Big box	300 x 250 pixels	0.5%	>150,000-200,000
Wide skyscraper	160 x 600 pixels	0.5%	>150,000-200,000
Custom button	120 x 90 pixels	0.03-0.05%	100,000-200,000
Interstitials	custom sizing	—	—
E-newsletter ad	custom sizing	12%	—



■ Leaderboard appears on all pages

■ Custom button appears on all pages

■ Big box appears on all pages in the right column, above or below the fold

■ Wide Skyscraper appears on all pages in the right column, below the fold

■ Interstitial appears on all pages; custom sizing available

Production Specs

walrusmagazine.com

Ad Mechanicals

Leaderboard

- Dimensions: 728 x 90 pixels
- Max. file size: 40k
- Max. loops: unlimited loops, 30fps
- Flash ad unit click tag: blank
- Animation length: 30 secs.
- Rich media accepted: in-banner video
- Rich media file size: 40k initial load; 1MB total
- Audio: user initiated, click only
- Geo-targeting: Available
- Lead time: two business days standard media; five business days rich media

Medium Box

- Dimensions: 300 x 250 pixels
- Max. file size: 40k
- Max. loops: unlimited loops, 30fps
- Flash ad unit click tag: blank
- Animation length: 30 secs.
- Rich media accepted: in-banner video
- Rich media file size: 40k initial load; 1MB total
- Audio: user initiated, click only
- Geo-targeting: Available
- Lead time: two business days standard media; five business days rich media

Custom Button

- Dimensions: 252 x 90 pixels
- Max. file size: 30k
- Max. loops: unlimited loops, 30fps
- Flash ad unit click tag: blank
- Animation length: 30 secs.
- Rich media accepted: in-banner video
- Rich media file size: 40k initial load; 1MB total
- Audio: user initiated, click only
- Geo-targeting: Available
- Lead time: two business days standard media; five business days rich media

Interstitial

- Dimensions: 640 x 480 pixels
- Animation length: 10 secs.
- Rich media accepted: in-banner video
- Rich media file size: 100k
- Flash ad unit click tag: blank
- Audio: user initiated, click only
- Lead time: five business days
- Geo-targeting: available

Wide Skyscraper

- Dimensions: 160 x 600 pixels
- Max. file size: 40k
- Max. loops: unlimited loops, 30fps
- Flash ad unit click tag: blank
- Animation length: 30 secs.
- Rich media accepted: in-banner video
- Rich media file size: 40k initial load; 1MB total
- Audio: user initiated, click only
- Geo-targeting: Available
- Lead time: two business days standard media; five business days rich media

Video Pre-Roll (for walrustv.ca)

- Dimensions: 480 x 360 pixels (4:3 full screen) or 480 x 270 pixels (16:9 widescreen)
- Animation length: 15 secs.
- Rich media file size: 2.5MB
- Tag type: 1x1 and click tags
- Geo-targeting: not available
- Lead time: five business days
- Additional information: FLV/MOV at 30 fps is preferred file format

E-Newsletter

- Dimensions: variable width (max. 600) x variable height (max. 300)
- File size: 30k
- Lead time: five business days
- Additional information: static creative only; may provide 1x1 tracking pixels and click command/URL

General Guidelines

walrusmagazine.com

The Walrus Foundation offers digital/print packages and sponsorship opportunities. Please contact your account representative for details.

- Any destination URLs that result in a redirection loop are not permitted
- All creative must allow for both impressions and clicks to be tracked by The Walrus Foundation's ad server
- <html>, <head>, <title>, <meta>, and <body> tags should not be included in the ad unit code
- All image maps must be client-side image maps
- DFP for Small Publishers serves all ad units for The Walrus Foundation's web properties, including walrusmagazine.com
- Mailchimp serves all e-newsletter placements
- Flash files must contain a blank clickTag command. Linking URLs must be listed separately
- Rich media ads must have alternate GIF or JPG versions of creative
- Any audio must be user initiated with an overt on/off button
- All advertising units must launch a new browser tab/window when clicked on
- If the creative requires a plug-in, then an appropriate sniffer code must be present to detect whether the user has the correct plug-in. If not, a default banner must be served to them. A user must never be forced to retrieve the latest plug-in to view your banner. The backup banner should be referenced in the HTML code and have a click-through URL (linking URLs must be domain-name based; they cannot be an IP address)
- Detailed trafficking instructions should be provided with all creative submissions
- The Walrus Foundation reserves the right to terminate any campaign upon its discretion
- **Turnaround times:** For testing and implementation, allow three business days for standard media; five business days for rich media

Javascript

- All Javascript ad units must include a backup GIF/JPEG image file
- HTML comment tags (<!-- -->) must be used to hide scripts from browsers that do not support Javascript and for browsers for which Javascript has been disabled
- If the event handler calls a function, then the script that executes the function must be submitted as part of the ad creative

Dynamic HTML

- All styles must be inline (ex.). External style sheets are not permitted
- If the event handler calls a function, then the script that executes the function must be submitted as part of the ad creative

Flash

- All Flash ad units must include a backup GIF/JPEG image file
- Flash creative must have a clickTAG click-tracking code inserted. Instructions for encoding a clickTAG can be found at www.google.com/support/dfp_sb/bin/answer.py?hl=en-GB&answer=1085746

General Guidelines

walrusmagazine.com

Rich Media

Walrusmagazine.com accepts rich media ad units from these vendors:

- Adform (www.adform.com)
- AdMotion (www.admotion.com)
- Atlas (www.atlassolutions.com)
- Bluestreak (www.bluestreak.com)
- BrightRoll (www.brightroll.com)
- DoubleClick (www.doubleclick.com)
- Efficient Frontier (www.efrontier.com)
- eyeReturn (www.eyereturnmarketing.com)
- EyeWonder (www.eyewonder.com)
- Fusebox (www.fusebox.com)
- Impact Engine (www.impactengine.com)
- Interpolls (www.interpolls.com)
- Kwanzoo(www.kwanzoo.com)
- Linkstorm (www.linkstorm.net)
- MediaMind/Eyeblander (www.mediamind.com)
- Mediaplex (www.mediaplex.com)
- Mixpo (www.mixpo.com)
- Oggifinogi (www.oggifinogi.com)
- Pointroll (www.pointroll.com)
- Qoof (www.qoof.com)
- SocialMedia (www.socialmedia.com)
- Spongecell (www.spongecell.com)
- Teracent (www.teracent.com)
- Tumri (www.tumri.com)
- Unicast (www.unicast.com)
- United Virtualities (www.unitedvirtualities.com)

Please submit DFA Internal Redirect for all Double-Click site placements. For any other ad tag unit, please provide Javascript tags for all site placements.

Advertising Policy

Acceptance of any advertisement in *The Walrus* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

Contracts

The publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conditions conflict with the rate card or the publisher's policies. Contracts must be completed within one year (10 issues). In the case of a lawsuit by any party against or enjoining *The Walrus*, relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character, or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify and save harmless *The Walrus* from all costs, damages, and demands.

Terms

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

Rate revisions

The publisher reserves the right to make revisions to these rates at any time. Existing contract rates are guaranteed only for the next three issues from the date of acceptance of contract.

Payment

Payment is due in Canadian funds at closing date, unless credit has been granted.

Credit

Where credit has been granted by the publisher, payment is due 30 days from the date of invoice. If the advertiser owes the publisher an excess amount of credit, the publisher retains the right to cancel any additional advertisements.

Agency commission

15% to recognized advertising agencies.

Cancellation

All magazine ads must be cancelled 5 business days prior to ad closing date. Failure to do so will result in a 25% cancellation fee.

THE WALRUS

SALES DIRECTOR

Nick R. Cino
(416) 971-5004, ext. 243
nick@walrusmagazine.com

ACCOUNT MANAGER

Joseph Connolly
(416) 971-5004, ext. 233
sales@walrusmagazine.com

PRODUCTION QUERIES TO:

Matthew McKinnon, *online editor*
(416) 971-5004, ext. 275
web@walrusmagazine.com