

Travel

EXTRA

2009 MEDIA KIT

TORONTO STAR

JAN 2009

What is Travel Extra?

- Toronto Star's Travel Extra is a beautifully designed, glossy, broadsheet section.
- Targeted to 180,000 affluent households in the GTA 5 times per year.
- Distribution within the Sunday Star to subscribers, as well as a limited number of non-subscribers in the selected postal codes.

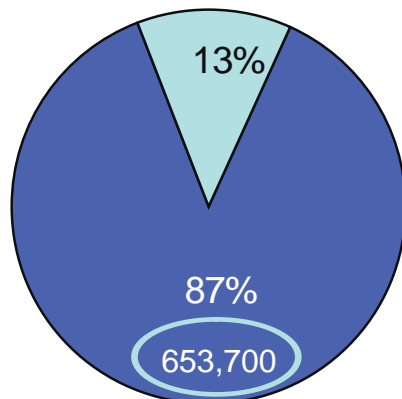


SUNDAY STAR



- Our overall Sunday paper boasts a strong female readership at 53% female. This, combined with 50% of Toronto women who have travelled in the past 3 years, makes for an attractive medium for targeting those high end travellers.
- The Star is now able to select and deliver an audience based on the profile of their postal code (FSALDU) on Sundays, rather than the larger geographical area (FSA).
- This means that the distribution of our Extra sections is precisely targeted to households in higher income postal codes in the GTA, and therefore, extremely efficient.

87% of Sunday Star readers have taken a vacation in the past 3 years!



Of these over 650,000 readers...

36% have visited Europe in the past 3 years

79% have travelled within Canada in the past 3 years

40% have been to a "Sun destination" in the past 3 years

About Star Readers:

- Almost ½ million Sunday readers have a HHI of \$75,000+
- Over a ¼ million have a HHI of \$100,000+
- 444,000 are University grads+
- Over 750,000 are home owners



- Sun. Mar. 1, 2009 -
Travel Extra- EUROPE

Booking: Thurs. Feb. 5
 Material: Wed. Feb. 18

- Sun. May. 10, 2009-
Travel Extra -CANADA

Booking: Thurs. Apr. 16
 Material: Wed. Apr. 29

-Sun. Oct. 11, 2009 -
Travel Extra -Travel Sun/ Cruising

Booking: Thurs. Sept. 17
 Material: Wed. Sept. 30

-Sun. Nov. 22, 2009 -
Travel Extra -Skiing

Booking: Thurs. Oct.29
 Material: Wed. Nov. 11

- Sun. Dec. 6, 2009 -
Travel Extra-Travel Sun

Booking: Thurs. Nov. 13
 Material: Wed. Nov. 26



2009 NET RATES

| Unit : | 1x | 3x | 6x |
|----------|----------|----------|----------|
| Page | \$17,025 | \$15,235 | \$13,610 |
| 1/2 DPS | \$18,725 | \$16,760 | \$14,975 |
| DPS | \$30,635 | \$27,425 | \$24,490 |
| 1/2 Page | \$12,765 | \$11,425 | \$10,205 |
| OBC | \$20,425 | \$18,285 | \$16,330 |
| IFC | \$19,575 | \$17,525 | \$15,650 |
| 1/4 Page | \$7,660 | \$6,855 | \$6,125 |

SPECIFICATIONS

- Full Page = 10 Columns x 280 Lines - or 10 1/2" wide x 20" deep
- 1/2DPSSize = 21 Columns x 145 Lines - or 22" wide x 10 5/16" deep
- DPSSize = 27 Columns x 280 Lines - or 22" wide x 20" deep
- 1/2 Page Size = 10 Columns x 145 Lines - or x 10 1/2" wide x 10 5/16" deep
- Resolution = 270 - 300 Dpi - or 133 Line Screen
- Ink Density Should Not Exceed 280

MATERIAL SUBMISSION

Accepted Formats:

- Quark Xpress
- Adobe Illustrator – saved as version 6 EPS
- Adobe Photoshop – saved as an EPS or TIFF
- Graphic Files – saved as TIFF or EPS (uncompressed)
- For Maximum quality a colour proof should always be supplied with Digital Material
- Further submissions may be available – contact your sales representative for more information
- Late material or changes to material past deadline will be subject to applicable service charges