

Wheels

EXTRA



2009 MEDIA KIT



JAN 2009

LIVE IN LUXURY

TORONTO STAR



DISTRIBUTION =
140,000

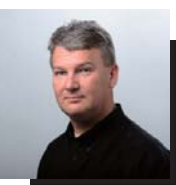
Welcome to the new Wheels Extra, designed and written to offer something a little extra to the Toronto Star's Sunday readers.

Geared to be more lifestyle than technical, Wheels Extra is Wheels' own magazine, written by a new team to be enjoyed by a wide spectrum of readers. New for 2009, it will include regular series for those who love automobiles and feature stories for those merely curious. Each month in the spring and fall, we'll take a local road trip in an interesting car that will feature prominently on the cover. We'll look at gadgets, history and auto design, as well as offer a guide to the practical side of owning a fine vehicle.

Consistent themes:

Each 12-page section will include at least five stories, geared to lifestyle, review, driving and gadgets. Mix of vehicles will usually include one very expensive (\$100,000+), one premium (\$60,000), one top-of-the-line. Stories will be written by writers who do not usually cover the same topics for Wheels, including Bruce Reeve, Mark Toljagic, Kathy Renwald, Lorraine Sommerfeld, Michael Banovsky.

THE EDITORS



Mark Richardson

Editor of Wheels and Wheels Extra, Richardson will be writing a monthly column on topical auto matters, only in Wheels Extra.



Bruce Reeve

Former award-winning editor of Cycle Canada magazine, Reeve now applies his refreshing narrative and astute analysis to four wheels. Read about his road trip to Blue Mountain in an Infiniti G37x in the March edition of Wheels Extra.



David Cooper

Cooper is the chief automotive photographer for the Toronto Star, and he shares his years of experience and know-how with Wheels Extra readers through his new auto photography advice column.



Michael Banovsky

Wheels' own Young Journalist of the Year for 2004 has found his niche in Wheels Extra explaining auto gadgets, from GPS units to sound systems and everything in between.



John LeBlanc

Seen each week in Wheels and known for his popular acerbic blog on wheels.ca, LeBlanc will focus his aesthetic eye each month on the elements of design that give cars and manufacturers their unique identities.



Mark Toljagic

The 2007 Journalist of the Year, as recognized by the Automobile Journalists' Association of Canada, doesn't mince his words when it comes to cars. But find out how he fares on the ferry to Pelee Island in May.



Jil McIntosh

Probably the most knowledgeable journalist in Canada when it comes to vintage cars, McIntosh's new Wheels Extra column will bring to life the historic cars that shaped their era.



Kathy Renwald

Winner of AJAC's prestigious Wakefield Castrol Award for automotive writing in her first year of crossing over from gardening subjects to vehicles, Renwald has gathered a loyal following in Wheels for her colourful car reviews.

PUBLISHING DATES

DEADLINES

Sunday, March 15 th	Booking	Thurs. Feb. 19
	Material	Wed. Mar. 4
Sunday, April 19 th	Booking	Thurs. Mar. 26
	Material	Wed. Apr. 8
Sunday, May 24 th	Booking	Thurs. Apr. 30
	Material	Wed. May. 13
Sunday, September 13 th	Booking	Thurs. Aug. 20
	Material	Wed. Sept. 2
Sunday, October 18 th	Booking	Thurs. Sept. 24
	Material	Wed. Oct. 7
Sunday, November 29 th	Booking	Thurs. Nov. 5
	Material	Wed. Nov. 18

2009 NET RATES

Unit :	1x	3x	4x
FP	\$17,525	\$15,682	\$14,007
1/2 PG	\$13,141	\$11,760	\$10,505
1/4 PG	\$7,886	\$7,056	\$6,305
DPS	\$31,537	\$28,229	\$25,211
1/2 pg dps	\$19,273	\$17,252	\$15,414
OBC	\$21,026	\$18,821	\$16,811
IFC	\$20,150	\$18,039	\$16,107
Front Page	\$9,765	\$9,375	\$9,186
Banner			

SPECIFICATIONS

- Full Page = 10 Columns x 280 Lines - or 10 1/2" wide x 20" deep
- 1/2 DPSSize = 21 Columns x 145 Lines - or 22" wide x 105/16" 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 105/16" deep
- Resolution = 270 - 300 Dpi - or 133 Line Screen
- Ink Density Should Not Exceed 280

MATERIAL SUBMISSION

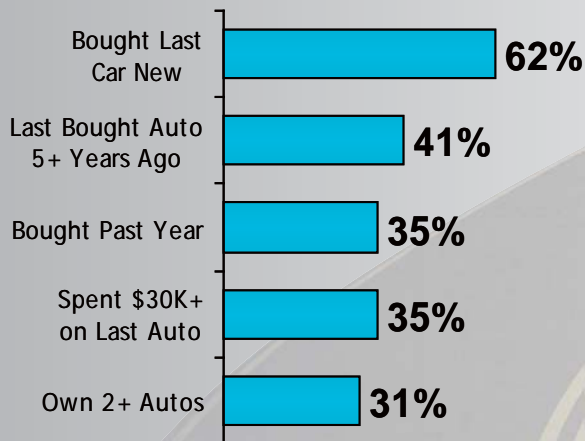
Accepted Formats:

- 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



The Toronto Star's Wheels Extra will reach 140,000 Households of passionate Automotive Enthusiasts

More likely to Buy/Spend/Own more



* Read Sunday Star & Automotive Content, compared to the average Ontarian 18+

Passionate about Automobiles

- 71% have their cars serviced by the dealer
- 62% have 2+ cars in household
- 52% have taken a vacation trip by car
- 52% say they get quite attached to their cars
- 41% say the choice of car says a lot about a person
- 38% say they love expensive sports cars

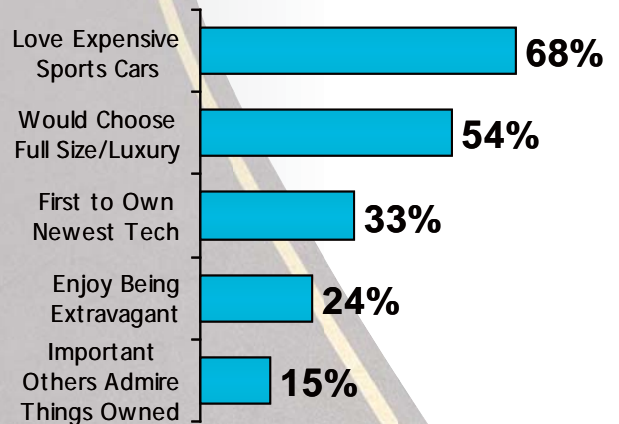
* Read Sunday Star & Automotive Content

Good Advertising Targets

- 98% have an automobile in household
- 89% are Homeowners
- 42% are University Grads Plus
- 39% say they would always choose a full size/luxury automobile

* Read Sunday Star & Automotive Content

More likely to Love their Toys



* Read Sunday Star & Automotive Content, compared to the average Ontarian 18+

