

Highlights

Average Monthly*:

Unique Visitors: 40,829

Pageviews: 130,854

Pages/Visit: 2.64

Time spent on site: 2 min 13 sec

*Google Analytics Jun-Oct 2011

The Audience

- 56/44% male/female
- 18-34 (23%)
- 35-49 (34%)
- 50+ (36%)
- 3.7x more likely to visit Home & Gardening sites
- 2.4x more likely to visit Auto News & Info sites
- 2.3x more likely to visit Home Improvement sites

*Source: Quantcast, Canadian Monthly Avg. November 2011

Features

HOME RENO

From the basement to the roof, everything you need to know to make your next home renovation a success.

OUTDOOR RENO

Tips, tools and techniques to raise your home's curb appeal.

PROJECT PLANS

Browse through hundreds of project plans that include large, small and even kids projects.

KITCHEN AND BATH

Time to upgrade your kitchen or bath? See styles, tools and techniques to get the job done right and stay dry doing it.

TIPS & TOOLS

Reviews of the latest tools and building technologies, plus techniques and safety articles.

ASK A PRO

Submit questions to our DIY and woodworking experts.

YOU MADE IT

Submit your latest DIY project, or woodworking creation in our interactive section.

CONTESTS

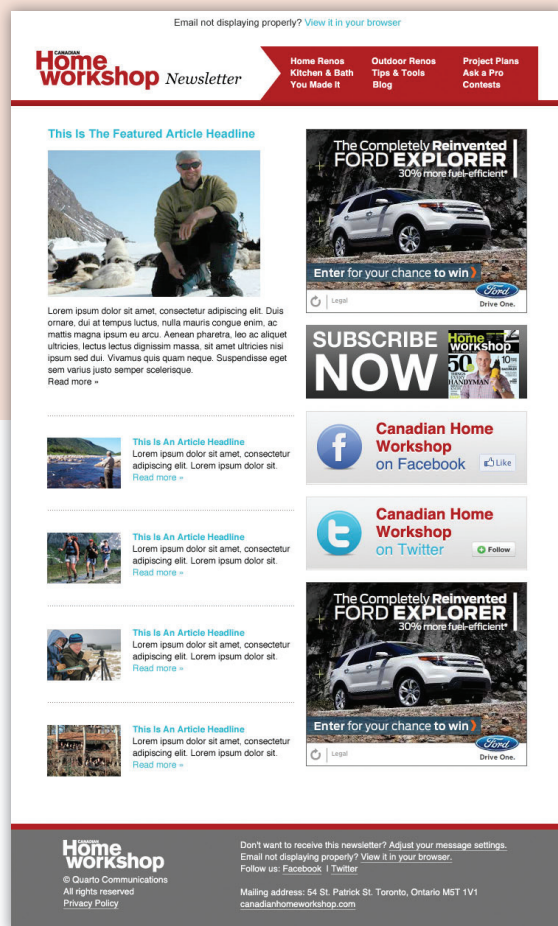
Integrated promotions, turnkey contest management and relevant database collection are all part of our highly successful contest components.

SOCIAL NETWORKING

Follow Canadian Home Workshop on Facebook and Twitter, where daily and weekly posts are created on relevant DIY topics.

National Rate Card

Creative type	Format	Physical size (IN PIXELS)	File Size (MAXIMUM)	ROS net CPM	Expandable net CPM	Video and/or Audio ad net CPM	Geotargeting net CPM
Leaderboard	GIF, JPG, SWF, FLASH 8, DHTML	728 x 90	40 KB	\$25	\$30	n/a	\$27
Big Box	GIF, JPG, SWF, FLASH 8, DHTML	300 x 250	40 KB	\$25	\$30	\$35	\$27
Super Leaderboard	GIF, JPG, SWF, FLASH 8, DHTML	960 x 90	40 KB	\$27	n/a	n/a	\$29
1/2 Page Big Box	GIF, JPG	300 x 600	40 KB	\$40	n/a	n/a	\$50
Homepage Takeover	GIF, JPG	Includes: Skin, leaderboard, 3 big box units	TBD		\$1,000 flat rate/day		



Canadian Home Workshop e-newsletter

- Canadian Home Workshop's e-newsletter is published 12 times per year
- Opt-in subscribers: over 21,000
- File types: .jpg, .gif (static image)
- File size (maximum): 35 KB

Creative type	Physical size (in pixels)	Cost per newsletter
Big Box	300 x 250	\$1,500

Media Guidelines

- Canadian Home Workshop adheres to IAB Canada Standards – for more information please visit: www.iabcanada.com/wp-content/uploads/2010/09/CUAP_Jan2011_-Eng2.pdf
- Canadian Home Workshop reserves the right to pre-approve advertising creative.
- Standard creative must be submitted to Publisher no later than 3 business days prior to live date.
- Rich-media creative must be submitted to Publisher no later than 7 business days prior to live date.
- Other custom integration opportunities available upon request.

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