



2011 Online Media Kit

unlimitedmagazine.com

Expand Your Life's Work

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UNLIMITEDMAGAZINE.COM

The award-winning **unlimitedmagazine.com** is Canada's only business magazine aimed at the next generation of business professionals.

unlimitedmagazine.com places your advertising within an interactive community of Canada's ambitious workers and consumers.

Always on and always connected, the Millennials digest information at an incredible rate and spend hours every day online.

Whether keeping up with business issues on our blogs, researching career-building tips into the wee hours of the night, or seeking world-class financial advice, users visit **unlimitedmagazine.com** looking for one-of-a-kind content that is always fresh and interesting.

Content on **unlimitedmagazine.com** is themed around an important business issue each month, written by and for Canada's next generation of business leaders. Users find blogs, exclusive content, how-to articles, contests and intimate discussions with peers from across Canada.

Unlimitedmagazine.com gives your advertising incredible reach and builds your brand awareness with the Millennials. Plus, a click of a mouse puts Millennial consumers directly on your homepage.

UNLIMITEDMAGAZINE.COM : AUDIENCE

unlimitedmagazine.com taps into the pulse of Generation Y like no other magazine and benefits from a crossover into Generation X and even young Baby Boomers who are eager for an inside look at their Gen Y employees and colleagues.

unlimitedmagazine.com readers want to climb the corporate ladder three rungs at a time. They are professionals, entrepreneurs, volunteers, university students and aspiring politicians.

They invest in travel and higher learning and place great emphasis on keeping one step ahead of the social issues, fashions and business trends that are reshaping Canada's socioeconomic landscape.

They align with brands they respect and companies that reflect their own fast-forward mentality and desire for a better world.

OUR CORE READERS ARE:

- 20-35 YEARS OLD
- EDUCATED AND AMBITIOUS
- UPWARDLY MOBILE
- TECH-SAVVY
- IMAGE CONSCIOUS

THE SIGNIFICANCE OF THE MILLENNIALS

The 8.3 million Millennials, accounting for 26% of the Canadian population, will enter Canada's job market in full force over the next 10 years. They are focused, extremely ambitious and ready to turn the corporate world on its side, particularly in the areas of management and technology. Trendsetting and constantly on-the-go, they are changing the way businesses operate and their influence can make or break a product. They are larger in numbers than any generation since the Baby

Boomers and they spend over \$17.2 billion every year. For this highly desirable audience, choosing and reading **unlimitedmagazine.com** is a form of self-expression – a reflection of tastes and interests – just like choosing the clothes they wear, the technology they use or the company they work for. Advertising in **unlimitedmagazine.com** connects you to an exclusive, high-spending demographic that will carry your brand into the future.

DID YOU KNOW?*

97% OF MILLENNIALS OWN A COMPUTER

94% OWN A CELL PHONE

76% USE INSTANT MESSAGING

28% OWN A BLOG AND **44%** READ BLOGS

18% OF CANADA'S SMALL BUSINESSES ARE OWNED BY A MILLENNIAL

50% SAY BUYING GREEN PRODUCTS IS IMPORTANT TO THEM, **35%** PREFER CANADIAN-MADE PRODUCTS AND **36%** BUY ORGANIC AND LOCALLY SOURCED GOODS WHERE POSSIBLE.

*All statistics taken from
Connecting to the Net.Generation

27% CURRENTLY HAVE BEGUN AN INVESTMENT STRATEGY; **45%** OF THOSE SAY THEY ACTIVELY CONDUCT THEIR OWN RESEARCH FOR INVESTMENT CHOICES

91% VALUE COMPANIES AND PRODUCTS THAT SUPPORT GOOD CAUSES

89% WOULD BE LIKELY TO SWITCH BRANDS TO ONE ASSOCIATED WITH A GOOD CAUSE

EACH MONTH: A NEW ISSUE CONTAINING FEATURES, PROFILES, AND HOW-TO ARTICLES ON THE IMPORTANT BUSINESS AND MONEY MANAGEMENT ISSUES FACING YOUNG WORKERS TODAY

DAILY AND WEEKLY: BLOGS AND COLUMNS ON PERSONAL FINANCE, TECHNOLOGY, EDUCATION, WORKPLACE HEALTH AND MORE.

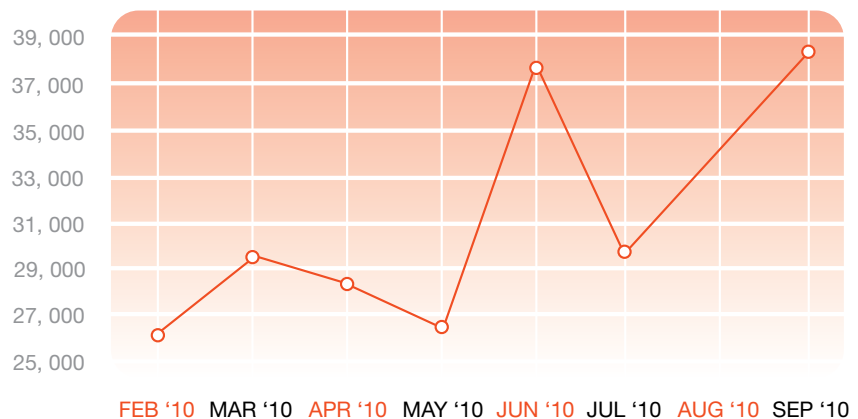
"I THOUGHT IT WAS FRESH, THOUGHTFUL AND UNIQUELY TAILORED TO YOUNG PROFESSIONALS. I ALSO THOUGHT THE ADS WERE SEAMLESSLY INTEGRATED" – J.L-P, OTTAWA

READERSHIP STATISTICS

AVERAGE MONTHLY SITE VISITS: **30,720***
PERCENTAGE SITE GROWTH SINCE LAUNCH IN JULY 2009: **776%**
AVERAGE MONTHLY PAGE VIEWS: **272,404**
E-NEWSLETTER RECIPIENTS: **+1,400**

*Based on an 8 month period from February 2010 to September 2010

SITE VISIT INCREASES OVER THE LAST 8 MONTHS



PLACEMENT, SPECS AND RATES

Advertisements on **unlimitedmagazine.com** are rotated to ensure visitors are viewing a variety of different ads as they explore our website. Also, advertisements can be placed within specific sections of our expansive, young professional specific content, ensuring you reach the exact audience you want. This makes your ad more attention-grabbing and ensures maximum impact.

1) Top Leaderboard (728 x 90) \$40 CPM

Rotation at top of page

2) Big Box (300 x 250) \$35 CPM

Ad will rotate between the following three positions:

- A. Top right on homepage
- B. Middle of article pages
- C. Bottom of industry pages

3) Skyscraper (160 x 600) \$35 CPM

Rotation on right-hand side of page

4) Bottom Leaderboard (728 x 90) \$25 CPM

Rotation at bottom of page

ADDITIONAL OPTIONS

Floating Units (max 900x600) \$45 CPM

Prestitial/Interstitial (300x250) \$75 CPM

Pop Ups (300x250) \$75 CPM

Site Skin \$200 CPM

Unlimited E-Newsletter Ads

(1 Leaderboard, 1 Skyscraper, 1 Big Box available; plus 50 word text ad) **\$400 per spot/\$1200 for entire newsletter (1400+ subscribers)** A 50-word advertising paragraph costs **\$50** and is located in a skyscraper position.

Third Party E-Blasts

Third party opt- in subscriber list. (1400+ subscribers)
\$120/CPM

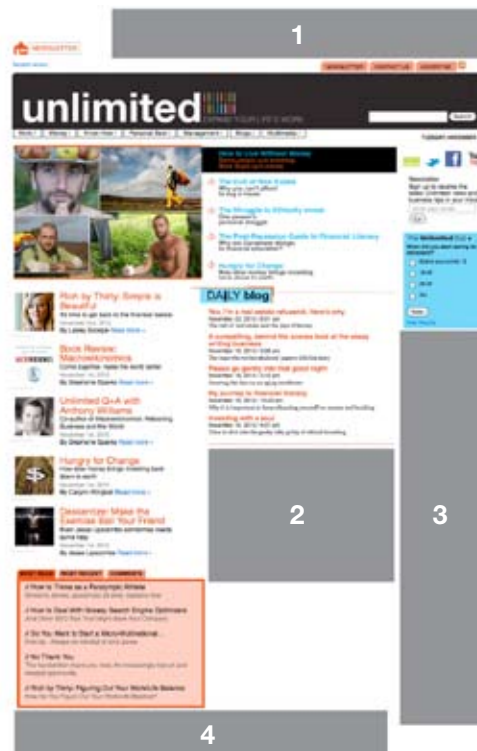
An additional charge of \$75 will be added to all e-blast purchases in order to cover set-up and testing costs.

Category Sponsorship*

Basic Sponsorship: Logo placement on the category homepage as well as within each category-specific article. **\$750/month**

Comprehensive Sponsorship: Leaderboard, big box, and skyscraper ad placements on the category homepage. Logo placement on the category homepage as well as within each category-specific article. **\$1500 /month**

*Minimum three month commitment



All sizes and specifications conform to Interactive Advertising Bureau of Canada standards.

CUSTOM ONLINE ADVERTISING

Let us create a custom advertisement or an entire campaign for you. Working with you, our editorial, digital and marketing departments are able to create and execute the most effective and engaging advertising campaigns for your brand or business. Examples of custom advertising options include:

Category Sponsorship: By sponsoring a specific web category (such as Work or Money) your brand is aligned with editorial content that speaks specifically to your business interests. In a crowded advertising marketplace, targeted advertising has been proven to be the most effective.

Third Party E-Blasts: Your targeted advertising message delivered directly to the emails of over 1400 third party opt-in subscriber list. Video ads: Attractive, informative and entertaining – video ads deliver superior engagement.

Micro-sites: We can develop an entire section of **unlimitedmagazine.com** featuring exclusive content, designed just for you.

Blogs: Sponsor a blog and be front and centre as top executives discuss the latest business issues on **unlimitedmagazine.com**.

Contests: Donate a prize for a survey or quiz and put your products in the hands of influential young professionals.

Web polls: An interactive way to build awareness by sponsoring user-generated content.

In terstitials: Get premium exposure as users navigate through our site.

Site skin: Your brand wraps around the **unlimitedmagazine.com** content for maximum impact.

Podcasts: Develop informative audio or video content that users can download and share with colleagues/friends.

E-newsletters: You can sponsor a content specific Unlimited Magazine e-newsletter or work with our awardwinning staff to create a custom piece for your organization.

*Minimum commitment for all advertisers on **unlimitedmagazine.com** is \$700 per contract. Lead time for online advertisements is five business days. Contact your account executive for more details or visit **advertisewithventure.com**.*

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