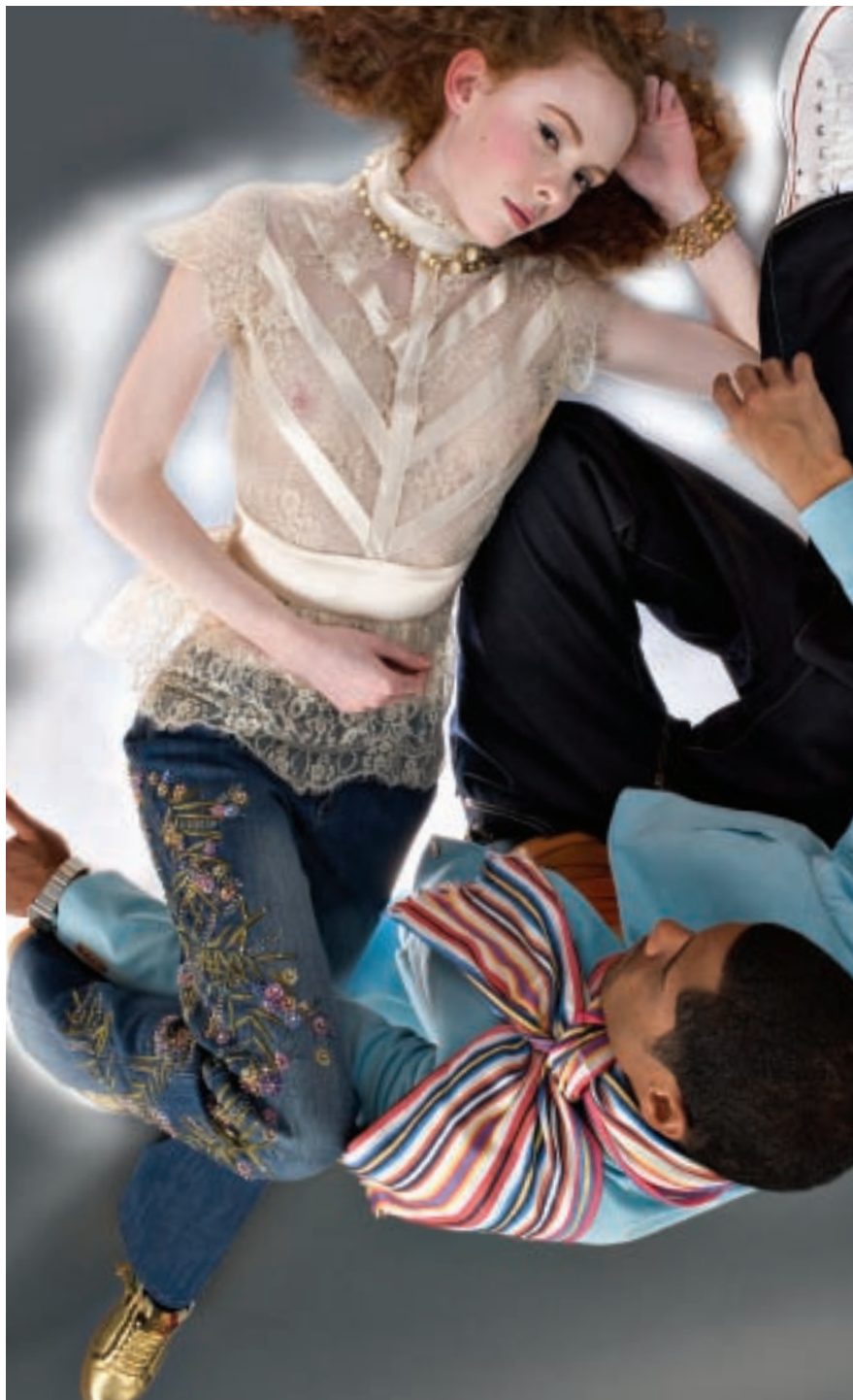


# PEACE

CANADA'S STREET  
STYLE MAGAZINE



[WWW.PEACEMAGAZINE.COM](http://WWW.PEACEMAGAZINE.COM)



## ABOUT PEACE

Peace is Canada's Street Style Magazine for readers with an eye for what's new and next in fashion, art, music, film, TV, sport, technology and lifestyle.

What is Street Style? To make a long story short, let's begin with music.

Once upon a time music defined generations and structured subcultures. Not anymore. Today's young consumer listens and lives in a hyperactive shuffle culture where songs and styles get skipped faster than ever. On the street there are only two types of music: what you like and what you don't. Peace writers have been there & done that in punk, metal, hip hop, R&B, grunge, reggae, house, techno, jungle and more. We know it's not about one sound vs. another; it's about the mix.

The same goes for fashion. Today's global proliferation of style is dictated by young consumers who've abandoned old dress codes. They want to rock it all, from Limited Edition and Artist Collaboration sneakers to sweats and suits to indie designer dresses with an accessory-twist from the runways of the world. Uptown or downtown, the diffusion of luxury is a two-way street with a lot of twists and turns.

Peace is the only Canadian magazine mapping those global twists and turns as they wind through music, fashion, sports, arts, film, TV, tech and lifestyle.

With a genre-busting approach to the bits and pieces we pick to click that reflects and creates movement in the evolution of Street Style, here's how we break it down every issue:

**BITS** Our front section drops quick hits on breaking style trends, artists, lifestyle products, travel, and the latest music, film, books and tech. *i.e. new phone technology, Estevan Oriol t-shirts, adventure vacations, Japanese tastemaker Hiroshi Fujiwara, sneaker king Bobbito Garcia*

**PIECES** Short talks with the artists, athletes, designers and tastemakers who are now and next on readers' radar. *i.e. actress Sook-Yin Lee, denim guru Emmett Harrell, comedians Kenny and Spenny, WWE diva Mickie James*

**FEATURES** Long interviews and photo essays that celebrate the most significant icons, ideas and events in global street culture. *i.e. the heavy metal life of Jada Pinkett-Smith, console wars at E3, NBA MVP Steve Nash, UFC Welterweight champion Georges St. Pierre*

**FASHION** From bombshells in bikinis to celebs repping World Cup nations to the serious sneaker heat, our team of shooters, stylists and artists draw Canada's only street map for style.

**SHOPPING** At four to six pages per issue, our shopping guides for Spring, Summer, Fall and the Winter tap the latest in apparel, accessories, beauty, electronics, gaming and more.

**THE 100** Sometimes scandalous. Always notorious. Our 100 gossip, news, rumour and insider-trading items is the last page of Peace that's usually the first page read!



## ABOUT US

**Harris Rosen, Publisher**  
[info@peacemagazine.com](mailto:info@peacemagazine.com)

The outspoken force behind Peace since it launched, Harris' interviews with maverick celebs like Kurt Cobain, Eminem, The Notorious B.I.G., Ricky Williams and Snoop Dogg puts him miles ahead in the scoop department.

**Joel Regular, Creative Director**  
[art@peacemagazine.com](mailto:art@peacemagazine.com)

An advertising Art Director by day and street baller by night whose production and graphics team led the design transformation of Peace in 2005, Joel was the Publisher and Art Director of now-dormant *dojo* magazine.

**Rebecca Blissett, Photographer**

Highly regarded for the intimate human connection in her work, Rebecca's music, fashion, portrait and documentary projects have been published in magazines, books and newspapers for the past decade.

**Vanz Chapman, Film and TV**

An alumnus of the London International Film School, the 1997 winner of the Praxis Screenwriting Award and a former writer-in-residence at the Canadian Film Centre, Vanz is the author of *Reel Black*, a guide to urban cinema.

**J.R. Ewing, Streetwear**

From scouring shelves for Masters of the Universe as a kid to hunting down 80's sportswear he didn't buy back then, the Human Accessory and MTV Canada guest host brings an encyclopedic knowledge to everything he does.

**Alexis Finch, Photographer**

A 2006 contestant on *Making It Big* whose work has been featured in an AIDS Committee of Toronto campaign, the Canadian Museum of Civilization and a variety of magazines, Alexis shoots artists and fashion for Peace.

**Chris Frampton, Photographer**

A former ad grunt who sported a loincloth to battle a cyclops for Cooper Mini, flogged Smirnoff on India TV and stunt-doubled for Ethan Hawke, Chris regularly shoots publicity pics for the already and soon-to-be famous.

**Dalton Higgins, Sports**

A frequent culture pundit on Toronto's media circuit and the author of *Much Master T: One VJ's Journey* and *Hip Hop*, Dalton's gloves-off approach to the popular culture of sport puts a critical twist on the usual play-by-play.

**Morgan Gerard, Editor**  
[editorial@peacemagazine.com](mailto:editorial@peacemagazine.com)

A former contributing editor at *Graffiti* and *Streetsound*, Morgan holds a doctorate in Social Anthropology. His work has appeared in *Popular Music & Society*, *Global Pop Local Language* and *Rave Culture and Religion*.

**Craig Boyko, Photo Editor**  
[photos@peacemagazine.com](mailto:photos@peacemagazine.com)

An accomplished shooter and digital post-production genius, Craig's photos have appeared on CD covers, in the Toronto Argonaut Cheerleaders 2006 calendar and throughout XXV, Peace's Limited Edition book celebrating the 25th Anniversary of the Air Force 1.

**Anna Keenan, Photographer**

Coaxing beautiful images from dodgy locations for Peace, like a 1950's Hollywood glam shot with Faith Evans in a hotel hallway, Anna's work has appeared on FT's *Behind The Lens*, in *EnRoute*, *Mix* and *NOW*, and on CD covers.

**Craig Mannix, Gaming**

When not transfixed by Madden '07 or doing his rounds as one of Toronto's most influential urban music and street fashion tastemakers, Craig is the Founder and Owner of Offshoot Communications, a cutting-edge sales and marketing agency specializing in apparel, special events and youth culture.

**Patrick Nichols, Photographer**

Known for lending his vision to corporate clients like CocaCola, Chevrolet and Nike, and in the music industry for images of The Dream Warriors, Kardinal Offishall and Ivana Santilli, Patrick has shot Ice Cube, Sizzla, Jada Pinkett-Smith and Ricky Williams for Peace.

**Jason Richards, Music**

A comedic emcee and a prolific young music writer in Toronto, Jason has dipped into his mixed bag of music pleasures for Peace to deliver laugh-out-loud stories on the likes of Metric, Chromeo, Little Brother and 50 Cent.

**James Stamos, Tech**

Known and loved by Canadians and Americans who get Sex TV on satellite as Ed The Sock's musical sidekick, and by fans of EA's NHL 2005 for sporting Borje Salming JOFA gear, we don't know anyone more obsessed with gadgetry than James.



## WHO ARE OUR READERS?

Peace readers live, work and play in the local and global intersections of street and mainstream. The magazine is read by nearly 300,000 men and women, aged 18 to 34, who get their copies primarily through Future Shop, Athletes World, Roots and over 250 indy locations across Canada. Fiends for mainstream trends as well as the brand underground, they are the most active consumers and creators of today's - and tomorrow's - pop culture.

### MARKET POSITION

- Canada's only national lifestyle magazine for street and pop culture junkies

### TOTAL READERSHIP

- 300,000

### FREQUENCY

- quarterly standard issues: March, June, September, December
- summer digest issue: July

### CIRCULATION

- 50,000 (source: CCAB 2005)
- 75% placement in Toronto, Vancouver and Montreal
- for sale across Canada on newsstands at Chapter's/Indigo (139 locations)
- complimentary copies across Canada through Future Shop (83 locations), Athletes World (50 locations), Roots (20 locations), Arlies/Boathouse (32 locations) and over 250 independent locations

## WHY ADVERTISE IN MAGAZINES?

**TRUST** According to 'Media Choices', Magazine Canada's Fast Facts 2005 study of consumer relationships with media, more consumers report that they purchase products as a direct result of magazine advertising. Why?

- *they trust advertising in magazines more than they do in other media*
- *they say magazines are more tailored to their interests than other media*
- *they pay more attention to advertising in magazines than on TV or online*
- *they don't find magazine advertising intrusive or annoying like other media*

**R.O.I.** According to 'Measuring the Mix', Magazine Canada's Fast Facts 2005 study of multi-media accountability, magazine advertising produces a higher return on investment than other media, second only to trade promotion.

**LOYALTY** As broadcast media becomes more fragmented by channel options and online avenues more clogged by viral marketing, magazines provide a stronger, more loyal audience.

## WHY ADVERTISE IN PEACE?

**TARGET MARKET** With copies at Future Shop, Roots, Athletes World, Arlies/Boathouse and over 250 independent retailers across Canada, Peace is picked up and gone in a single weekend by readers already deep in spending mode.

**EXCLUSIVE EDITORIAL** We don't jump on media bandwagons, chase played-out celebs or recycle content from wire and image services. With over 95% original content - including all of our cover shots! - readers check Peace for fun, progressive editorial content that no other Canadian magazine offers.

**15 YEAR TRACK RECORD** According to the Print Measurement Bureau, 1 in 3 new magazines in Canada folds in the first year. More than 40% that folded in 2005 were under 5 years old. A reliable and robust title secures consumer confidence in your brand. In 2007, Peace celebrates its 15th year.

**REACH BEYOND PRINT** From connecting with our global online audience to mingling with international tastemakers at Peace special events, make the move to extend your brand from our pages to our contests, cross-promotions and custom-publishing projects.

**SOME OF OUR RECENT ADVERTISING PARTNERS:** adidas, Akademiks, Athletes World, Columbia Pictures, Creative Recreation, EMI Music, Nynce, Heineken, iSkin, Molson Canadian, New Era, Nike, Phat Farm, PlayStation, Puma, Reebok, Rocawear, Rogers Wireless, Roots, Sean John, Sony, Sony/BMG Music, Triple Five Soul, Ubisoft, Virgin Music, Volkswagen, Warner Music



## SPECS / DIMENSIONS

publication trim size: 8 1/8" x 10 7/8"

live area/type page: 7 1/4" x 9 7/8"

printing process: web offset

binding method: perfect bound

AD SPACE	NON-BLEED SIZE	BLEED SIZE
double page spread	15 3/4" x 9 7/8"	16 1/2" x 11 1/8"
full page	7 1/4" x 9 7/8"	8 3/8" x 11 1/8"
1/2 page horizontal	7 1/4" x 9 7/8"	8 3/8" x 5 1/8"
1/2 page vertical	3 1/2" x 9 7/8"	3 3/4" x 11 1/8"
1/3 page vertical	2 1/4" x 9 7/8"	2 1/2" x 11 1/8"
1/4 page box	7 1/4" x 2 3/8"	N/A
1/4 page strip	7 1/4" x 2 3/8"	8 3/8" x 2 5/8"

## MATERIAL REQUIREMENTS

ads accepted on CD and via FTP

Mac format preferred; PC accepted (CDR and ZIP)

**Full colour proofs required. \$50.00 surcharge for proof on FTP submissions. If no proof is provided there will be a \$50.00 surcharge. No exceptions.**

Allow 1/8" in gutter for spreads

- please supply colour digital proofs and file/fonts/image usage printout with disk
- ensure files are CMYK/press ready and built in one of the following preferred applications: QuarkExpress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat PDF (fonts used in Illustrator must be converted into outlines)
- additional requirements for special colours, bind-ins, inserts, posters, gatefolds, overruns and reprints available on request
- ads that must be resized, converted or translated may be charged extra
- email [info@peacemagazine.com](mailto:info@peacemagazine.com) for quotes on insertions, tip-ins, poly bags, etc
- for more information on ad specs, design or production contact Alan Regular at [art@peacemagazine.com](mailto:art@peacemagazine.com)



## RATES

4/COLOUR	1X	3X	6X	12X
double page spread	\$9175.00	\$8830.00	\$8400.00	\$7800.00
full page	\$4820.00	\$4650.00	\$4375.00	\$4100.00
1/2 page	\$3550.00	\$3400.00	\$3250.00	\$3100.00
1/3 page	\$3050.00	\$2900.00	\$2775.00	\$2650.00
1/4 page	\$2500.00	\$2375.00	\$2300.00	\$2200.00
COVERS:				
outside back	\$6000.00	\$5800.00	\$5550.00	\$5275.00
inside front spread	\$9700.00	\$9100.00	\$8550.00	\$8025.00
inside back	\$5300.00	\$5150.00	\$4900.00	\$4700.00

## 2007 EDITORIAL CALENDAR

ISSUE	DATE	DISCS/PROOFS	EDITORIAL DEADLINE
<b>#85 SPRING</b> 6th Annual Sneaker Edition Spring Shopping Guide	March 2	February 9	January 26
<b>#86 SUMMER</b> Summer Style Preview Summer Shopping Guide	June 1	May 11	April 27
<b>#87 PEPA</b> Cross-Canada summer digest	July 20	June 22	June 15
<b>#88 FALL</b> Fall Fashion Spectacular Fall Shopping Guide	August 31	August 3	July 20
<b>#89 WINTER</b> 6th Annual Holiday Buyer's Guide	November 30	November 2	October 19

CONTACT INFORMATION **Harris Rosen** (416) 504-0065 heller@peacemagazine.com