

# DRUGSTORE CANADA

**YOUR  
MEDIA  
PLANNER**

**2010**



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HealthcareGroup

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THE MEDICAL POST | PHARMACY PRACTICE | DRUGSTORE CANADA | CANADIAN HEALTHCARE MANAGER  
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**Shape the future.**



**IS THE ONLY SELF-CARE, BUSINESS AND RETAIL RESOURCE FOR CANADA'S COMMUNITY PHARMACISTS. BUILDING ON 15 YEARS**

**OF AWARD-WINNING HISTORY AS PHARMACY POST, DRUGSTORE CANADA LAUNCHED IN 2008. IT IS READ BY 16,500 COMMUNITY PHARMACISTS, PHARMACY OWNERS AND MANAGERS, FRONTSHOP STAFF, PHARMACY CHAIN AND BANNER HEAD OFFICE EXECUTIVES.**

#### **MANDATE**

- To inform pharmacists, pharmacy management and front store staff of industry news and issues
- To report on new OTC, NHP and health and beauty products and trends
- To provide drugstore leaders with business and market knowledge to help them succeed
- To keep drugstore pharmacists up-to-date on new developments, research and trends in health and wellness

#### **TOP 5 AREAS OF INTEREST**

- Self care topics: OTC and natural health products
- Pharmacy news and issues
- The business of pharmacy
- Profiles of drugstore innovators
- Health and beauty trends and new products

#### **KEY FACTS ABOUT OUR AUDIENCE**

- 14,500 community pharmacists plus 2000 buyers at head office and frontshop managers
- 59% female/41% male\*\*
- Average age 43\*\*\*
- Average years in practice 16\*\*\*
- Nine times out of ten when our readers recommend a self care product, the consumer buys it\*
- *Drugstore Canada* readers want more information about OTC and natural health products\*
- Canadians rate pharmacists high among 18 professions, when it comes to honesty and ethics. Seventy-three per cent of respondents call community pharmacist standards of honesty and ethics "high" or "very high", (second only to doctors rated at 77%)

*Ottawa, Sept. 22/CNW/- Nanos Research poll*

#### **READERSHIP INFORMATION**

- 77% total readership\*\*
- 75% readership with Managers\*\*
- 80% readership with Owners/Partners\*\*
- 2.7 readers per copy\*\*\*
- Total readership 27,855\*\*\*
- Average time spent reading 21 minutes\*\*\*

\* 2008 survey on OTC counselling and recommendations \*\* PMB 2008 \*\*\* BPPG 2009 Readership Study

**"Wow! What a great looking magazine, very classy, modern layout, excellent job."**

Cory Dingle, Pure Pharmacy

## 2010 EDITORIAL CALENDAR\*

### FEBRUARY

- Why I love pharmacy
- Beauty section (Cosmetics, skin, hair)
- Canada's star cosmeticians
- New developments in OTC pain relief

### MARCH

- Allergy update
- Innovations in pharmacy design
- Foot health

**SUPPLEMENT: Pharmacist's Guide to Natural Health Products**

### APRIL

- OTC Market Report
- Results of OTC counselling survey
- Pharmacists' #1 most recommended OTC brands (advertising section)

### MAY

- Skincare and sun protection
- Men's self care
- Vitamins
- Summer merchandising tips

### JUNE/JULY

- Annual State of the Industry Report
- Report on pharmacy chains and banners
- Summer self care

### AUGUST

- Report from NACDS Marketplace
- Smart use of pharmacy technology
- Back to school: resources for pharmacy owners and managers

**SUPPLEMENT: Pharmacist's Guide to OTC Health Management**

### SEPTEMBER

- Self care options for pain
- Phone and wireless in the pharmacy
- Pediculicides
- Functional foods
- Talking health to teens

### OCTOBER

- Cough and cold
- Christmas seasonal merchandising

**SUPPLEMENT: Pharmacist's Guide to Skin care**

### NOVEMBER

- Self care options for GI
  - Eye health
  - Report from NHP Symposium
- SUPPLEMENT: Pharmacy Guide to Category Management**

### DECEMBER/JANUARY

- Women's health issue
- Report from Commitment to Care and Service Awards
- Report from Dermatology symposium

### In every issue of *Drugstore Canada*:

News, expert columns on self care (Self Care Review, Counselling Challenge, NHP forum) and pharmacy business (Pharmacy MBA and Efficient Pharmacy, Personal Finance, Pharmacy Profits+), plus Innovator Profiles.

\*Editorial lineup subject to change

### SUPPLEMENTS CLOSINGS

	Issue date	Space + material closing
Pharmacist's Guide to Natural Health Products	March	January 15
OTC # 1 Brands	April	February 28
Pharmacist's Guide to OTC Health Management	August	June 9
Pharmacist's Guide to Skin care	October	July 15
Pharmacy Guide to Category Management	November	September 14

**"Drugstore Canada is one of the few pharmacy journals I read. It keeps me up to date on the latest news and the CE courses are always informative."**

S. Hulowski, pharmacist, Victoria, B.C.

**Drugstore**  
canada

## SPECIAL PROJECTS

**OTC Q&A** A unique method of informing and educating pharmacists about OTC products. *Drugstore Canada* will write and design this for your approval. Includes website posting for 3 months

**CE** A sponsored print (outsert) and online Continuing Education program specific to OTC and NHP categories, accredited by CCCEP.

**PHARMACIST'S GUIDETO NHPs (March)** This special supplement provides pharmacists with the information they need to counsel patients on NHPs. Includes website posting for 3 months

**SURVEY ON OTC COUNSELLING & RECOMMENDATIONS/OTC MARKET REPORT (April)** An annual survey that captures trends in pharmacists' counselling for OTC products PLUS pharmacists' most-recommended brands for 70 OTC product categories. Report includes an annual analysis of more than 30 OTC categories based on data from Nielsen.

**STATE OF THE INDUSTRY/CHAINS & BANNER REPORT (July)** This report provides chains, banners and franchises with the opportunity to promote their unique benefits to community pharmacists at all English retail pharmacies across Canada – an excellent recruitment vehicle.

**PHARMACIST'S GUIDE TO OTC HEALTH MANAGEMENT (August)** This supplement provides pharmacists with the information they need to provide counsel on the use of OTCs in key health conditions. Includes website posting for 3 months

**ONLINE RESEARCH** A national online survey representative of Canadian pharmacists. Use it to help develop marketing strategies and product launches, or to tap pharmacists' opinions on emerging trends.

**PHARMACISTS' NATURAL HEALTH PRODUCTS SYMPOSIUM (October)** This one-day conference will provide pharmacists with solid, current, research-based information on today's most popular natural health products.

**THE PHARMACIST'S GUIDE TO SKINCARE (October)** A supplement providing pharmacists with information they need to counsel patients on skin health and the use of skincare products including cosmeceuticals.

**PHARMACIST'S DERMATOLOGY SYMPOSIUM (November)** At this one-day educational event, pharmacists will learn about the latest guidelines and practices for the management of common skin conditions and new developments in cosmetic dermatology.

**COMMITMENT TO CARE & SERVICE AWARDS (November)** Be a sponsor of Canada's premier pharmacy awards program recognizing excellence in pharmacy. Sponsorship benefits include a nine-month promotion program, presentation at the evening awards dinner in November and advertising. The popular afternoon roundtable sessions include winners, sponsors, association members and other key pharmacy contacts.

**THE PHARMACY GUIDE TO CATEGORY MANAGEMENT (November)** This supplement will give pharmacy owners, managers and frontshop managers the market information they need to effectively merchandise, manage and promote various frontshop categories in order to maximize sales.

**COMMUNITY PHARMACY REPORT** Rogers Publishing, the Canadian Association of Chain Drugstores (CACDS) and the Canadian Association for Pharmacy Distribution partner to produce the Community Pharmacy Report – The Complete Report on Trends and Insights in Canada.

**CACDS ANNUAL REPORT** A special report from the Canadian Association of Chain Drug Stores. This report is distributed to all senior executives at the CACDS Executive Exchange Conference, October 2010 and to 17,500 frontline pharmacist and head-office personnel with the November issue of *Drugstore Canada*

CACDS also distributes this report to government representatives and other key stakeholders. Ask your representative for additional details.

**SOLUTIONS IN DRUG PLAN MANAGEMENT** promotes long-term, health-based strategies to manage employee benefits costs. An annual conference and online newsletter facilitate communication and partnering between the benefits community (employers, benefits consultants, insurers and pharmacy benefits managers) and healthcare groups (pharmacists, physicians, wellness consultants and patient groups).

*Drugstore Canada's* online home is [CanadianHealthcareNetwork.ca](http://CanadianHealthcareNetwork.ca). This unique gated healthcare portal is a community for pharmacists, doctors, healthcare managers and nurse practitioners/nurses where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the [CanadianHealthcareNetwork.ca](http://CanadianHealthcareNetwork.ca) Web Media Kit for more information.

**"I always read it, and I always turn first to the back page for (Ken Burns') column. I also like that it keeps you current on what is available, especially OTCs. Mike Boivin's [Counselling Challenge] column is also informative with case studies of patient problems and solutions."**

Moira Burden, community pharmacist

## 2010 PUBLISHING SCHEDULE AND ADVERTISING RATES

ISSUE	AD CLOSING (NOON)	MATERIAL	MALING DATE
February	January 5	January 12	February 8
March	February 2	February 9	March 8
April	March 23	March 30	April 26
May	April 13	April 20	May 17
June/July	June 8	June 15	July 12
August	July 6	July 13	August 9
September	August 10	August 17	September 13
October	September 7	September 14	October 12
November	October 5	October 12	November 8
December/January 2011	November 22	November 29	December 28

	1x	3x	6x
One page	\$6,120	\$5,920	\$5,720
2/3 page	5,100	5,310	5,110
1/2 page (vert. or horiz)	4,600	4,400	4,200
1/3 page (vert. or horiz)	4,100	3,900	3,700
1/4 page (vert. or horiz)	3,700	3,500	3,300

### WHAT'S NEW AD SECTION (featuring new products)

1/3 page size 4 colour	(6-7/8" wide by 2" deep)	\$3,000
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**BLACK & WHITE:** Subtract \$1,835

### COLOUR

Each additional colour in the same issue \$1,735

Standard colour \$900      Matched colour \$1,020

### PREMIUM POSITIONS

Preferred positions charged at 15% on space over earned b&w rate.

Covers and preferred positions are non-cancellable for duration of contract.

### SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,285 gross.

Contact publisher re: specifications.

### OTC Q&A

DPS \$14,500. Includes 4 colour content/writing, design, website posting for 3 months and PAAB approval. PI extra.

**SUPPLIED OUTSERTS:** Outsert rates net, supplied pieces.

	1 PG/2 SIDES	2 PGS/4 SIDES	3 PGS/6 SIDES
<b>Option 1</b>	<b>\$9,485</b>	<b>\$10,500</b>	<b>\$13,245</b>

One per Pharmacist & Buyer

*Drugstore Canada* (English 16,500)

plus *L'actualité pharmaceutique* (French 7,300)

Total circulation: 23,800

	1 PG/2 SIDES	2 PGS/4 SIDES	3 PGS/6 SIDES
<b>Option 2</b>	<b>\$4,635</b>	<b>\$5,185</b>	<b>\$6,180</b>

One per Pharmacy Site (community only, att'n: owner/manager)

*Drugstore Canada* (English 6,500)

plus *L'actualité pharmaceutique* (French 1,600)

Total circulation: 8,100

### ADDITIONAL RATE BUNDLE DISCOUNTS BY BRAND

Discounts on booked advertisements in the same month. Web minimums applicable (impressions/month)

#### Drugstore Canada

- + *L'actualité pharmaceutique*
- + *Pharmacist Web* (English and French) **10% OFF**

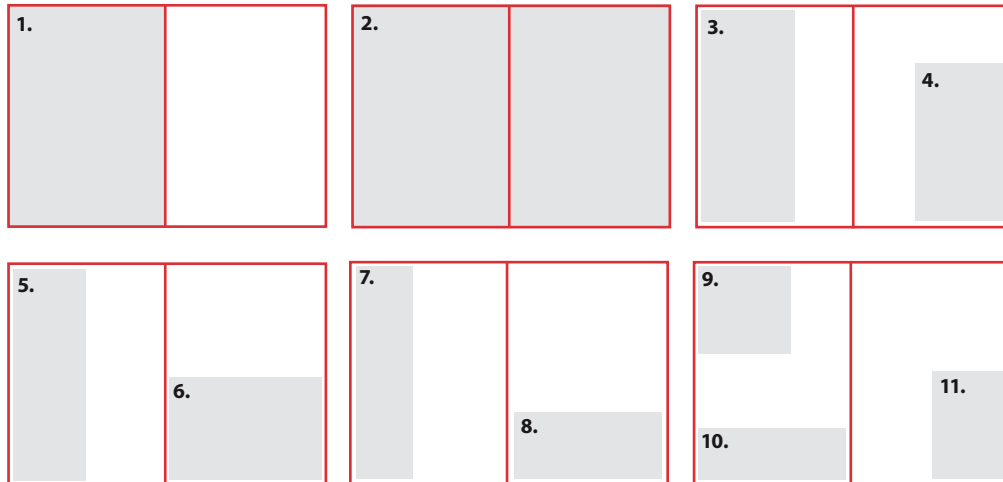
#### Drugstore Canada

- + *L'actualité pharmaceutique*
- + *The Medical Post*
- + *L'actualité médicale*
- + *Pharmacist and physician Web* (English and French) **15% OFF**

#### Drugstore Canada

- + *The Medical Post*
- + *L'actualité médicale*
- + *Pharmacy Practice*
- + *Québec Pharmacie* **or**
- + *L'actualité pharmaceutique*
- + *Canadian Healthcare Manager*
- + *Pharmacist, physician, nursing and healthcare managers Web* (English and French) **20% OFF**

## MECHANICAL SPECIFICATIONS



### Standard Unit Size in Inches

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"

**Magazine Trim Size:**

7-7/8"

10-3/4"

## MECHANICAL SPECIFICATIONS (2)

### FOR FULL PAGE ADVERTISERS

- Allow 1/4" (6mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-3/8"W × 11-1/4"D (213 mm x 286 mm)
- Double page ad size including bleed measures 16-1/4"W × 11-1/4"D (413 mm x 286 mm)

### TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

### SHIP FILES TO

*Drugstore Canada*  
Attention: Liz Stone  
One Mount Pleasant Road  
7th Floor  
Toronto, Ontario  
M4Y 2Y5

### STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

### DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF/X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com). Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com) or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

### METHOD OF PRINTING

Offset

### METHOD OF BINDING

Saddle Stitch

### INSERT/POLYBAG

Rates and quantities are available upon request.

### ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit [www.rogerspublishing.ca/environmental](http://www.rogerspublishing.ca/environmental)

### COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

### CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

### GENERAL

- Advertiser and agency agree that *Drugstore Canada* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.

### Published by

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*Drugstore*  
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# ROGERS™ HealthcareGroup

The Medical Post

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