

# OMDOS MAGAZINE.COM

**MEDIA KIT 2013**



## DOSMAGAZINE

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Dos Magazine Ltd (Canada) was founded in June 2012, based in Toronto, Ontario-Canada, is the publisher of four versions. We provide print, online, radio, apps on business and social life, produced monthly. The print version It is distributed in Canada, United States of America, Central America and Argentina, it is also available at regional airports and in departure lounges including, appropriately, the executive lounge VIP, golf and leisure clubs, hotels, banks, building societies and restaurants.

DOSmagazine.com is a division of Time Network Inc., for more information contact +1 647.972.5055 or +1 647.955.6847 or visit [www.timenetwork.ca](http://www.timenetwork.ca)

(DOSmagazine.com) is the premier international magazine in Canada, has a substantial and growing readership, in double cover, double language in English and Spanish, monthly with a circulation of 35,000 printed editions, more than 5,000 people are listen via radio, and more than 65,000 monthly newsletter.

## WHY ADVERTISE?

DOSmagazine.com is unique, because are double cover, double language in one magazine and consistently provides context, analysis and understanding to current trends, companies and issues that are shaping the economy, business and social's lives. Topics include corporate strategies, profiles of top political and business leaders, and articles aimed at the broader interests of its upscale audience.









When you advertise, you are buying an audience. We provide unique audiences so your advertising dollars are not wasted reaching people who are unlikely to do business with you, while focusing on those that will!

Sending email is free, creating a Facebook page is free, Twitter outreach is free, cold-calling is free, publicity is free, referrals are free, and advertising costs money.

So why is it that even with all of these wonderfully low cost and free ways to promote your business I contend that you must make advertising one of your core lead generation tactics?

If you need to ward off increased competition or generate additional customers, then advertising is a necessity. Because you can't yell loud enough to let the entire territory hear why they should do business with you, you need to select an advertising platform (print | online | radio | app)

## CATEGORIES

Business	Life Style
 Auto & Vehicle	 Films & Music
 Business & Money	 Religion & Nature
 News & Politics	 Travel & Events
 Technology & Internet	 Sports & Entertainment

## SIZES & RATES

Double Page  
17" x 11"

Full Page  
8.5" x 11"

Half Page  
7.75" x 5"

Half Page  
3.7"  
x  
10.25"

Quarter Page  
3.7" x 5"

## PRINT

Ad Size	One Time	3 Months	Discount	Total Value	6 Months	Discount	Total Value	6 Months	Discount	Total Value
Double Page	\$950	\$712	25%	\$2137	\$522	35%	\$3132	\$475	45%	\$5700
Full Page	\$520	\$452	25%	\$1357	\$286	35%	\$1716	\$260	45%	\$3120
Half Page	\$450	\$337	25%	\$1012	\$247	35%	\$1482	\$225	45%	\$2700
Quarter Page	\$380				Long term campaigns not offered in this size					
Inside front Cover	\$750	\$600	20%	\$1800	\$525	30%	\$3150	\$450	40%	\$5400

## ONLINE

Ad Size	One Time	3 Months	Discount	Total Value	6 Months	Discount	Total Value	6 Months	Discount	Total Value
300x150	\$200	\$170	15%	\$510	\$160	20%	\$960	\$140	30%	\$1680
300x250 Side Bar*	\$225	\$191	15%	\$573	\$180	20%	\$1080	\$157	30%	\$1885
650x100	\$275	\$234	15%	\$702	\$220	20%	\$1320	\$192	30%	\$2305

## SPANISH RADIO

30"s	One Time	3 Months	Discount	Total Value	6 Months	Discount	Total Value	6 Months	Discount	Total Value
Intro 1 (4)	\$100				Long term campaigns not offered in radio show					
Advertising 4 (16)	\$250				Long term campaigns not offered in radio show					
Advertising 6 (24)	\$325	\$260	20%	\$780	\$227	30%	\$1362	\$162	50%	\$1944
Sponsor Section	\$370	\$296	20%	\$888	\$259	30%	\$777	\$185	50%	\$2220
Sponsor Interview	\$570	\$456	20%	\$1368	\$399	30%	\$1197	\$285	50%	\$3420
FM/Radio Show	\$500				Long term campaigns not offered in radio show					

# INFORMATION

Distributed across Canada and International countries: USA, Centralamerica and Argentina. Issued monthly (12x per year) (1 special edition) Special themed issues available Business and Lifestyle Topics Auto, Business & Money, News & Politics, Technology & Internet, Sports & Entertainment, Film & Music, Travel & Events, Religion & Nature.

- International print circulation 35,000
- Auditing Source: by INACSA – Costa Rica (February 2013)
- Readers per print Copy of 5.0, Online visiting 1.000.000 , Radio show followers 5.000

For more information on advertising contact or download the media-kit in DOSmagazine.com



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