



The Mission...

MovieEntertainment is primarily organized as a service vehicle. Its content is tailored to serve readers who are seeking an immediate benefit from reading. As a viewing guide readers come to *MovieEntertainment* (repeatedly) to find out "what's on?" *MovieEntertainment* will continue to respond to "what's on?" – but in a more expansive way by covering the broader field of Entertainment.

MovieEntertainment will develop its editorial content around the word "you". Movies you must see! Music you must hear! Games you must experience! Our content will also cover the full range of pop culture interests – celebrities, technology, happenings, trends, events and style. What's hot – what's not.

The magazine will employ a sophisticated design that will feature an eclectic mix of visuals. It will be paced to compliment television – making ample use of sidebars, marginalia, bold entries, call-outs, tints, font and column changes. It will offer editorial heft with deceptive packaging. It will provide intelligent insights without boring.

The mission is to make the magazine 'fun, rewarding and actionable.' *MovieEntertainment* will be visually pleasing while providing useful information in the form of factual measures, names, numbers and 'how to' items, with considerable use of diagrams, charts, lists, and scorecards. Lots of eye candy to supplement editorial content that will be universally accessible!

A handwritten signature in black ink, reading "Marvin Sornoff". The signature is stylized with a large, sweeping flourish at the end.

Publisher

The logo for Movie Entertainment, featuring the word "movie" in a small, red, sans-serif font above the word "entertainment" in a large, bold, black, sans-serif font.

Monthly Departments

FRONTLINE

An overview of the month's highlights from managing editor David Sherman

GETTING SHOT

Who's shooting? What films are shooting in Canada- a look at the stars, directors, scenarios and locations.

MAKING THE SCENE

Couldn't make the party? *MovieEntertainment* makes the scene for you. You won't miss a thing.

WHO'S HOT

You've seen them on the screen. We tell you how their careers are about to take off.

COVER STORY

The celebrity, film, trend or event that merits in-depth exposure.

CHICK FLICKS

Films women love- apparently nothing blows up and there is a plot.

STORYBOARD

One of the deans of Canadian cinema, David Novek, fills us in on the past, present and future of the film industry.

AT THE CINEPLEX

Jay Stone, one of the country's top film critics, takes his inimicable look at the month's new movies, what you need to see and what you need to miss.

HART GOES ONE ON ONE

The Movie Network's Teri Hart sits down with Hollywood's best and brightest for an intimate chat.

ADESSO – FASHION NOW

From hemlines to bust lines, from classic to outrageous, four seasons of the greatest clothes on the world's most beautiful people, including those must-have accessories.

PLUGGED IN

Marc Saltzman, Canada's top technology journalist, brings you up to date on the greatest and the latest hardware and software for the home, the office, the cell phone and the games room.

DVDS, CDS

The newest films and music on digital. What's worth seeing, what's worth listening to, and what's worth forgetting about.

MUSIC

They're playing your song. Canada's hottest artists, every month, in tune and on the page.

CURTAIN CALL

The world is a stage and we'll tell you what's playing in some of the country's best known theatres.



Editorial Calendar

JANUARY

MovieEntertainment reviews Canada's best in film, music, theater and literature.

FEBRUARY

The Grammy's: The voices, the faces, the glamour, and the irresistible beat of America's top music prize.

MARCH

Oscars! The movie world celebrates movies and nobody does it better.

APRIL

Fashion blooms in the lustrous pages of *Adesso* – the most beautiful people in the most beautiful clothes, fragrances, jewels and shoes, our annual spring extravaganza.

MAY

Travel with us to the Cote d'Azur where the stars come out and play at the world's most prestigious film festival and movie market. It's Cannes in spring.

JUNE

School may be out but the summer blockbuster season is about to begin. Here's what will explode on the screens.... guaranteed to make the summer even hotter.

JULY

Living might be easy for most but summer is when filmmakers move into high gear. Meet the stars, visit the sets, and hear the latest about what's coming to the big screen a few months down the road.

AUGUST

The dog days of summer mean a new season of films, concerts, theatre, television, hardware and software is just around the corner. We give you an appetizer.

SEPTEMBER

Fall fashion secrets of the stars; how they keep warm and sexy once the temperature drops.

OCTOBER

It's film festival time in Canada, and we bring you the news and views from Toronto and Montreal's renowned festivals.

NOVEMBER

Nobody knows home entertainment like *MovieEntertainment*. Just in time for the holidays pages of the latest and the best in gadgets, gizmos and hi-tech delicacies.

DECEMBER

All the films and DVDs to help you get through the season, the crowning of Canada's Entertainer of the Year, and great escapes: where the stars spend their holidays and what some of the best dressed movie mavens will be wearing to see the year out.



Circulation

MovieEntertainment is a paid publication individually addressed and delivered by Canada Post to the subscribers of the pay channels supplied by cable operators and direct-to-home satellite providers in Eastern Canada.

EASTERN CANADA EDITION (March 2004 CCAB audit)

Circulation Rate Base: 875,000

Ontario	695,347
Quebec	78,943
New Brunswick	70,038
Nova Scotia	14,985
PEI	100
Newfoundland	21,197
Total	880,610

ONTARIO EDITION (March 2004 CCAB audit)

Circulation Rate Base: 700,000

Ontario	695,347
Total	695,347

GREATER TORONTO EDITION (March 2004 CCAB audit)

Circulation Rate Base: 340,000

Greater Toronto	340,542
Total	340,542



Demographic Composition

With the **largest paid circulation base in Eastern Canada**, *MovieEntertainment* can be expected to provide solid coverage of nearly any demographic as a simple consequence of its mass reach.

Because *MovieEntertainment* goes via Canada Post to households that receive The Movie Network, Mpix and Viewers Choice Pay Per View, we have used the PMB profile of those households to project the expected composition and character of *MovieEntertainment's* audience.

COMPOSITION DATA

Gender	Male	52%
	Female	48%
Age	18-49	62%
	18-34	32%
	12-34	43%
Married/CommonLaw		57%
Hhlds with children		62%
Hhlds with children 6-17yrs		48%
Some Post Secondary Ed.		44%
Own Dwelling		73%
HHI \$100,000+		22%
Average Hhld Income		\$68,983
Internet used past month		66%
Hhld Owns Computer		67%

SELECT INDEX DATA

Own Home Theatre System	143
DVD purchase past 12 months	141
Digital Camera purchase past 12 months	149

PSYCHOGRAPHIC DATA

Agree: try to stay abreast of style and fashion	119
Agree: like to change my appearance with cosmetics	122
Agree: don't feel complete without perfume	119
Agree: I like to go out to the movies a lot	121
Agree: tend to be 1st to own new electronic products	139



MovieEntertainment

Rates Effective May 2005 Issue

EASTERN CANADA EDITION: ONTARIO, QUEBEC AND ATLANTIC CANADA

Circulation Rate Base: **875,000 CCAB Audited**

Four Colour Gross Rates

Page 4C CPM \$ 22.95

	1 X	3 X	6 X	12 X
Full Page	\$20,080	\$19,475	\$18,875	\$17,670
Double Page Spread	\$34,135	\$33,110	\$32,085	\$30,040
2/3 Page	\$16,065	\$15,580	\$15,100	\$14,135
1/2 Page (island)	\$13,050	\$12,660	\$12,270	\$11,485
1/2 Page	\$12,050	\$11,685	\$11,325	\$10,600
1/3 Page	\$10,040	\$9,740	\$9,435	\$8,835
Outside back cover (OBC)	\$25,100			
Inside Covers (IFC/IBC)	\$23,090			

ONTARIO EDITION

Circulation Rate Base: **700,000 CCAB Audited**

Four Colour Gross Rates

Page 4C CPM \$ 23.95

	1 X	3 X	6 X	12 X
Full Page	\$16,765	\$16,260	\$15,760	\$14,755
Double Page Spread	\$28,500	\$27,645	\$26,790	\$25,080
2/3 Page	\$13,410	\$13,010	\$12,605	\$11,800
1/2 Page (island)	\$10,900	\$10,575	\$10,425	\$9,590
1/2 Page	\$10,060	\$9,760	\$9,455	\$8,855
1/3 Page	\$8,380	\$8,130	\$7,875	\$7,375

GREATER TORONTO EDITION

Circulation Rate Base: **340,000 CCAB Audited**

Four Colour Gross Rates

Page 4C CPM \$ 32.49

	1 X	3 X	6 X	12 X
Full Page	\$11,045	\$10,715	\$10,380	\$9,720
Double Page Spread	\$18,775	\$18,210	\$17,650	\$16,520
2/3 Page	\$8,835	\$8,570	\$8,305	\$7,775
1/2 Page (island)	\$7,180	\$6,965	\$6,750	\$6,320
1/2 Page	\$6,625	\$6,430	\$6,230	\$5,830
1/3 Page	\$5,525	\$5,360	\$5,195	\$4,860

> SUPPLEMENTARY FREQUENCY DISCOUNTS

Frequent Advertisers will qualify for additional discounts on top of earned volume discounts

One insertion in each of six consecutive issues earns **an additional 5% discount**

One insertion in each of twelve consecutive issues earns **an additional 10% discount**

Black & White Rates: Deduct 10%

Inserts: Rates upon request



MovieEntertainment

YEAR 2005 ISSUE AND CLOSING DATES

ISSUE	DISTRIBUTION DATE	SPACE CLOSING	MATERIAL DUE DATE	DUE DATE FOR INSERTS
MAY	Apr 14	Mar 8	Mar 17	Mar 29
JUNE	May 16	Apr 7	Apr 15	Apr 29
JULY	Jun 15	May 7	May 14	May 31
AUGUST	Jul 15	Jun 7	Jun 14	Jun 30
SEPTEMBER	Aug 15	Jul 7	Jul 14	Jul 29
OCTOBER	Sep 15	Aug 8	Aug 15	Aug 30
NOVEMBER	Oct 17	Sep 6	Sep 13	Sep 30
DECEMBER	Nov 15	Oct 6	Oct 13	Oct 21

Ship Advertising Material to:

Feature Publishing
2100 Ste. Catherine W. 2nd Floor
Montreal, Quebec, H3H 2T3
Attn: Susan Daoust
Tel. 1 (866) 332-8878

Ship Inserts to:

Quebecor World Montreal
8000 Avenue Blaise Pascal
Montreal, Quebec H1E 2S7
ATTN: Dominique Letendre
Tel. (514) 494-5432

For questions regarding material and production in Greater Toronto, contact:

Nik Reitz (905) 201-9173
Email: nikr@rogers.com



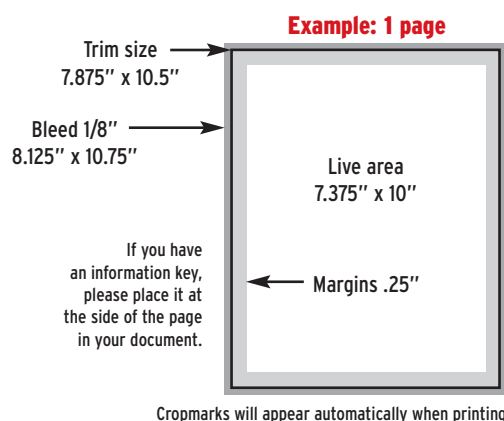
Production specifications

Create your Quark 4.11 document at the actual trim size and add bleed if necessary outside the trim. Do not add cropmarks in your document. If you want to add a key, please place it at the side of the page in your document outside the bleed area, where we can see it.

We accept MACINTOSH documents, only. Please create a collection file containing all placed images and all fonts used (screen and printer version). Photographic images for ads must be submitted as final, high-resolution (300 dpi) CMYK files. Please ensure files are not saved as RBG or in JPEG format. We accept TIFF and EPS photo only. Do not send Postscript files. Do not save EPS files with JPEG encoding or TIFF files with LZW encoding.

QuarkXpress 4.11 documents are preferred. We do not accept illustrator documents with linked photos in them. If you do use illustrator with only text and no images, convert the text embedded in your EPS to outlines. Do not send your ad saved as a Photoshop document since it cannot be easily modified. We cannot accept ads created in Pagemaker, InDesign, Corel Draw, Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program. We discourage the use of Freehand files unless the file is saved as an EPS, has no placed photos and fonts are converted to outlines.

SPECIFICATIONS	Trim Size	Bleed
Double Page Spread	15 3/4" x 10 1/2"	16" x 10 3/4"
1/2 Double Page Spread	15 3/4" x 5 1/4"	16" x 5 3/8"
1 Page	7 7/8" x 10 1/2"	8 1/2" x 10 3/4"
2/3 Page Horizontal	7 7/8" x 7"	8 1/8" x 7 1/4"
2/3 Page Vertical	5 1/8" x 10 1/2"	5 1/4" x 10 3/4"
1/2 Page Island	5 1/8" x 7 1/8"	5 1/4" x 7 1/4"
1/2 Page Horizontal	7 7/8" x 5 1/4"	8 1/8" x 5 3/8"
1/2 Page Vertical	3 15/16" x 10 1/2"	4 1/16" x 10 3/4"
1/3 Page Horizontal	7 7/8" x 3 1/2"	8 1/8" x 3 5/8"
1/3 Page Vertical	2 9/16" x 10 1/2"	2 5/8" x 10 3/4"
1/3 Page Square	5 1/8" x 5 1/8"	5 1/4" x 5 1/4"



Allow a .25" (1/4") safety margin around your document and do not place any text within this area.

Add .125" (1/8") bleed outside the trim marks.

SENDING US YOUR AD

A CD with colour proof is required and should be sent to the attention of Susan Daoust, Feature Publishing Ltd., 2100 Ste-Catherine Street West, 2nd Floor, Montreal, Quebec H3H 2T3. Telephone number (514) 939-5024. Kindly supply your name and telephone number in the event we need to contact you.

The ad may also be posted to the following FTP site:

Address: [ftp.groupimage.com](ftp://groupimage.com)

Username: tempy

Password: tempyok

Place compressed file in the Client Temp folder, always ensuring to enclose a pdf for reference.

E-mail sdaoust@feature.ca to advise that the ad has been sent and indicate the exact name of your compressed file so that it can be easily identified. In this situation we still require a colour proof be forwarded to the attention of Susan Daoust as per above, to arrive the following business day.

TERMS AND CONDITIONS:

1. This list of rates forms an integral part of the advertising contract signed by the two parties herein, and contains all the sales conditions. No other agreement will be binding on Feature Publishing Ltd., unless presented in writing and signed by both parties.
2. Invoices for services provided by Feature Publishing Ltd. are payable within thirty (30) days of the billing date, in Canadian funds. Notwithstanding the preceding, should the credit of the client or the advertising agency not be established to the satisfaction of Feature Publishing Ltd., said costs for services will be payable in whole before publication of the advertisements. Late payments will be subject to interest at the rate of 2% monthly.
3. In the case of non-payment, Feature Publishing Ltd. may, at its discretion and without prior notice, cancel the contract. If it cancels the contract, the space used will be billed and must be paid for at the rate shown on the applicable list of rate card in effect at the time the contract was cancelled, should the rates set out in this agreement be lower than those shown on the list of rate card.
4. The client must also ensure that its promotional inserts do not infringe on Canada Post regulations or any other legislation, in general or applicable to inserts.
5. The client and the advertising agency are responsible for all obligations set out in this contract, and it is understood that the client and the advertising agency release Feature Publishing Ltd. from any responsibility related to public advertisements within the framework of this contract; each promises not only to make payment for the services set out in this contract, but also to compensate Feature Publishing Ltd. for any damages, fines, penalties or legal fees sustained or met by Feature Publishing Ltd. as a result of publication of advertising material supplied by them.
6. Feature Publishing Ltd. retains the right at any time to refuse to publish an advertisement, no matter whether this advertisement has or has not been received, accepted or published previously, and this with or without prior notice to the client or the advertising agency and without incurring any responsibility. Should the client or the advertising agency refuse to supply another advertisement, Feature Publishing Ltd. may cancel the contract by giving the client or the advertising agency 24 hours notice to this effect.
7. The client or the advertising agency will be responsible for payment and the release from all obligations set out in the agreement for any coupon inserted or agreement reached between Feature Publishing Ltd. and an advertising company acting for and in the name of the client, from the moment that one or the other signs the contract.
8. Feature Publishing Ltd. may cancel this contract at any time.