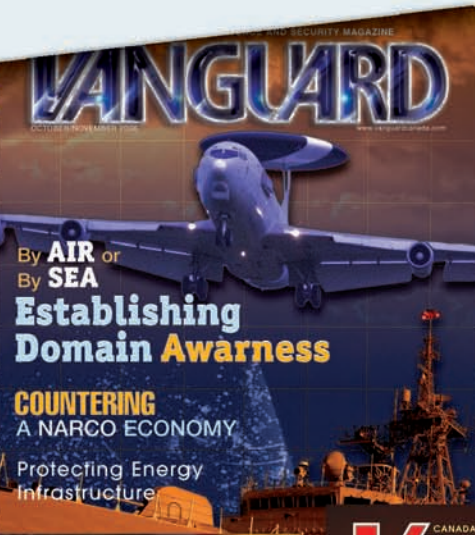


2009

# VANGUARD

## MEDIA KIT



# 2009

## CANADA'S PREMIER DEFENCE AND SECURITY MAGAZINE

*Vanguard magazine: Canada's oldest and most respected journal for the defence and security community*

Now in its 14th year of publishing, Vanguard is the best established journal in this field and provides the most thoughtful analysis..

*Our strength,  
our commitment,  
is YOUR advantage!*

### EDITORIAL:

Our **mission** is to provide high-quality content, to help our readers do their jobs more effectively. Each issue of Vanguard is themed and dedicated to providing **relevant and objective** reportage and analysis designed to capture reader interest and loyalty. The value proposition here is our magazine's extended relevance and **long shelf life**.

### ADVERTISING:

**Articles + ads read and re-read = more sales!**

Our magazine is regularly retained and re-read, providing more opportunities for your ads to make an impression. Advertisers can be assured that they are reaching the right audience with the right content, which ensures optimum brand recognition and return on advertising investment.

### DISTRIBUTION:

Published bi-monthly, Vanguard reaches over 7,000 QUALIFIED READERS including:

- Canadian Forces
- Department of National Defence
- Foreign Affairs

- RCMP
- Police Forces
- CIDA

- Public Works
- Emergency Measures

**OUR STRINGENT READERSHIP QUALIFICATION PROCESS ENSURES a QUALIFIED AUDIENCE that simply, NO OTHER PUBLICATION CAN MATCH!**



FOR ADVERTISING INQUIRIES [sales@networkedgovernment.ca](mailto:sales@networkedgovernment.ca)

Welcome to Vanguard magazine, **the source** for Canadian Defence professionals.

# Our Mission

# VANGUARD

# 2009

## CANADA'S PREMIER DEFENCE AND SECURITY MAGAZINE

*Our unique brand of reporting makes us a "must read" for today's industry professional*



**VANGUARD: A CLEAR VOICE IN THE DISCUSSION ON CANADA'S ROLE IN INTERNATIONAL AFFAIRS AND DOMESTIC SECURITY**



### Focused on Excellence

At *Vanguard* we're focused on the contributions made in the name of our country, by our defence and security forces, by our diplomats, our aid workers and the private sector. At *Vanguard*, we tell the stories of our best successes in helping to uplift failed and failing states, support international treaties and share Canadian expertise in good governance.

More than simply reflecting on what works, we provide a cogent analysis on the reasons why: What preceded the initiative, the critical path followed in achieving objectives, the social and political backdrop, the inspiration that led to accomplishment.

### Cogent and Compelling

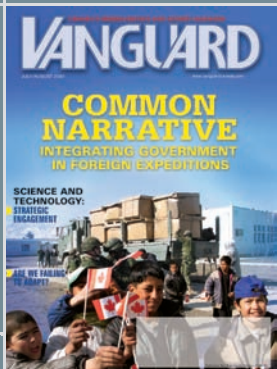
At *Vanguard*, we take pride in the quality of our magazine on all levels. We hold to a high standard of journalistic integrity, clarity of thought, and excellence in writing. We're topical, but presented in a context that allows readers to extract continued value over time.



### Protection at Home

At *Vanguard* we're also focused on the important efforts to ensure national safety and security. We highlight stories of the best work being done by internal agencies: Public Safety and Emergency Preparedness Canada, National Defence, the Canadian Security Intelligence Service (CSIS), the Royal Canadian Mounted Police (RCMP) and other police forces, and provincial and municipal emergency response organizations





## DEPARTMENTS

### News

News items related to all areas within defence, including events, conferences, training, appointments and personnel changes.

### Industry

Defence, security and industry news, including new products. Priority is given to Canadian compa-

nies or Canadian subsidiaries.

Includes interviews with CEOs about their products and the direction of their companies.

### Book Shelf

Book reviews as well as descriptions of newly released books



### History

Covers a wide range of topics and authors including the history behind certain medals, Canadian participation in past events and lessons learned from past operations.

### Opinion

Guest commentary.

## THEMES

Three to five articles focused on an area of interest and how the various components of the 3Ds are contributing. We will look at region/country and policy positions. For example, a feature on Afghanistan would include articles on the role of the CF, CIDA, DFAIT, Elections Canada, RCMP and CSC in reconstruction, police and military training, peace enforcement, building a public service, establishing correctional institutions and overseeing elections.

## SECONDARY FEATURES



Feature articles and/or interviews on defence topics (including in-depth analysis of Air, Land and Navy forces), such as security, intelligence, leadership, training, etc. For example, interagency co-operation among federal, provincial/territorial and municipal agencies on emergency preparedness.

**INTERVIEW**

# A JOB

**That Will Never Be Finished**

AN INTERVIEW WITH THE HONOURABLE ANNE McLELLAN, DEPUTY PRIME MINISTER AND MINISTER OF PUBLIC SAFETY AND EMERGENCY PREPAREDNESS

BY PAUL CHODAK

Minister McLeLLan, you head a diverse and complex agency that includes emergency preparedness, the RCMP, border security, international service, and justice. How do you put that all together?

It is a new department created in December 2008 to give focus and bring together key agencies, to get us pulling in the same direction. It is going very well. There are many management challenges, there is still much work to do, but everyone is pulling together, achieving amazing results. I am proud of the department; it is a tribute to the quality of the public service.

The underlying philosophy is to be the experts in their area, to set standards... which I couldn't do in a department this size even if I wanted to. The key is to get the right people in the right places and have confidence in them. Our Deputy Minister (DM), Margaret Woodworth, was DM at Transport during 9/11 and spearheaded the response, receiving hundreds of direct requests. I have confidence in her and the management team.

It is not to take pre-photos at the RCMP, CSIS, CBSA, but I would not defend them against unfair criticism — they are on the line serving Canadians. We respond to legitimate criticism with hearing. We don't try and hide or be defensive, we seek it out.

Minister, Canada's conventional system is respected around the world... through not always at home. We don't hear as much about it now with the emphasis on terrorism.

The conventional system is respected around the world... through not always at home. We don't hear as much about it now with the emphasis on terrorism.

30 VANGUARD | SEPTEMBER/OCTOBER 2009

# Rate Card 2009

# VANGUARD

CANADA'S PREMIER DEFENCE AND SECURITY MAGAZINE

## \*FOUR-COLOUR RATES:

| Size      | 1X     | 3X     | 6X     |
|-----------|--------|--------|--------|
| FULL PAGE | \$5539 | \$5262 | \$4999 |
| 1/2 PAGE  | \$2520 | \$2394 | \$2275 |
| 1/3 PAGE  | \$1600 | \$1520 | \$1444 |
| 1/4 PAGE  | \$1300 | \$1235 | \$1173 |

## \*COVER RATES:

| Size               | 1X     | 3X     | 6X     |
|--------------------|--------|--------|--------|
| Inside Front Cover | \$6360 | \$6050 | \$5750 |
| Inside Back Cover  | \$6360 | \$6050 | \$5750 |
| Outside Back Cover | \$6650 | \$6300 | \$6000 |

\* Canadian Dollars

## MECHANICAL REQUIREMENTS:

Please provide one of the following:

- QuarkXpress files (include all EPS/TIFF files, print and screen fonts). Preflight if possible.
- Adobe Illustrator files (please outline or supply all fonts, include or embed EPS/TIFF images). Save your file as an Illustrator EPS.
- PDFs (all fonts embedded). Black and white PDFs: all embedded files should be B/W. Colour PDFs: ensure all colours are set for process separation or CMYK printing, NOT RGB or LAB colour. PDFs distilled at high resolution (1200 dpi).
- Please allow bleed pages a 1/4" (0.25") bleed.
- Line art should be 1200 dpi. Graphics and scans should be 300 dpi and saved as TIFF or EPS.
- Digital files must be accompanied by a colour-match proof. Publisher accepts no responsibility for contents of colour accuracy where no proof has been supplied.

## PLEASE SEND MATERIALS TO:

Attn: Production Dept. Vanguard Magazine  
24-4 Vata Court, Aurora, ON L4G 4B6

Tel: (905) 727-4428 email: [artwork@networkedgovernment.ca](mailto:artwork@networkedgovernment.ca)

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| <p><b>DPS</b><br/>Trim: 16 1/4" x 10 7/8"<br/>Live: 15 3/4" x 10"<br/>Bleed: 16 1/2" x 11 1/4"</p> | <p><b>MAG PAGE</b><br/>Trim: 8 1/8" x 10 7/8"<br/>Live: 7" x 10"<br/>Bleed: 8 3/8" x 11 1/4"</p> |
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|---|---|---|
| <p>1/2<br/>VERTICAL<br/>3 1/2" x<br/>9 5/8"</p> | <p>1/2<br/>ISLAND<br/>4 3/4" x<br/>7 1/2"</p> | <p>1/2<br/>HORIZONTAL<br/>7" x 4 5/8"</p> |
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| <p>1/3<br/>SQUARE<br/>4 3/4" x<br/>4 1/2"</p> | <p>1/3<br/>VERTICAL<br/>2 1/4" x<br/>9 5/8"</p> | <p>1/3 HORIZONTAL<br/>7" x 3 1/8"</p> | <p>1/4<br/>VERTICAL<br/>3 1/2" x<br/>4 7/8"</p> | <p>1/4<br/>VERTICAL<br/>2 1/4" x<br/>7 1/2"</p> |
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## TERMS:

- Guaranteed positions add 15% to black & white rates.
- Cancellation of insertion orders cannot be accepted after space deadline.
- Cover positions cannot be cancelled and must be in four-colour process.
- 15% commission is paid to recognized agencies on space charges including premiums for position or colour. No commissions will be paid on invoices paid later than 90 days.
- All materials due no later than one week following advertising closing dates.
- All copy is subject to the approval of the publisher.
- Above rates do not include 6% Goods & Services Tax.

## TO RESERVE YOUR SPACE CONTACT:

Sales

email: [pfoden@networkedgovernment.ca](mailto:pfoden@networkedgovernment.ca)

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