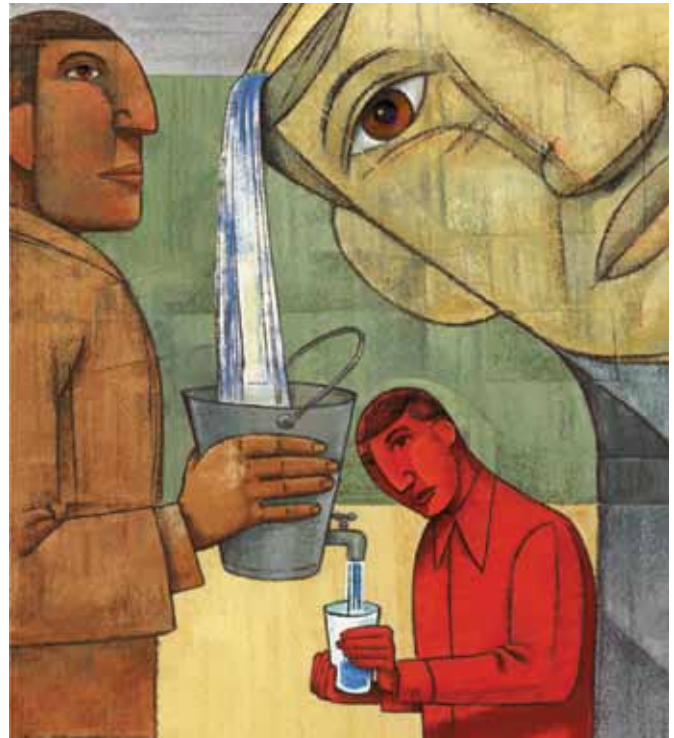


REVIEW | TENDANCES

MEDIA KIT 2012



PUBLISHED BY
spafax



“Over 139,000 upscale Canadian households receive *REVIEW*.”

Read by Investors Group's Top Tier Clients

- Over 139,000 upscale Canadian households receive *REVIEW*. The recipients of the magazine are hand-picked and each have minimum holdings of \$100,000 with Investors Group. In fact, on average, they hold \$236,000 worth of investments.
- *REVIEW*, and its french equivalent *TENDANCES*, have been enjoyed by Investors Group's clients for over 10 YEARS.
- *REVIEW* readers have money to spend and time to enjoy it. With sophisticated editorial and art direction, *REVIEW* helps these on-the-go readers do both.
- Stories featured in *REVIEW* range from Travel and Home Décor to Health and Philanthropy.
- *REVIEW* and *TENDANCES* are published twice a year in April and October.

Circulation

Review and *Tendances* are distributed by Investors Group to their Select Services clientele (those who have a minimum of \$100,000 in assets with Investors Group). Combined, they have a circulation of more than 152,000 copies, delivered twice a year in April and October.

| | | |
|-----------------------|-----|---------|
| English Canada | 88% | 133,520 |
| French Canada | 12% | 19,088 |
| Eastern Canada | 56% | 74,966 |
| Western Canada | 44% | 58,524 |

Demographic Information

| | |
|--|-----------|
| Average age | 51 |
| Average assets with Investors Group | \$147,807 |
| English Canada | 88% |
| French Canada | 12% |
| Female | 48% |
| Male | 52% |
| Community size 100,000+ | 68% |
| Home owner | 83% |

Source: PMB Fall 2009
Source: Investors Group

Features

All our stories provide practical information that readers can use to enrich their lives and always include strategies for how our readers can achieve their dreams. We introduce fresh perspectives from some of the best writers in the industry.



MISSION STATEMENT

“Review Magazine celebrates the art of planning, because planning is the key to a better life.”

Review is a reader's trusted source for information, advice & ideas. The magazine serves as a tool to help Investors Group's clients fine-tune their financial & life goals, to inspire their dreams. This is accomplished by putting a strong focus on financial planning. Using sophisticated editorial and beautiful, intuitive design, Review promotes a valued relationship with Investors Group's customers.



Departments

Fresh Start

A visual page showcasing an innovative way to enhance your life with a “lifeshift.”

Career Strategies

Smart advice for staying the track, shifting professions, planning retirement and achieving professional goals.

The Goods

Intimate profiles of inspiring people who are giving back to the community.

Your Home

Useful strategies for getting the most out of your biggest investment – your house. Creating the most value, reinventing your living space, home improvement, gardening, etc.

Leisure

Relevant & engaging lifestyle stories that inspire – travel ideas, wine advice, etc.

Health & Wellness

Fresh ideas for better living, from personal fitness to stress management.

Moneywise: Q&A

A financial guru from Investors Group answers reader questions about investment.

The Payoff (column)

A financial column on trends, news and best practices in personal money management.

People Who Care

A section devoted to Investors Group's charitable and community endeavours.

REVIEW | TENDANCES



File requirements:

PDF X1 with fonts embedded, all pictures saved in CMYK.

Ad file details:

Font: Minimum 6 pt type font, Minimum 8 pt reverse type font

Rules: Do not use any hairline rules
Black rules: 1/4 pt minimum
Colour rules: 1/2 pt minimum

Photos: 300 dpi CMYK mode.

Colours: CMYK colours only. NO PANTONE COLOURS!

Rich blacks: Use 100K combined with 40C to provide rich black

Crop/Registration marks and colour bars: Offset by .25"

Trapping: Do not perform trapping. Printer will perform trapping.

Proof: SWOP certified colour proofs. Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Provide same size (100%) as file submitted. Include bleeds and trims.

Spafax Canada will not be responsible for colour reproduction or any other deviation from original proofs without a SWOP colour proof.

Delivery procedures

All advertising material is coordinated through our National Sales Office and should be delivered to:

Spafax Canada

1179 King Street West, Suite 101
 Toronto, ON M6K 3C5
 Phone: 416-350-2426
 Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our production FTP. When an ad file is transmitted electronically, a SWOP proof is still required, to be delivered to the above address. Please compress all files prior to transmission to minimize potential corruption errors.

Address: <ftp2.spafax.com>
 User Name: [investorsgroup](#)
 Password: [spafax7865](#)

Upon posting ad file to FTP site, please email the file name and low-res PDF (for placement only) to: mshaw@spafax.com.

If you have any problems or questions, please contact: Mary Shaw, 416-350-2426, mshaw@spafax.com

Advertising Rate

| | National | East | West | French |
|---------------------|----------|----------|----------|---------|
| FP | \$12,950 | \$7,252 | \$5,828 | \$1,700 |
| DPS | \$24,410 | \$13,670 | \$10,985 | \$3,205 |
| OBC | \$16,400 | \$9,184 | \$7,380 | \$2,155 |
| IFC - Spread | \$30,766 | \$17,229 | \$13,845 | \$3,500 |
| IBC | \$14,471 | \$8,104 | \$6,512 | \$1,965 |
| Half Page | \$8,405 | \$4,707 | \$3,782 | \$1,105 |
| Third Page | \$5,965 | \$3,340 | \$2,684 | \$785 |

All rates are Gross CDN \$

Inserts: Please contact us for information at 416-350-2425.

Guaranteed positioning: 15% premium. The above rates are gross and include 15% advertising agency commission.

Closing Dates

| | Space | Material | Impact Date |
|---------------------|----------------|----------------|-------------|
| April 2012 | Mar. 12, 2012 | Mar. 18, 2012 | April |
| October 2012 | Sept. 12, 2012 | Sept. 19, 2012 | October |

Technical Specifications



Full Page

Ad size: 8" x 10.875"
 With bleed: 8.25" x 11.125"
 Type safety area: 7.5" x 10.375"
 Non-bleed ad size: 7.5" x 10.375"



1/2 Page Horizontal

Ad size: 8" x 5.375"
 With bleed: 8.25" x 5.625"
 Type safety area: 7.5" x 4.875"
 Non-bleed ad size: 7.5" x 4.875"



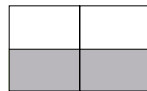
Double Page Spread*

Ad size: 16" x 10.875"
 With bleed: 16.25" x 11.125"
 Type safety area: 15.5" x 10.375"
 Non-bleed ad size: 15.5" x 10.375"



1/3 Page Vertical

Ad size: 2.625" x 10.875"
 With bleed: 2.875" x 11.125"
 Type safety area: 2.125" x 10.375"
 Non-bleed ad size: 2.125" x 10.375"



1/2 Page Horizontal Spread*

Ad size: 16" x 5.375"
 With bleed: 16.25" x 5.625"
 Type safety area: 15.5" x 4.875"
 Non-bleed ad size: 15.5" x 4.875"



1/3 Page Horizontal

Ad size: 8" x 3.5"
 With bleed: 8.25" x 3.75"
 Type safety area: 7.5" x 3"
 Non-bleed ad size: 7.5" x 3"



1/2 Page Vertical

Ad size: 4" x 10.875"
 With bleed: 4.25" x 11.125"
 Type safety area: 3.5" x 10.375"
 Non-bleed ad size: 3.5" x 10.375"



1/6 Page Horizontal

Ad size: 8" x 2.25"
 With bleed: 8.25" x 2.5"
 Type safety area: 7.5" x 1.75"
 Non-bleed ad size: 7.5" x 1.75"

* For advertising spreads; please leave 0.375" gutter allowance for text on each side

Contacts

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