

The Winston Report

The journal of information access, privacy protection and data governance in Canada

Digital Media Kit & Rate Card

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5 Great Reasons to Advertise With Us...

1 We are the **Foremost Quarterly Journal** of information access, privacy protection, and data governance in Canada. The journal is distributed to information governance, access and privacy professionals across the public and private sectors. Every member of the Privacy and Access Council of Canada receives *The Winston Report* as a benefit of membership.

We have the **Most Formidable Audience** of readers with organization-wide spheres of influence. Our selective distribution to decision makers means your message reaches the right audience.

2

3 We have the **Broadest Circulation** of any Canadian access, privacy and governance journal in the country and provide unbiased perspectives that enable professionals to advance their careers, and help organizations achieve regulatory compliance..

We are a **Highly Cost-Effective** advertising medium that draws a significant measure of readers from both sides of the gender spectrum. Each issue delivers your message to executives, managers, and professionals in private sector organizations, governments, agencies, boards and commissions at the local, regional, and federal levels.

4

5 We are **Results Oriented** and can get your message in front of the people who can and will do something about it. People with decision making authority – whose roles influence every aspect of their organization.

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Why The Winston Report...

Here's why we are Canada's foremost journal of information access, privacy protection, and data governance:

- ▶ We feature the **MOST INFLUENTIAL ACCESS AND PRIVACY THOUGHT LEADERS** from regions across Canada and around the world.
- ▶ We have the **BROADEST AUDIENCE** of dedicated, knowledgeable, and passionate access, privacy, and information governance readers in Canada.
- ▶ We reach **AUDIENCES IN CRITICAL INDUSTRY SECTORS** including legal, education, law enforcement, health care, energy, banking, insurance, media, and all levels of government.
- ▶ We explore privacy, access and data governance **ISSUES, TRENDS, AND LEGISLATION** of importance to Canadian businesses, organizations, governments, and individuals.
- ▶ We have a **CIRCLE OF INFLUENCE** that extends across geographic, political and socioeconomic boundaries.

Our selective distribution ensures your message reaches key decision makers.

With a circulation that reaches professionals in government and private sector organizations from coast to coast to coast, and with more than 90% of our readers in organizations with more than 500 employees, and with more than 30% of our readers in organizations with more than 10,000 employees, we offer unparalleled value for your advertising dollar.



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In Every Issue...



- ▶ **Recent Decisions.** Find out what's new in Court and Commissioner's decisions that affect Canadians. We report on decisions from jurisdictions across the nation and around the
- ▶ **Upcoming Events.** From Victoria to St. Johns, here's a guide to Canada's most important privacy, access and compliance conferences, workshops and seminars
- ▶ **Legislative Changes.** In each issue you'll find many of the most important legislative changes from jurisdictions across the country and beyond.
- ▶ **Important Reading.** Every issue includes detailed reviews of new and informative books that explore a wide range of issues surrounding privacy and access compliance and practices.
- ▶ **Darwin Moments.** Here you'll find some important life lessons about real life data protection practices. Usually entertaining, often bewildering, the things people inflict on privacy and access is remarkable.

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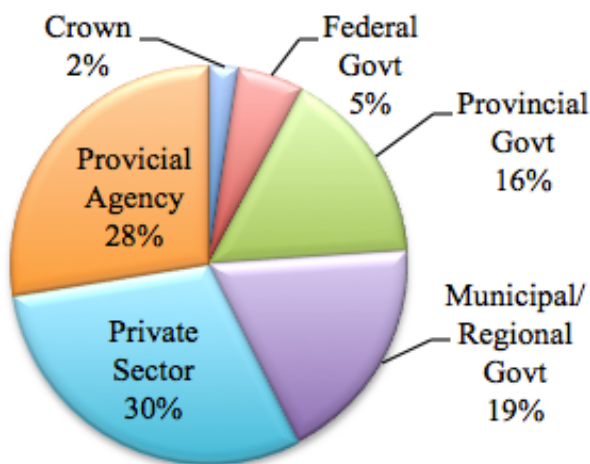
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Expand your Circle of Influence...

If your target market includes smart, accomplished professionals with management authority and purchasing power, we deliver...

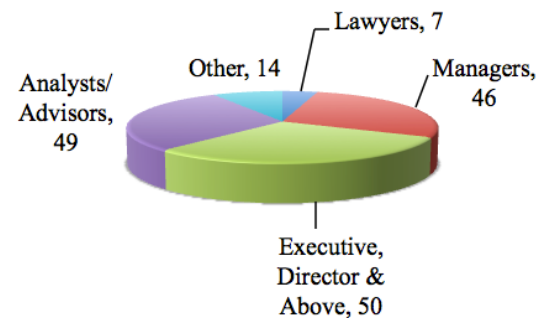
Broad Acceptance

We are not your typical industry publication - and our readers prove it!



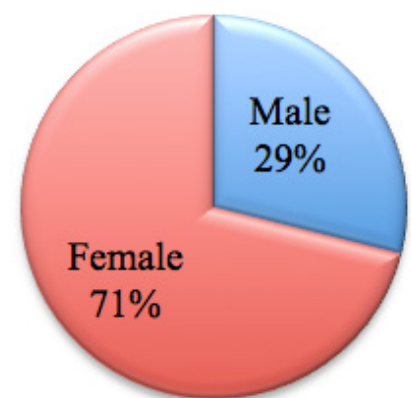
Leaders of the Pack

Our readers have the dogged determination to lead their organizations to succeed: 58% of these talented women and men hold management or executive positions - and have impressive decision-making authority



Universal Appeal

We draw a significant measure of readers from both sides of the gender spectrum



National Reach

Ours is a truly national readership, with readers from coast to coast to coast



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Editorial Calendar

Volume – Issue	Theme	Topics
Vol 10 No 3 – Spring 2017	Education	Access & Privacy Education in Canada Training for the Profession
Vol 10 No 4 – Summer 2017	Commerce & Industry	Corporate & Human Resources Privacy/ Access Compliance & Practices
Vol 11 No 1 – Autumn 2017	Access to Information & Open Government	Right to Know The Future of Access to Information
Vol 11 No 2 – Winter 2018	Health	The Health of eHealth Big Data in Big Pharma
Vol 11 No 3 – Spring 2018	Education	Student Privacy Educational Technology

Advertising & Editorial Dates

Volume – Issue	Ad Booking Deadline	Submissions
Vol 10 No 3 – Spring 2017	March 25, 2017	March 11, 2017
Vol 10 No 4 – Summer 2017	June 26, 2017	July 3, 2017
Vol 11 No 1 – Autumn 2017	September 10, 2017	September 17, 2017
Vol 11 No 2 – Winter 2018	December 13, 2017	December 20, 2017
Vol 11 No 3 – Spring 2018	March 23, 2018	March 30, 2018
Vol 11 No 4 – Summer 2018	June 29, 2018	July 6, 2018

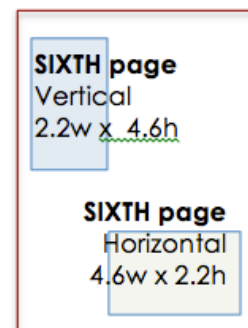
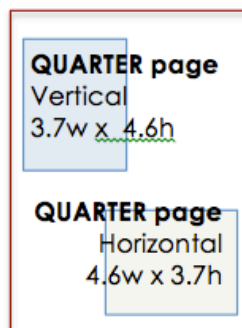
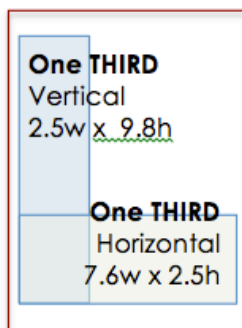
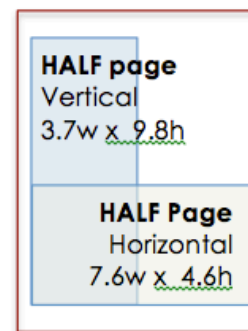
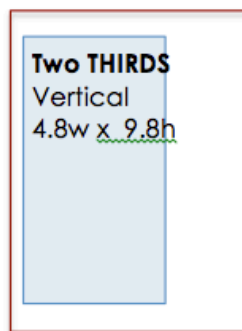
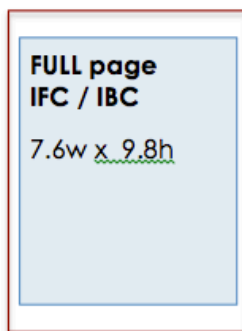
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Rates & Sizes

Type	Size (W x H)	1X	2X	4X
Full Page	7.5 x 10	\$450	\$400	\$325
2/3 Page	4.8 x 9.8	\$325	\$280	\$250
1/2 Page Vertical	3.7 x 9.8	\$275	\$250	\$200
1/2 Page Horizontal	7.6 x 4.6	\$275	\$250	\$200
1/3 Page Vertical	2.5 x 9.8	\$225	\$200	\$170
1/3 Page Horizontal	7.6 x 2.5	\$225	\$200	\$170
1/4 Page Vertical	3.7 x 4.6	\$200	\$175	\$140
1/4 Page Horizontal	4.6 x 3.7	\$200	\$175	\$140
1/6 Page Vertical	2.2 x 4.6	\$125	\$115	\$100
1/6 Page Horizontal	4.6 x 2.2	\$125	\$115	\$100
IFC/IBC	7.6 x 9.8	\$490	\$450	\$420

All measurements are in inches. Please add 1/4 inch bleed on all sides for trim adverts. There should be no text within 1/4 inch of trim size listed above.



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Submitting Your Ads, Advertorial & Editorial Content

Print Advertising Points to Remember

- High resolution images to be supplied as 300 dpi EPS, TIFF, JPG or press-ready PDF CMYK
- Use easily identifiable file names
- Include file extension

How to Submit Ads

The Winston Report is produced using the Macintosh platform. Please compress files using .sit or .zip formats.

Include the following information:

- Issue name/date (Autumn, Winter, Spring, Summer)
- Agency and Advertiser contact information
- Ad number
- Complete contact information
- Return Address

Ads may be emailed to *editor_at_AMINAcorp_dot_ca* and payment submitted to

AMINA Corp
Suite 330, Unit 440
10816 Macleod Trail SE
Calgary AB Canada T2J 5N8

Editorial submissions (meeting the guidelines) from PACC members may receive priority. The Editor reserves the right to accept, edit, and reject all submissions and content, whether solicited or otherwise. Opinions expressed in *The Winston Report* are not necessarily those of the Editor, the publisher or the Privacy and Access Council of Canada.

About The Winston Report

Publisher: AMINA Corp.

Established: 2007

Frequency: Quarterly

Editorial: *The Winston Report* supports the mission of the Privacy and Access Council of Canada and attracts the Council's members and other Canadians in the private sector, public sector, and government organizations.

Subscription data: Annual rate: Canada: \$45; United States \$75; International \$150.

Complimentary subscription: with individual and corporate annual membership in the Privacy and Access Council of Canada

Circulation profile: Data privacy, access, and governance and information risk management professionals and organizations concerned about compliance with privacy and access laws.

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