

C A N A D I A N S R E S I D E N T A B R O A D

CRA

magazine

Canada's Expat Quarterly

ADVERTISING RATES AND DATA 2001

EDITORIAL

**CALENDAR &
DEPARTMENTS**

ADVERTISING

RATES & DATA

CRA'S

READERS

MECHANICAL

SPECIFICATIONS



CRA magazine

Volume 2 • 2001

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FROM THE

Editor



Elizabeth J. Peck, who received a B.A. (Hons.) from Queen's University and a Master's degree from the University of Toronto, is president of Oakville, Ontario, based Canadians Resident Abroad Inc. CRA has published CRA UPDATE, a quarterly newsletter covering taxation, finance and other topics of interest to Canadians living outside Canada for the past ten years. With a constantly growing subscriber list, CRA UPDATE is now being repositioned as a magazine to be launched this fall – and distributed free of charge to more than 8,000+ Canadians worldwide.

In taxation matters, CRA relies on the expertise of international tax advisor and co-author, Garry R. Duncan, C.A., Tax Partner, BDO Dunwoody LLP.

Garry Duncan, B. Comm., C.A., and C.F.P., is a tax partner with BDO Dunwoody LLP, Toronto, Canada. His professional experience includes a broad range of tax and financial planning engagements including consulting with Canadians on matters relating to the tax implications of emigration and being a non-resident.

Garry is a Past-president of the Canadian Association of Financial Planners and a frequent speaker on expatriate matters at various seminars.

BDO Dunwoody LLP is a national, entrepreneurially spirited accounting and consulting firm primarily concentrating on the special needs of Canadian independent business. Internationally, the firm has a commanding presence in all the world's important business centres through its membership in BDO Binder.

Elizabeth Peck and Garry Duncan are co-authors of the book Canadians Resident Abroad, a comprehensive source of information regarding the tax consequences of leaving Canada, taxation as a non-resident and returning back home. Canadians Resident Abroad, now in its third edition, is published by Carswell.

ELIZABETH J. PECK



CRA

magazine

DEPARTMENTS

You Asked
Read it and reap

Publisher's Note
CRA'S perspective

Today's Traveller
Profiles on your favorite
destinations & travel packages

Real Estate
Knowing the International Market

Professional Investment Information
Investment funds update

Tax Talk
Taxation Advice for Expats

Medical Matters
Your forum for health issues

Virtual Offices
Business travel and tips

Personal Time
From fine wines to fitness

Personal Communications Update
Technology and travel

International Business
What's new in the realm of
Canadian and global trade

Education & Employment
An International perspective

Spring

1

SPECIAL REPORT: Estate Planning. A guide to ensure your taxes are minimized – with your exposure to provincial probate fees minimized and organized to the benefit of your heirs and not to the benefit of Revenue Canada. Also, with our look at overseas employment, a special report on tax credits and tax treaties.

Ad Space: March 2 Artwork: March 9

Summer

2

SPECIAL REPORT: A Profile on Some of Your Favorite Golfing Destinations. Interviews with Canadian golfers who are having an impact on this exciting industry. Plus: A focus on managing culture shock - strategies for moving your family abroad.

Ad Space: June 22 Artwork: June 29

Fall

3

SPECIAL REPORT: Taking Control of Your Retirement. Your overseas career could lead to overseas retirement. A focus on retirement styles, from cruises, to volunteer work, golfing and tennis and the benefits of obtaining non-resident tax status. Plus a look at RRIFs, annuities and the withdrawal of offshore investments.

Ad Space: Sept. 21 Artwork: Sept. 28

Winter 2001/2002

4

SPECIAL REPORT: RRSPs and Mutual Fund Review. No matter where in the world you're working you will benefit from our snapshot of fund-analysis Web sites and our look at the pros of self-managing versus a professionally driven portfolio. Plus: Safeguarding your health and knowing about private health plans while living abroad.

Ad Space: Dec. 14 Artwork: Dec. 21



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EDITORIAL POLICY: The opinions expressed in **CRA magazine** are not necessarily those of **Canadians Resident Abroad Inc.** or **Elefant Enterprise Communications Inc.**TM. The editor reserves the right to select and edit material submitted for publication. While every attempt is made to ensure the accuracy of the content of **CRA magazine**, **Canadians Resident Abroad Inc.** and **Elefant Enterprise Communications Inc.**TM take no responsibility for errors or omissions. The material contained in **CRA magazine** is for general information purposes only. All rights reserved. Reproduction without express prior permission in writing of the Editor is forbidden. Editorial subject to change without notice.

ADVERTISING POLICY: Acceptance of advertising does not imply **CRA magazine**, **Canadians Resident Abroad Inc.** or **Elefant Enterprise Communications Inc.**TM endorsement of the product or service. **CRA magazine**, **Canadians Resident Abroad Inc.** and **Elefant Enterprise Communications Inc.**TM do not accept responsibility for the accuracy of statements by advertisers. **CRA magazine** will not publish advertisements that are inconsistent with its advertising standards.

CIRCULATION: **CRA magazine** is written for 8,000 current, prospective and past Canadian expatriates who subscribed to the earlier version of **CRA magazine** (CRA UPDATE) or have demonstrated an interest in investment, tax and customs matters, financial planning, insurance, health care, overseas employment, real estate, and travel/vacation information. The current circulation is in the first phase of being audited by the CCAB.

Advertising Rates

Our Readers, Your Audience

The Canadians Resident Abroad database of 8,000+ individuals is composed of Canadians who are presently living abroad (60%), are interested in doing so or have lived abroad, in the past ten years (40%), and have shown interest in one or more of the following ways:

- By seeking investment counsel
- By registering for and attending an investment presentation/seminar in Canada or while abroad
- As a resident abroad, by seeking tax/accounting/legal/medical and/or insurance information on a quarterly basis
- By purchase of mutual funds

CRA magazine is in the beginning phase of having the Canadian Circulation Audit Board, a division of BPA International, perform a circulation audit to enable us to provide you with more detailed information in the near future.

Reader demographics

Beside investment interest, these individuals (and their families) also have a much higher than average use of services such as:

- airline/cruise lines
- travel/tour companies
- specialized resorts/chains
- international employment services
- specialized moving companies/international shippers/courier companies
- private international/Canadian schools
- special gift service

GROSS CONTRACT COLOR

RATES	ONE X	TWO X	THREE X	FOUR X
Full-page	\$3470	\$3282	\$3102	\$2932
Half-page Island	\$2237	\$2125	\$2019	\$1918
Half-page	\$1975	\$1876	\$1782	\$1693
1/3 page	\$1546	\$1468	\$1395	\$1325
1/4 page	\$898	\$853	\$811	\$770
1/6 page	\$681	\$642	\$605	\$570

(Black and White Rates Deduct \$275 from Color Rates)



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CRA'S HISTORY

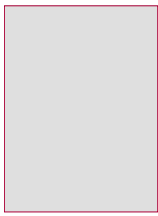
Canadians Resident Abroad began addressing its readers ten years ago in the form of a newsletter entitled CRA UPDATE.

During the last few years, as our lives and businesses take an increasingly global perspective, CRA UPDATE'S readers have shown they want more indepth information in a more comprehensive format. And so, we are pleased to introduce the premiere issue of CRA magazine, the progeny of CRA UPDATE.

CRA's editorial coverage will cover both the issues which CRA readers have come to rely on as well as cover other subjects, such as:

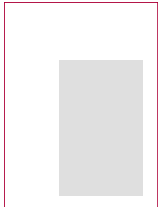
- Country profiles
- Medical Matters
- Vacations & Travel
- Real Estate
- Investment
- Gift Giving
- Education
- International Business
- Travel
- Offshore Employment
- Canadian News

CRA Specs & Ad Rates 2001



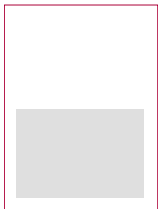
FULL PAGE
8"W x 10 3/4"D

\$3,195 B/W
\$3,470 Colour



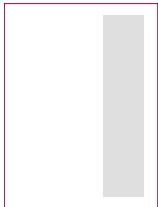
HALF-PAGE ISLAND
4 1/2"W x 7 1/16"D

\$1962 B/W
\$2,237 Colour



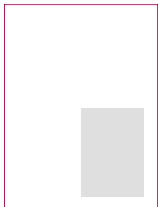
HALF-PAGE HORIZONTAL
6 5/8"W x 4 5/8"D

\$1,700 B/W
\$1,975 Colour



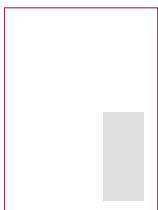
THIRD-PAGE VERTICAL
2 1/8"W x 9 7/16"D

\$1546 B/W
\$1271 Colour



QUARTER-PAGE
3 1/4"W x 4 5/8"D

\$623 B/W
\$898 Colour



SIXTH-PAGE
2 1/8"W x 4 5/8"D

\$406 B/W
\$681 Colour

Advertising Artwork on Disk

In addition to providing us with film, we also offer the option of providing your advertisement to us on disk, with the following specifications: Iomega Zip: 100MB, CDs.

Digital File Specifications

We suggest that you supply digital files in QuarkXpress for Mac, version 3.32 or earlier. All digital files must be accompanied by either a black and white or color laser proof at full size.

All images should be supplied in either TIFF or EPS format(s). If your ad is assembled in QuarkXpress, all images should be in the same folder. All fonts (both screen and printer fonts) should be placed in this folder. If your ad is assembled in a program other than Quark Xpress for Mac, the entire file must be saved as an EPS with a Mac Preview.

On-Line Delivery

Agencies may deliver artwork using FTP software to our CRA Web site. Please contact us at (416) 461-8355 for User ID and Password information.

Film

Right reading, four color process (CMYK) negative film, emulsion down. Line screen 150. All film must indicate bleed, trim and registration marks and must be accompanied by color proofs. LIVE 7" X 10", BLEED 1/8" all around [8" x 10 3/4"], TRIM 8" x 10 3/4"

Proofing

Fuji color art laminate or color key overlay. If film is not supplied, production of final film and color proofs (@\$325 per ad), plus shipping and handling will be charged to clients.

Additional Fees & Notes

- COVER POSITIONS – 25% PREMIUM
- GUARANTEED POSITION – 10% PREMIUM
- NO CANCELLATIONS AFTER ADVERTISING DEADLINE

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