PUB 375: Magazine Publishing
Library Research

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Roadmap

Used SFU Library before?

✅  ✖  ❓

Advertising information
Writing business plans
Audience information
Questions (at any time)
A useful starting point
Advertising information

Typical rates
Not always easy to find or available

Competitors
Other magazines for your audience

Canadian Advertising Rates and Data [CARD]
Listings of Canadian publications
# B.C. Wine Trails
Consumer Magazines (Food & Beverage)

## Rate Card

### B&W Space Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,926.00</td>
</tr>
<tr>
<td>1/2 p.</td>
<td>$1,124.00</td>
</tr>
<tr>
<td>1/4 p.</td>
<td>$617.00</td>
</tr>
<tr>
<td>1/6 p.</td>
<td>$485.00</td>
</tr>
<tr>
<td>1/8 p.</td>
<td>$428.00</td>
</tr>
<tr>
<td>Directory</td>
<td>$99.00</td>
</tr>
</tbody>
</table>

### Extra Colour Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot colour</td>
<td>$80.00</td>
</tr>
<tr>
<td>4-colour process</td>
<td>$260.00</td>
</tr>
<tr>
<td>Shared rate*</td>
<td>$150.00</td>
</tr>
</tbody>
</table>
Business plans

Business Plans Handbook
Examples of real plans

Writing guides
Search catalogue for writing business plans
Audience information

Demographics
Age, gender, income, etc

Psychographics
Attitudes, opinions, etc

- Vividata
- SimplyAnalytics
Annual survey of Canadian magazine readers
Demographics, products & services used, opinions on various topics
Vividata: WHAT?

- Is consuming beer more or less gender neutral?
- How many Canadians 12+ take multi-vitamins? Does this group also prefer to buy organic food?
- Are 18-24 yr olds the heaviest consumers of energy drinks?
- Who is more likely to participate in customer reward programs: singles or married people?
- What’s the avg household income of Macleans readers?
Vividata: WHY?

All with the aim of answering:

• Who will be our main customers? How many of them are there?

• What are their opinions? What else do they buy?

• What type of advertisers might I want to attract?
1) From the PUB 375 guide, open up PRIZM 5 Handbook and SimplyAnalytics (one laptop per group).

2) Follow the steps on pg. 4 of your handout: SimplyAnalytics Activity.

3) Be prepared to report back to the larger group with answers to the following:

- What is one market segment that aligns with the intended audience for your media company?
- What are the media preferences of this group?
- What is one other demographic or psychographic detail about this group that will be useful in planning your marketing/advertising/sales campaign?
- How many households belonging to this segment are there in Metro Vancouver? (i.e. Vancouver CMACA)
- Is this segment clustered in a particular area of the City of Vancouver (Vancouver CSD)?
Getting help

Ask a Librarian

💡 Ways to reach us
- **AskAway**: Chat online with our research experts and find answers to your questions.
- **Txt Us**: Text us: Quick answers to short questions. 604.724.5899
- **Ask Us by Email**: Most answers in one business day or less.
- **Ask Us by Phone** *(hours)*:
  - W.A.C. Bennett Library (SFU Burnaby) 778.782.4345
  - Belzberg Library (SFU Vancouver) 778.782.5051
  - Fraser Library (SFU Surrey) 778.782.7414
- **Ask Us in Person**: Research help desks are available at all three SFU libraries *(hours)*.

💡 Contact a liaison librarian for in-depth research guidance
- **Liaison Librarians**: Specialists in the information sources and approaches used by specific university departments.

💡 Self-service
- **FAQs**: Frequently Asked Questions.
- **Research Guides**: Guides to research sources & strategies.

Or contact me directly to make an appointment:
Megan Sorenson *(msorenso@sfu.ca)*
– Tuesdays at Vancouver (3-4pm in the Publishing lounge)
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