

**Magazines Canada Advertising Services** provides the advertising community—members, agencies and advertisers—with information and sales tools useful in attracting advertising revenue to Canadian magazines. Access industry trends and the latest, most compelling media research available that will help advertisers better understand the role and benefits of a magazine buy.

### Research Library

Magazines Canada boasts an impressive online resource library featuring the latest magazine research, best practices and planning information. Help advertisers make the most of their advertising investment in your title. Can't find what you're looking for? Don't despair! Give us a call and we'll see how we can help.

### Magazine Essentials, FastFacts and Magazine Fact Book

Be sure to check out these popular and informative summaries in our research library: **FastFacts**—a series of one-page overviews on topics of most relevance to magazine sales professionals, agencies and advertisers. They provide a quick hit of pertinent facts to help you sell the magazine medium and its benefits. **Magazine Essentials**—a summary of magazine planning information most requested by Media Planners and Sales Reps to help make everyday planning decisions, e.g. ad size; colour vs. b/w; positioning in the magazine, etc. **Magazine Fact Book**—a compilation of the latest industry facts, figures and research studies on all aspects of the magazine industry.

### PAGE

Magazines Canada Advertising Services' monthly newsletter—available in French and English—features the latest news, research and articles of specific relevance to media agencies and magazine publishers. Back issues are available online. If you wish to be added to our distribution list, please contact [adinfo@magazinescanada.ca](mailto:adinfo@magazinescanada.ca).

### Lunch & Learn Information Sessions

Our Lunch & Learn Sessions are a fun and informal way to understand how magazine advertising works. This is your opportunity to get up to speed on the latest industry trends and the most up to date research supporting sales effect and ROI, while at the same time getting the answers you need to the questions of greatest importance to your business. Contact us to arrange for an educational session.

### magblast Podcast

magblast video podcasts are designed to provide insight into how magazine advertising works. Each episode features a who's who of industry experts complete with links to additional information.

### Magazine Production Specifications—dMACS

Magazines Canada supplies digital advertising production specifications to ensure the smooth exchange of electronic files between the advertiser, publisher and printer. Get your copy of the **Digital Magazine Advertising Canadian Standards (dMACS)**, designed to ensure each advertisement runs as intended. These standards will improve the consistency, predictability and quality of the production process. And contact us to learn about **Magazines Canada AdDirect™**, a web-based ad preflight and delivery portal designed to help streamline receipt and management of advertiser files, saving you time and money.

