



PEGASUS Publications BULK BUY offer

Loyalty and Trust

Regional and niche consumer magazines.

THE GARDENER LIVING SERIES:

Ontario Gardener Living

Manitoba Gardener Living

Alberta Gardener Living

Green and Growing Guide Ontario

Green and Growing Guide Prairies

Beautiful Lifestyles (national)

Beautiful Landscapes (national)

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Beautiful Communities (national)

Canadian Trees (national)

The Urban Forester (Winnipeg)

Western Canada Aviation & Aerospace (trade)

SMART Connections (Western)

Fifty and Beyond (Manitoba Society of Seniors)

Creative Retirement (Manitoba)

Great Manitoba Getaways (Manitoba)

Access Winnipeg

Assiniboia Chamber of Commerce

(digest and directory)

Pegasus
Publications Inc.

130 A Cree Crescent
Winnipeg, MB R3J 3W1
(204) 940-2700

201C-219 Dufferin Street
Toronto, ON M6K 3J1
(416) 963-8873

www.pegasuspublications.net

"Our magazines help advertisers reach people where they live, in a forum they trust, alongside information they crave. Readers spend hours with us, feeling secure and comfortable with what's in our pages."

—Dorothy Dobbie, Publisher & President
of Pegasus Publications Inc.

Save 40%+

See back page for details

MISSION: Pegasus Publications Inc. is committed to creating niche magazines that are useful, interesting, entertaining and beautiful, which build relationships between readers and advertisers. As a publisher, Pegasus combines profitability with integrity. We care about our employees, our readers and the businesses we serve.

650,000 copies

Over 2 million readers across Canada

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Gardener Living Series

Readership	Copies	Readers
Ontario Gardener Living	17,700	160,000
Manitoba Gardener Living	12,000	108,000
Alberta Gardener Living	15,000	135,000
Total	44,700	403,000

Page rate: \$3,280

- Per province.
- Multiple insertion discounts.
- Special position premiums.

- Readers report a pass-along average of 9 in our readership surveys.
- 80% subscription retention rate.
- 78% advertiser retention.
- 35% newsstand sell-through.
- Huge return on Reader's Digest schools program offer.
- Presse commerce waiting room redistribution.
- Popular at libraries.
- At all major home & garden shows.
- **Sponsor of Toronto's International Home & Garden Show.**

Frequency: 6 issues per year per province (plus bonus issues)

Demographic (primary reader)

60% female, 54% age 35-65, 22% age 24-34. Average household income: 32% over \$100K, 64% over \$60K.

Psychographic

98% homeowners. Attend arts and sporting events, belong to golf clubs, dine out 2+ times a week and travel frequently for business and pleasure both domestically and internationally.

Younger readers seek instant, carefree garden space, professionally built outdoor garden rooms and luxury accessories.

Regional/niche advantage.

Passion & Loyalty

Gardener Living readers are passionate about their activity and loyal to our magazines.

Trust

They trust the information we deliver and consult us frequently for advice.

Repeat exposure

90% of our readers keep their Gardener Living magazines forever and refer back to them again and again, which translates into multiple hits in every single copy of every issue you advertise in.



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Special annual issues:

Green and Growing Guide

Page rate: \$1,200

Directory of garden retailers and services. One for Ontario. One for the Prairies.

Special annual issues:

Beautiful Landscapes

Page rate: \$3,280

Professional landscaping of residential properties. National.

Special annual issues:

Beautiful Lifestyles

Page rate: \$3,280

A lifestyle magazine made especially for our demographic. National.

Beautiful Communities**Page rate: \$2,750****Multiple insertion discounts
Special position premiums**

Reach the decision makers who make our communities great places to live.

**Audience**

Direct mail to municipal leaders: 9,000

- Elected officials, planners, city managers, parks managers, community business development leaders.
- Additional circulation to identified civic-minded volunteers who influence government decisions.
- Available at key national and provincial trade shows.

Frequency: 3 issues per year

- January (in time for the landscape trade shows).
- June (in time for the Federation of Canadian Municipalities conference).
- October (in time for municipal budget decision making).

Canadian Trees**Page rate: \$2,675****Multiple insertion discounts
Special position premiums**

Published in association with Tree Canada Foundation. Reach professionals who love nature and trees. Readers are passionate about Canadian Trees because it's full of truly enjoyable and inspiring stories about trees. The readers care about our urban environments, they have decision-making capacity and they have access to government money.

Audience

Direct mail to tree professionals: 7,000

- Forestry and tree professionals working for municipalities, provincial and federal governments, ISA members, woodlot owners, university researchers and relevant faculty.
- Loyal subscriber base, both industry and interested individuals.

- Newsstand sell-through of 77%.

Frequency: 2 issues per year

Spring & Fall

The Urban Forester**Page rate: \$1,010****Multiple insertion discounts
Special position premiums**

Published in co-operation with and to support The Coalition To Save The Elms.

Audience

A newsprint publication that started as a newsletter to members of Winnipeg's Coalition to Save the Elms and has exploded from there.

Circulation: 10,000

- Includes 1,000 Coalition members.
- Tree and forestry associations and government departments, universities, newsstands throughout Winnipeg.

Frequency: 4 issues per year

Early Spring, Spring, Summer & Fall

**Pegasus**

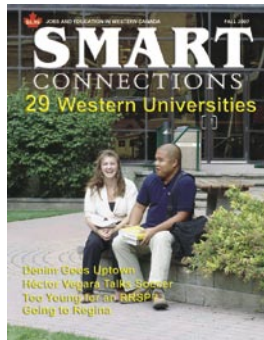
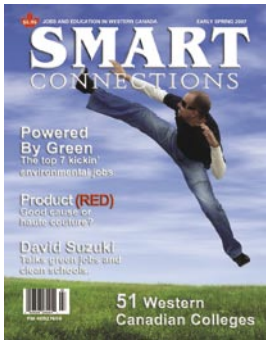
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SMART Connections

Page rate: \$4,625

Multiple insertion discounts
Special position premiums

SMART Connections reaches Western Canada's most talented young people, 18 to 35, who are the leaders of tomorrow.

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Audience

20,000 Copies | 100,000 Readers

Direct mail to:

- University & College Presidents.
- High School Guidance Counsellors.
- The top 100 businesses in the four western provinces and other significant employers.
- Over 100 bookstores and over 500 community newsstands.

Demographic

- Primarily 18-35.
- Median reader age: 25.
- Upwardly mobile 'movers and shakers' of tomorrow.

Frequency: 4 issues per year

Spring (March), Summer (June),
Fall (September) & Winter (November)

Western Canada Aviation and Aerospace

Page rate: \$2,200

Multiple insertion discounts
Special position premiums

Published in partnership with The Manitoba Aviation Council.
Reach the decision makers in Western Canada's Airline Industry.

Audience

Direct mail to Airline Industry
Professionals: 4,000 copies

- All association members.
- Key decision makers.
- Airline owners and executives.
- Airport waiting rooms.

Frequency: 2 issues per year

Spring (March) & Fall (October)



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Seniors Publications

Fifty and Beyond

Page rate: \$1,905

Multiple insertion discounts
Special position premiums

Published for The Manitoba Society of Seniors. The province's only membership-based, senior's publication.

Audience

There is no better venue in Manitoba to tap into the senior demographic.

Circulation: 10,000

- Direct to 7,000 society members & families.
- These are leaders in the seniors' community, involved in community issues.
- 3,000 newsstand placement in key senior-oriented locales.

Frequency: 12 issues per year

First of each month

Creative Retirement

Page rate: \$1,120

Multiple insertion discounts
Special position premiums

Published in conjunction with the Creative Retirement organization. Addressing seniors' continuing education and quest for lifelong learning.

Audience

Circulation: 8,500 copies

- Direct mail: 4,200 to members of Creative Retirement.
- On community newsstands in senior focused areas.

Psychographic:

Read by former community leaders, business owners and professionals with higher than average retirement income. Typically, these are affluent people who have disposable income to spend. They travel, shop and love new experiences.

Frequency: 3 issues / year

February, August & November



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Access Winnipeg**Page rate: \$1,680**

A directory of mobility-accessible accommodations, restaurants, attractions, shopping and services for senior and mobility challenged people in Winnipeg.

Distribution: 5,000

- Available at airport, tourism centres and tourist destinations in Winnipeg.
- Distributed by seniors' and disability organizations.

Frequency: Annually, in the spring

The Assiniboia Chamber Digest & Directory**Page rate: \$1,650**

Published in conjunction with The Assiniboia Chamber of Commerce. Premium business-to-business source guide for Winnipeg.

Distribution: 5,000

Direct distribution to members: 4,000
Additional request copies: 1,000

Frequency: Annually in late Spring/Early Summer

**Great Manitoba Getaways****Page rate: \$1,950**

**Multiple insertion discounts
Special position premiums**

Published in partnership with the Tourism Regions of Manitoba: Central Plains, Eastman, Interlake, Pembina Valley, Northern Manitoba, Parkland, Francophone Association and Winnipeg.

Distribution: 10,000+

Available at:

- Community drop boxes in grocery stores throughout Winnipeg.
- Airports.
- Travel Manitoba and Tourism Winnipeg outlets.
- Regional Tourism outlets.
- Chambers of Commerce

Frequency: 4 issues per year

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Full Package Deal

Advertise in every issue of every publication.
Perfect for ad agencies and media buyers.
Reach a wide audience through publications
they love with JUST ONE CONTRACT.

Full-page ad in every one of our
60 scheduled publications for 12 months

PLATINUM LEVEL Full-page program

\$91,200

- Value: \$145,000+ at single-insert rate.
- Web-links on Pegasus website.
- Extra mentions whenever applicable and possible (i.e. – outside articles, trade shows, radio program, editorial on 'new products' page, etc).
- No charge move to a cover when late cancellation opens a spot.

2008 Price - \$153,000

12 x monthly invoice of \$7,600

Half-page ad in every one of our
60 scheduled publications for 12 months

GOLD LEVEL Half-page program

\$61,000

- Value: \$98,000+ at single-insert rate.
- Web-links on Pegasus website.
- Extra mentions whenever applicable and possible (ie – outside articles, trade shows, radio program, editorial on 'new products' page, etc).

2008 Price - \$102,000

12 x monthly invoices of \$5,080

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