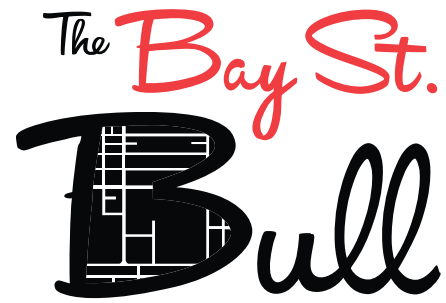




LIVING WORKING PLAYING WINNING

The Good Life in the Heart of the City

COME AND RUN WITH THE BULL

The face of Bay Street is changing everyday.
As boomers continue to pass the torch to the millennial generation,
The Bull will be providing great content the way Bay Street wants it.

With a fresh approach to interactive web and social media,
The Bull will appeal to all key demographics on Bay Street
united by the five pillars that we can all relate to.



2014 Media Kit

Why the Bull?

Our Readers are:

- 1 Niche** ~ Readers of The Bull make up a unique and un-explored niche of professional boomers and millennials.
- 2 Affluent** ~ Making up the top 5% of Canadian earners, readers of The Bull are some of the country's most coveted consumers.
- 3 Influencers** ~ The Bull reaches some of the highest offices and most influential business leaders in the country.
- 4 Diverse and Engaged** ~ United by their shared desire for success, our readers are a fast evolving demographic spanning numerous cultural, gender and geographic boundaries.
- 5 Discerning** ~ The Bull features curated and aesthetically pleasing content that appeals to the personal and professional lifestyles of Bay Street's best and brightest.

What can the Bull do for you?

Bringing your brand to Bay Street.

Bay Street is the workplace and playground to Canada's most powerful and innovative influencers. Not only are those who work on Bay Street a diverse bunch, they are also demanding great content for them and by them. By bringing together a unique team of contributors, ideas and opinions to the Bull, advertisers will have direct access to the most influential people in the country.

The Bull will play host to events, contests and discussion around what it means to **LIVE, WORK, PLAY** and **WIN** with the best of them. Engaging readership through innovative advertising and marketing campaigns, the Bull brings to advertisers the unprecedented opportunity to be a part of something special. From creative partnerships to sponsored content, playing with the Bull in 2014 can help drive your business and build awareness within a community that matters.

Distribution & Demographics

Industry Exposure & Distribution



Bringing The Bull Online



Beyond our traditional magazine readers, the Bull knows where the future is taking us. Coming in the spring of 2014, the Bull's newly designed website and social media channels, will reach a broader audience of individuals all on the cusp of personal and professional success.

These readers prefer Facebook to FaceTime and we'll be happy to give it to them. With a free digital subscription being offered in 2014, the Bull plans on establishing a strong relationship with the future leaders of Bay Street and creating a space for them to interact, engage and play.



Based on distribution by Roltek Inc. Roltek is Canada's leading source of news and information in Canada's financial core, Bay Street.

Editorial Calendar

April

Spring Style and Getaway Issue - Spring Fashion Issue

A look at where to go, what to do and how to indulge yourself outside of the office during Canada's cold months. Also learn how to play in the USA with a look at new business opportunities with our neighbours to the south

Plus: A spotlight on California and Ontario wine regions and how they stack up to the world's best.

AD CLOSE Mar 7 AD DUE Mar 14 ON SALE Apr 1

JUNE

Food & Drink - Summer Issue

Bay Street gets out and about. From new social spots, the best restaurants and a preview festival season, Bay Street embraces the best this time of year.

This is the month luxury and success take on a new meaning

Plus: Bay Street Food & Schmooze Guide. From new social spots, the best restaurants and a preview festival season, Bay Street embraces the best this time of year.

AD CLOSE May 16 AD DUE May 23 ON SALE June 9

September

Winning - Sports and Leisure

As summer wraps up, Bay Street gets active. Whether it be on patios or in the city's stadiums and arenas, The Bull takes our readers to wherever the action can be found.

Plus: A spotlight on California and Ontario wine regions and how they stack up to the world's best.

AD CLOSE Sept 5 AD DUE Sept 12 ON SALE Sept 29

NOVEMBER

Tech for the Savvy Entrepreneur - Tech Gift Guide

With discerning tastes, Bay Street wants only the best in high tech and the Bull brings it to them this holiday season. With its first annual Christmas wish list, the Bull features new releases, product testing and expert tips and tricks.

Plus: The best in new innovations in the ski and snowboard world and where you'll find the Bull's hitting the slopes this winter.

AD CLOSE Oct 10 AD DUE Oct 17 ON SALE Nov 3

DECEMBER

2014: A Year of Living, Working, Playing & Winning - Best of 2014

The Bull's favourite time of year is now and during the holiday season, Bay Street comes alive. Come celebrate 2014 with us as we'll be bringing you the best of 2014 from our esteemed contributors and industry vets.

Plus: Holiday party etiquette and where to go when you need to get away this winter.

AD CLOSE Nov 7 AD DUE Nov 14 ON SALE Dec 8

Regular Spotlight Features

The Bull Abroad

How Bay Street and its people work and play around the globe.

Popular Reviews

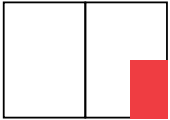
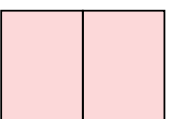
Technology, Media, Theatre, Festivals, etc.

Fast Facts Section

Lifestyles, Wealth, Health, and Real Estate.

*All editorial content is subject to change at the discretion of the Publisher and The Bay Street Bull Inc.

Ad Rates & Specs

Size	1x	3x	6x
 Full Page 8.125" x 12.75" (bleed trim)	\$6,900	\$6,495	\$5,990
 1/2 Page 4" x 12.5"	\$4,690	\$4,265	\$3,975
 1/3 Page 2.75" x 12.5"	\$3,890	\$3,540	\$3,310
 1/4 Page 2" x 3.125"	\$3,425	\$3,100	\$2,900
 Double Page Spread 16.25" x 12.75" (bleed trim)	\$11,040	\$10,400	\$9,580
 Inside Front Cover 8.125" x 12.75" (bleed trim)	\$8,250	\$7,500	\$7,015
 Inside Back Cover 8.125" x 12.75" (bleed trim)	\$7,910	\$7,195	\$6,720
 Outside Back Cover 8.125" x 12.75" (bleed trim)	\$8,595	\$7,820	\$7,310
 Tinted Section NEW: A featured section for sponsored content and other advertising specials. Tinted so it stands out from the rest of the Bull and up to 20 pages in length, please inquire directly for further specifics on pricing and content requirements.			

*Rates for inserts and other special requirements available upon request.

AD SUBMISSION

Hi-Res/Press Ready PDF. All fonts must be outlined and images embedded. File must be 300dpi (CMYK colour mode). All colour ads must be supplied with a high-resolution, full-colour, contact quality proof to ensure proper reproduction.

The publisher will not be responsible for reproduction of colour advertisements submitted without a high-resolution, full-colour, contract-quality proof.

Ads which do not meet the above criteria will not be accepted.

SEND AN EMAIL

Submit to: adsubmission@baystbull.com

UPLOAD TO OUR FTP

address: [ftp.baystbull.com](ftp://ftp.baystbull.com)
 login: advertisers@baystbull.com
 password: 8@y57Bull

SEND US A USB KEY

Art to be supplied on a Macintosh formatted key to:

Derooted creative agency
 49 Spadina Ave. Suite 304,
 Toronto, ON M5V 2J1

t: 416 596 9222 e: info@derooted.com

All supplied materials must indicate the following:

- Contents (drive directory printout)
- Advertiser Name
- Ad Number
- Issue Date
- Name and Contact Information

SEND VIA WEB SERVICE

Free web service for large file transfer,
 go to: www.yousendit.com
 send to: adsubmission@baystbull.com