

Private

The official magazine of CVCA - Canada's Venture Capital & Private Equity Association

CAPITAL

Le magazine officiel de l'Association canadienne du capital de risque et d'investissement

Privé



Private Capital (The official magazine of CVCA - Canada's Venture Capital & Private Equity Association) magazine is the official voice of Canada's Venture Capital & Private Equity Association CVCA. Distributed quarterly to more than 3,000 professionals across the country, the publication will reach key personnel and decision makers in the industry. CVCA's members are comprised of venture capitalists, institutional investors, corporate investors, private equity investors, angel investors, and advisory members who provide services such as law, finance, executive search, investment banking, insurance, consultants, advisors, government and academia.

Private Capital magazine provides a forum for the exchange of information about the venture capital and private equity industry. Featuring in-depth coverage of news and trends, company and individual profiles, industry expertise, and more, the publication is the source of information, discussion and analysis of the important issues facing the industry. In addition, there is coverage of industry events, people and priorities. Marketing your products and services directly to the venture capital and private equity industry in Canada through the publication will provide excellent coverage of this distinctly targeted niche market of high-profile decision makers.

PUBLISHING DATES

ADVERTISING RATES

ADVERTISING SPECIFICATIONS

media kit 2012

WHY ADVERTISE?

Advertising in **Private Capital** is an excellent and targeted way to reach readers and stakeholders in the venture capital and private equity industry in Canada.

Unparalleled Exposure!

Private Capital magazine is distributed to more than 3,000 professionals across the country including venture capitalists, institutional investors, corporate investors, private equity investors, angel investors, and advisory members which provide services such as law, finance, executive search, investment banking, insurance, consultants, advisors, government and academia.



CVCA READERSHIP

- Established in 1974, the CVCA is dedicated to pursuing growth opportunities for the Canadian venture capital and private equity industry.
- Categories of membership in the CVCA include full members, (investors), advisory, international and student members.
- The CVCA represents the majority of private capital companies in Canada, over than 1,800 members. CVCA members manage over \$75 billion in capital under management in three distinct market segments: buyout, mezzanine, and venture capital.
- The CVCA is a leading source for advocacy, networking, information and professional development for venture capital and private equity professionals in Canada.



INDUSTRY FACTS

- Canadian private equity and venture capital provides a vital source of finance for growing companies across all industry sectors.
- The industry provides long-term investment capital, contributing to sustainable economic growth, generating employment, financing new research and technologies and supporting Canada's promising growth companies.
- CVCA has over 150 funds (full members) including OTPP (Teachers), BDC, EDC, GrowthWorks, OMERS, ONEX, Canada Pension Plan Investment Board (CPPIB), Edgestone Capital Partners. Members can be found on our website www.cvca.ca.
- Over the last five years, buyout investors have added \$25 to \$30 billion in value (GDP) to the Canadian economy.
- Over the last five years, buyout investors have created over 114,000 jobs.
- CVCA is the only national venture capital and private equity association in the country.
- Research shows that private equity is driving corporate innovation and productivity raising value which means substantial corporate tax revenues and benefits for investors, notably pensioners.
- Canadian buyout firms have been far more active buying American companies than vice versa. Over the five years from 2002 to 2006, Canadian buyout firms executed buyout deals in the US valued at approximately three times the value of US buyouts of Canadian firms.

ADVERTISING RATES

FOUR COLOUR RATES

SIZE	4X RATE	1X RATE
Full Page	\$ 2,289.50	\$ 2,499.50
2/3 Page	\$ 1,989.50	\$ 2,189.50
1/2 Page (Island)	\$ 1,689.50	\$ 1,849.50
1/2 Page	\$ 1,539.50	\$ 1,639.50
1/3 Page	\$ 1,029.50	\$ 1,189.50
1/4 Page	\$ 859.50	\$ 959.50
1/6 Page	\$ 669.50	\$ 719.50
1/8 Page	\$ 569.50	\$ 619.50

COVER & PREMIUM POSITIONS - INCLUDES FOUR COLOUR

POSITION	4X RATE	1X RATE
Double Page Spread	\$ 3,869.50	\$ 4,119.50
Outside Back Cover	\$ 2,609.50	\$ 2,849.50
Inside Back Cover	\$ 2,529.50	\$ 2,729.50
Inside Front Cover	\$ 2,529.50	\$ 2,729.50

Rates above include ad space in print and electronic magazine.

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00

BLACK & WHITE RATES: 25% off four colour rates



HYPERLINKS

Included

STREAMING VIDEO

\$350.00 per issue

ADVERTISING SUBMISSION GUIDELINES

We can accept rich media including Java, JavaScript, HTML, DHTML and Flash.

Advertisement animation of any format may run for a maximum of 30 seconds.

Audio clips will play automatically.

FORMATS ACCEPTED



AUDIO

mp3: mpeg1, audio layer 3

wav: uncompressed audio file

wma: windows media file



VIDEO

ogg: a file type capable of video, audio and subtitles

avi: audio video interleave

mpg or mpeg: moving picture experts group

mov: the quicktime video file format

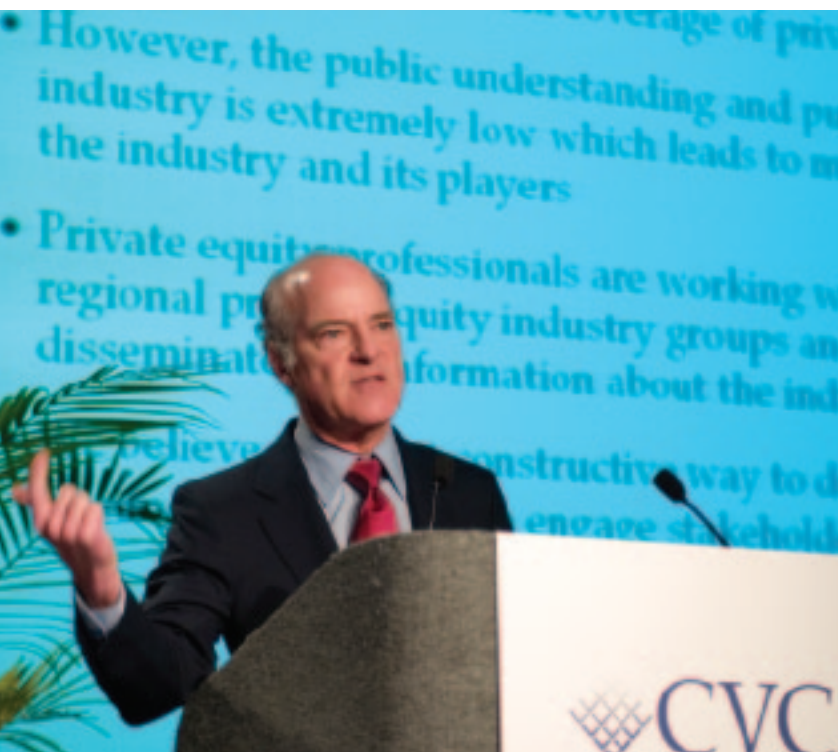
wmv: windows media video file



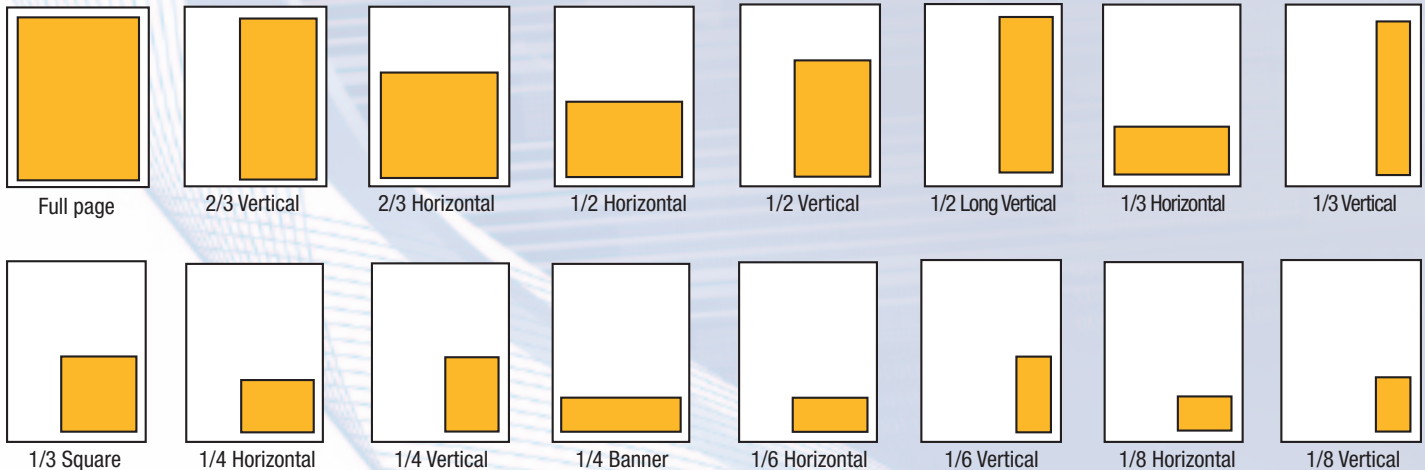
FLASH

flv: flash video file

swf: shockwave file



ADVERTISING SPECIFICATIONS



ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
2/3 Vertical	4 5/8"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/3 Vertical	2 1/8"	9 1/2"
1/3 Square	4 5/8"	4 5/8"
1/4 Horizontal	4 5/8"	3 3/8"
1/4 Vertical	3 3/8"	4 5/8"
1/4 Banner	7"	2 1/8"
1/6 Horizontal	4 5/8"	2 1/8"
1/6 Vertical	2 1/8"	4 5/8"
1/8 Horizontal	3 3/8"	2 1/8"
1/8 Vertical	2 1/8"	3 3/8"

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

2012 PUBLISHING DATES:

SPRING 2012

Material Deadline:
February 2012

Publish Date:
February 28, 2012

Summer 2012

Material Deadline:
April 2012

Publish Date:
May 23, 2012 (at CVCA Annual Conference in Montreal)

FALL 2012

Material Deadline:
August 2012

Publish Date:
September 18, 2012

WINTER 2012

Material Deadline:
October 2012

Publish:
November 14, 2012

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