

DISCORDER

THAT MAGAZINE FROM CiTR 101.9FM

MEDIA KIT
2011

A LITTLE ABOUT US

THAT 28 YEARS AND RUNNING ALTERNATIVE MUSIC CHAMPIONING, LOCAL ARTIST BOOSTING, NEXT LATEST CRAZE SPOTTING, JUST PLAIN GIVING IT AWAY, SORTA BAD ASS AND DEFINITELY GOOD-LOOKING (FREE!) MAGAZINE FROM CiTR 101.9 FM. THAT'S THE SHORT STORY. AND WE'RE PROUD OF IT.

In detail, Discorder is the print voice of the University of British Columbia's radio station, CiTR. We're a free monthly magazine that speaks directly to that all-important, free-spending and trend-setting 19 to 35 year-old demographic. We do it through the best alternative and local music (as well as visual art, film, lit, and party) coverage of any publication in our market. It's the best because our writers, and readers, come from within the scenes they write about, photograph and review. We're not outsiders looking in, but inside broadcasting out. Our authenticity is unassailable: A valuable asset for any brand.

Here are the facts. We print 8,500 copies per month. They're distributed throughout Vancouver (and to a lesser extent Victoria) in all the places our demographic hangout and shop—meaning cafes, record stores, venues, restaurants, galleries and boutiques. Our readers hang on to the magazine, with over half sharing their copy with 2 to 3 people, and use it to inform their album and concert shopping. Moreover, our readers are weirdly loyal. Half have been following us religiously for 3 to 10 years with another quarter doing the same for an astonishing 11 to 25 years. We're doing something right.

We're also closely affiliated with Vancouver's universities and colleges, with our head office on campus at UBC and we distribute at SFU and BCIT too. This

on-campus presence gives us unparalleled access to the annual influx of young adults looking for reliable info on what to do, where to go and what to listen to while they're doing it. This student network, with its constant input of fresh perspectives, provides us with contributors as well as readers. It's an important part of how we've managed to stay ahead of the fashion curve for 28 years.

Now, we're also publishing an online edition at Discorder.ca. The infinite medium that is the Internet allows us to cover shows, artists and features that don't fit within our print edition. It also lets us publish articles more quickly, meaning timely reviews of the latest international, national and local album releases and concerts. This web-exclusive content and our constant updates are driving traffic to our site. Right now, we're enjoying over 3,000 distinct hits per month with over 6,000 page views. What's better is that this number has been growing at a steady rate of 10% per month throughout the last year. Add this to our dedicated print readership and it's easy to see why we can say that we're the best at what we do where we're doing it.

That's the longer story. In print or online, for nearly three decades, Discorder's been the charmingly off-kilter but always on-point voice of Vancouver's alternative music and art scene. Not bad for a free magazine made with more love and guts than money.

DISORDER

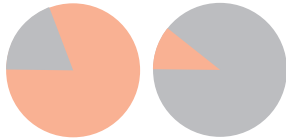
DEMOGRAPHIC

WHO

TREND-SETTING MUSIC-LOVERS AGED 19 TO 35.

READERS// 14,875/MONTH

AGE//



80% - 19 TO 35
12% - 36 TO 45

EDUCATION// POST-SECONDARY (SOME OR ALL)

NEIGHBOURHOOD//



28% - MAIN STREET/CAMBIE STREET
25% - DOWNTOWN
21% - COMMERCIAL DRIVE
15% - UBC

HOW

AN EXTREMELY LOYAL AND ENTHUSIASTIC READERSHIP.

YEARS READING DISORDER//



47.4% - 3 TO 10 YEARS
26.8% - 11 TO 25 YEARS
22.7% - 1 TO 2 YEARS

SPREADING THE WORD//



51.5% - SHARE A COPY WITH
2 TO 5 OTHER READERS

READER FREQUENCY//



44.3% - READ EVERY ISSUE
45.3% - READ EVERY OTHER ISSUE

PAGES READ PER ISSUE//



52% - ALL OR MOST

WHAT ELSE

DISORDER READERS ARE BIG-TIME BUYERS OF THE ARTS.

GOING TO CONCERTS//



51.4% - 21 OR MORE PER YEAR
41.2% - 5 TO 20 PER YEAR

BIGGEST MUSIC RELATED EXPENSE//



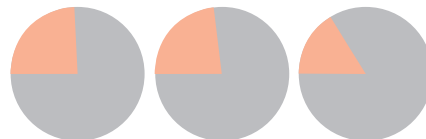
39% - GOING TO SHOWS
32.8% - BUYING ALBUMS (CD'S/VINYL)
15.2% - BUYING MUSIC ONLINE

SUPPORTING LOCAL//



49.5% - HALF OR MORE OF CONCERTS
ATTENDED FEATURING LOCAL (BC) ACTS
22.7% - QUARTER TO HALF

OTHER FAVOURITE WAY TO SPEND MONEY//



24% - EATING OUT/COFFEE SHOPS
22% - BOOKS/MAGAZINES
19% - FILMS

READER TESTIMONIALS

“AN UNDERGROUND MAGAZINE COVERING THE LOCAL MUSIC SCENE THAT IS NOT COVERED ELSEWHERE. A BIT GRITTY AND CHEEKY.”

“SOMETHING YOU NEED IF YOU LIVE IN VANCOUVER AND CLAIM YOU'RE INTO MUSIC THAT IS MOST EXCELLENT.”

“IT'S THE LONGEST-RUNNING MUSIC MAGAZINE IN VAN. NICE TO LOOK AT, NICE TO READ, AND IT FEELS LIKE YOU'RE PART OF SOMETHING WHEN YOU DIG INTO THE ARTICLES. THE BEST GATEWAY TO THIS CITY'S MUSIC SCENE.”

“A COOL, INDIE, ORGANIC-STYLE ZINE THAT'S TIED IN WITH THE TOP CAMPUS RADIO STATION IN THE COUNTRY, CITR.”

“VANCOUVER'S UNDERGROUND MUSIC & ARTS SCENE MONTHLY, PUNK IN ORIGIN, 30 YEARS OR SO AND GOING STRONG, INFORMATIVE, POLITICAL, OPINIONATED, ANTI-CORPORATE, THE PRINT ARM OF CITR, KICK-ASS, THE BEST MOTHAFUCKIN' INDIE RAG IN CANADA IF NOT NORTH AMERICA, NEVER SOLD OUT, THE REAL RAW FUCKIN' DEAL.”

“A MAGAZINE PUT OUT BY UBC WITH TONS OF INFORMATION ABOUT MUSIC AND SHIT YOU DIDN'T KNOW ABOUT VANCOUVER'S MUSIC SCENE (I'M IN FIRST YEAR, SO ALL MY FRIENDS HAVE NO IDEA ABOUT VANCOUVER'S MUSIC SCENE... THEY SAW LADY GAGA WHEN SHE PASSED OUT ON STAGE AFTER 4 SONGS...I LAUGHED).”

DISCOVER

RATE CARD

BLACK AND WHITE

(W X H) FULL PAGE: \$375 - 7.1667" X 9.66"
HALF HORIZONTAL: \$235 - 7.1667" X 4.75"
HALF VERTICAL: \$235 - 3.5" X 9.66"
THIRD VERTICAL: \$195 - 2.2778" X 9.66"
QUARTER PAGE: \$140 - 3.5" X 4.75"
SIXTH POSTER: \$95 - 2.2778" X 4.75"
EIGHTH POSTER: \$60 - 1.833" X 4.75"
SIXTEENTH PAGE: \$50 - 1.833" X 2.29"
BOOK INSIDE FRONT OR INSIDE BACK: +\$150

MULTIPLE ISSUES

THREE	SIX
10%	15%
10%	15%
10%	15%
5%	10%
5%	10%

ADD COLOUR

ONLINE MEDIA

FULL PAGE OR MORE: + \$150

WEB PACKAGES: \$75 +

1/2 PAGE OR LESS: + \$75

INCL.. 4 WEEK AD 180PX X 150PX

FILE SUBMISSION FORMAT: 300dpi // GRAYSCALE OR CMYK // .TIFF OR .PDF

SAVE THE DATE! LATE BOOKINGS/ART SUBMISSIONS, IF ACCEPTED, WILL BE SUBJECT TO LATE FEES OF \$50.

PARTNER WITH CiTR

HEY. TAKE 10% OFF ON-AIR PROMOTION WHEN YOU PACKAGE YOUR AD

WITH THE POWER OF CiTR. CHECK US OUT AT CiTR.CA!