

**LUCIDMEDIA**  
*canadian arts and entertainment magazine*

Media Kit



## LUCIDMEDIA NETWORK

### Media and information Kit 2009

I still remember, as if it was yesterday, when I started Lucid Forge.

I began Lucid Forge back in 2004, operating out of my parent's basement in London, Ontario. I put out the call for reviews and articles on the latest technologies, games and music, and then I posted everything to my site, Lucid Forge. The popularity of my site spread locally, and quickly gathered a national following. An increase in my audience made me realize that my interest in culture is shared by people all over Canada. It was only an illusion that the Canadian arts and entertainment industry was non-existent. I know, as does our audience, that there is an untapped Canadian arts culture that is longing to be exposed and celebrated. I realized that in order to properly promote the Canadian arts and entertainment industry, I would need to expand my roster of writers and include other talented people to help grow what is now the LUCIDMEDIA NETWORK.

The team consisted of four people at the time. We set up shop in Stratford, Ontario, where we continued to work and to watch Lucid's audience grow. It became apparent that we needed to move and in 2007 we relocated to Toronto, where we remain to this day.

From my one original site, Lucid Forge, I have created two more websites, End Type and New Theatre Review. These three sites, combined with our new print version, Lucid Media, is the foundation of the LUCIDMEDIA NETWORK today.

My journey from the birth of Lucid Forge to what is now known as LUCIDMEDIA NETWORK has been exciting and rewarding. I have always tried to reflect the passionate symbiotic relationship between the arts and its audience.

Our next goal at LUCIDMEDIA NETWORK is to pursue an increase of sponsorship and advertising from companies and complementary organizations like yours. In order to broaden our content to include greater coverage of the Canadian arts and entertainment industry, we are seeking to collaborate with companies with like-minded interests. In return for this collaboration, we offer a trusted, quality name and an appealing younger audience through which you can promote your aims and objectives.

I look forward to expanding the LUCIDMEDIA NETWORK and to helping your company stay in touch with your target audience through the wide array of cultural content we provide, using both our online and print platforms.

Sincerely yours,



Brendan Frye  
Publisher  
LUCIDMEDIA NETWORK

What is... LUCIDMEDIA NETWORK ?

LUCIDMEDIA NETWORK is an aggregate arts and entertainment company.

We are located in Toronto, Ontario, but we aim for a national audience. LUCIDMEDIA NETWORK is a dynamic, growing company. Our mission is to expand not only our content, but also our reach. We are achieving this by continuing our pursuit of excellence in cultural reporting, and expanding our audience by consistently providing fresh, vital content that revolves around the Canadian arts and entertainment industry. We allow our readers to be involved with content by providing a forum through which to express their personal opinions through our online websites and printed magazine.

LUCIDMEDIA NETWORK consists of three main online news sources made up of the following websites: *Endtype*, *New Theatre Review*, and *Lucid Forge*. In November 2008, the LUCIDMEDIA NETWORK published its first hard copy issue, LUCIDMEDIA. The magazine combines a selection of work from across our sites. The print version was received with such a positive response that we have continued printing our magazine on a monthly basis. On average we print and distribute 3000 copies across the GTA, as well as sites in Kingston, Peterborough, London, and Waterloo.

We average 300,000 hits to our web pages monthly, with over one-third of them being unique page views. Our audience demographics is fifty-four percent female, forty-six percent male, and seventy-five percent Canadian. Our websites are updated daily and the articles are refreshed monthly. The recent inclusion of videocasts and podcasts to our sites has significantly increased traffic to the site, and we are planning on expanding into the world of social media, such as *facebook* and *twitter*. Staying on top of new sources of communication to our audience gives us the leading edge that our audience has come to appreciate and respect.

Our goal is to provide our readers with a fair assessment of movies, videos, art exhibits, books, theatre, gaming, and music to allow them to make informed choices. Our writers not only ask informative, educated, and relevant questions; they also listen and respond to the answers and information collected by the talented individuals and organizations we cover.

Below is a list of each of the online sites, which make up

# LUCIDMEDIA

canadian arts and entertainment magazine

and an outline of their content.

## Endtype:

- Literary focus
- Reviews of the latest top literary novels
- Interviews with writers, both local and national
- Coverage of literary events like the Book Expo and the International Festival of Authors

## New Theatre Review:

- Performing arts focus
- Reviews of local and national theatre, opera, and dance
- Interviews with the performers, writers, and directors
- Coverage of major festivals including The Stratford Shakespeare Festival and The Shaw Festival
- Current lists of theatrical performances

## Lucid Forge:

- Pop culture focus
- Interviews with bands, both local and national
- Album reviews
- Film reviews
- Video game reviews
- Interviews with cultural newsmakers

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Hello,

In these difficult economic times, it is crucial and fundamental to reach the right audience by making the correct business choices. I am Adam John Hopkins, Director of Marketing at LUCIDMEDIA NETWORK, a Canadian arts and entertainment magazine, available monthly, in both print and online. What makes us different is that we strongly support the Canadian artistic talent that makes Canada unique and identifiable. We deliver to our clients an audience that is young, highly-educated and motivated.

I would appreciate the opportunity to discuss with you how the online and print magazines that make up LUCIDMEDIA NETWORK can work for you in presenting your products and services to our growing audience. Please find enclosed our 2009 Media Kit for your examination. I'll call you soon, but in the meantime please feel free to contact me if you have any questions.

Yours Truly,



Adam John Hopkins  
Director of Marketing  
LUCIDMEDIA NETWORK

## LUCIDMEDIAIS

We are a community. We offer an open discussion on the state of Canadian Arts and Entertainment industry.

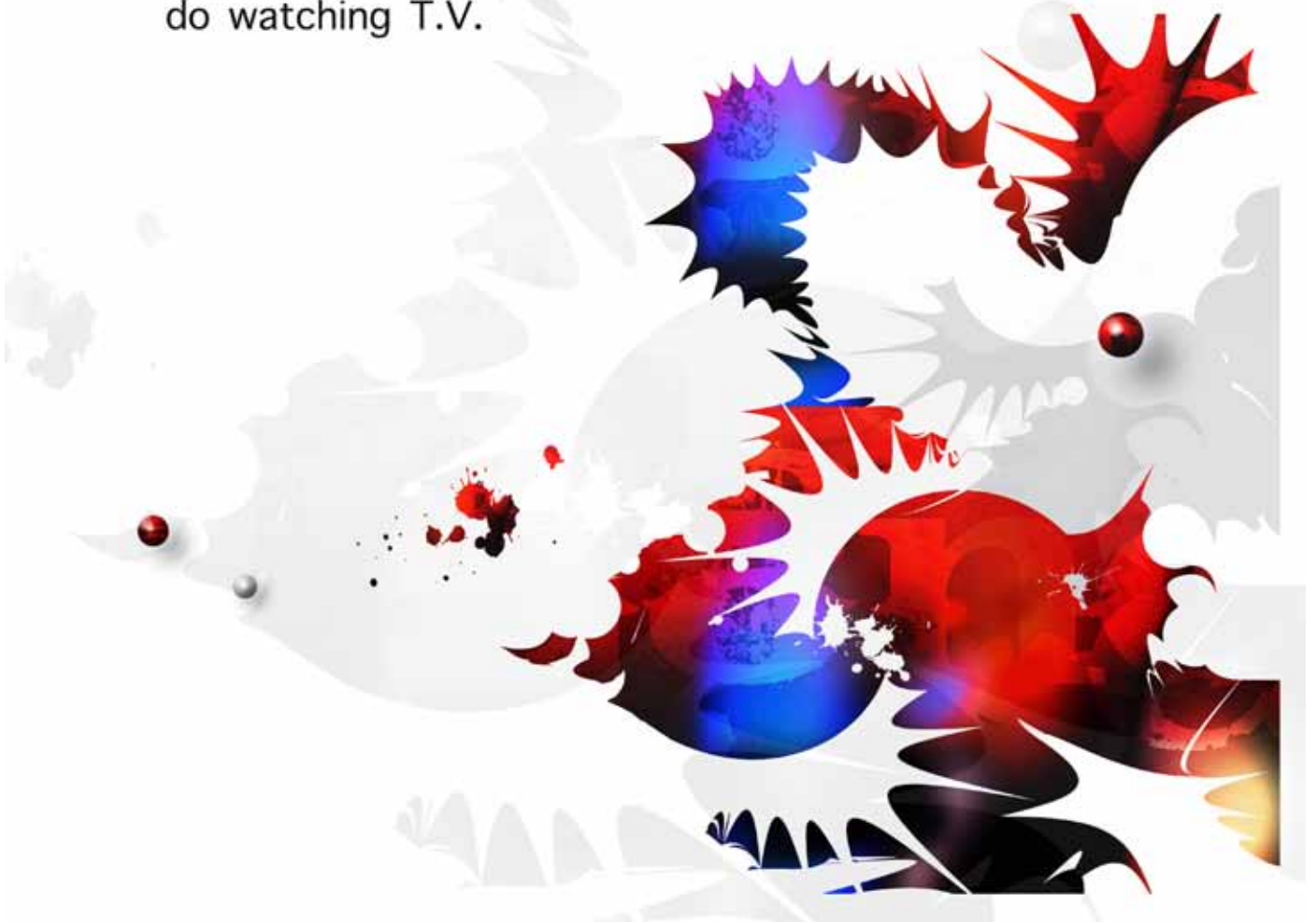
The purpose of **LUCIDMEDIA** is no longer to act strictly as an outlet for information; instead we are a communications hub for individuals interested in Arts and Entertainment.

**LUCIDMEDIA** is a community where, individuals can gather to discuss mutual and opposing tastes.



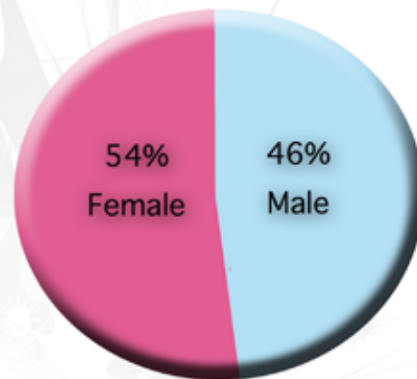
## DIDYOUKNOW

- \* More than 6 million Canadians 18 to 35 year-olds are online.
- \* Young adults, on average, spend over 40 hours a month online.
- \* 18 to 35 year-olds spend more time online than they do watching T.V.



## WECANDELIVER

- \* 300,000 hits per month and growing
- \* 100% annually growth rate
- \* 75% Canadian





## OUR AUDIENCE

- Urbanites
- 18 to 35 Years Old
- Higher Than Average Education
- Motivated
- Involved

# WHERE WE DELIVER

This is our delivery list as of April 15th 2009. Our list of distributors grows on a regular basis.

## Baldwin Street (BAL)

Bloom Cafe, 45 BAL. The Little Video Shop, 13 BAL.

## Bathurst Street (BATH)

Madeleines Cherry Pie & Ice Cream, 1087 BATH.

## Bloor Street West (BL.W.)

All Things Tea, 476. BL.W. Aroma Espresso Bar, 500 BL.W.

Saving Gigi, 859 BL.W.

## College Street West (COL.W.)

Kahawa, 388 COL.W. Manic Coffee, 426 COL.W. Rivera Bakery Ltd. 576 COL.W.

The Common, 1071 COL.W.

## Distillery District (D.D.)

Balzac's Coffee, D.D.

## Dundas Street West (DUN.W.)

Big Daddy's DVD Shop, 3044 DUN.W. Crema Coffee, 3079 DUN.W.

Espresso Etc., 350 DUN.W. Grain, Curd & Bean, 1414 DUN.W.

If Lounge, 1212 DUN.W. Orange Alert, 298 DUN.W. The Beet, 2945 DUN.W.

Zoots Cafe, 1438 DUN.W.

## Dupont Street (DUP)

Ezra's Pound, DUP. Faema, DUP.

## Harbord Street (HAR)

Linuxcafe, 326 HAR. Toronto Women's Bookstore, 73 HAR.

## Kensington Market

I Deal Coffee, 84 NAS. Kensington's, 181 Baldwin St.

Moonbean Cafe, 30 St. Andrew St. Sublime Cafe, 219 Augusta Ave.

This Ain't the Rosedale Library, 86 NAS. **Queen Street West (Q.W.)**

Camera Bar, 1028 QW. Clafouti, 915 QW. Conspiracy Culture, 1696 QW.

Greenavi Cafe, 490 QW. Niche, 626 QW. Pages Book & Magazine, 256 QW.

Tequila Bookworm, 512 QW. The Drake Hotel & Cafe, 1150 QW.

Type Books, 83 QW. Queen Video, 412 QW.

## Queen Street East (Q.E.)

b Espresso, 111 QE. Best Coffee, 2377 QE. Dark Horse Espresso Bar, 682 QE.

FCOFFEE, 614 QE. Red Rocket Coffee, 1402b QE. Remarkable Bean, 2242 QE.

Simple Cafe, 1303 QE. Tango Palace Coffee Company, 1156 QE.

## Roncesvalles Avenue (RON)

Alternative Grounds, 333 RON. Cherry Bomb, 79 RON.

Lit Espresso Bar, 221 RON. Tinto Coffee House, 89 RON. The Film Buff, 73 RON.

## Toronto University/Colleges

Centennial College, George Brown College, OCAD, University of Toronto,

## Universities/Colleges West of Toronto

Fanshawe College, London ON. Humber College, Etobicoke ON.

University of Waterloo, Waterloo ON. Wilfrid Laurier University, Kitchener ON.

## Universities/Colleges East of Toronto

Loyalist College, Belleville. Queens University, Kingston ON.

St. Lawrence College, Kingston ON. Trent University, Peterborough ON.

## MISC. locations through out Toronto

Balluchon, 221 Sorauren Ave. Bay Street Video, 1172 Bay St.




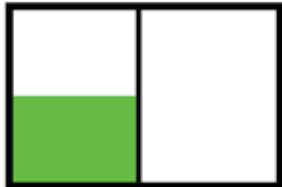



Jet Fuel, 519 Parliament St. La Merceria, 506 King St.W.

Suspect Video, 605 Markham St. Swipe Book, 401 Richmond St.W.

Wagamama, 766 King St.W.

(University and College locations do not receive delivery during the summer months.)

----- Print Advertising Rate Card -----

	x1	x4	x8	
Small Square	N/A	\$225	\$195	
Small Rectangle	N/A	\$225	\$195	
1/3 Page Vertical	\$750	\$685	\$600	
1/2 Page Horizontal	\$975	\$825	\$750	
Full Page	\$1,675	\$1,450	\$1,325	
Full Page CLR Back Cover	\$3,025	\$1,795	\$1,550	
1/2 Page Double Truck	\$1,815	\$1,500	\$1,425	

Prices are quoted on a per month basis, with bundled pricing. Prices are subject to change without notice.  
 If the bundle you are looking for is not listed it can be arranged. All prices are for B/W advertising, CLR  
 advertising can be negotiated.

ONLINE ADVERTISING RATE CARD

Rectangular and Pop-up Ads

Styles	width by height (in pixels)	Cost per 1000 impressions (CAN dollars)
Badge	637 by 120	8
Small Banner	468 by 60	8
Half Skyscraper	160 by 600	10
Big Box	160 by 300	11
Banner	120 by 90	16
Skyscraper	300 by 250	18
pop-up ads	on request	

[www.lucidforge.com](http://www.lucidforge.com)

[www.endtype.com](http://www.endtype.com)

[www.newtheatrereview.com](http://www.newtheatrereview.com)



WantSomethingDifferent...  
SomethingNew

We have other integrated options  
available.

Contact us at  
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or

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or email us

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