

VIA DESTINATIONS

2007 RATE CARD



VIA DESTINATIONS MAGAZINE: IN TUNE WITH TODAY'S CANADA

VIA Rail's on-board magazine is a lively, up-to-date and entertaining publication that speaks to Canadians from coast to coast.

A BILINGUAL LIFESTYLE MAGAZINE

6 issues a year

- The latest in **culture and travel** and emerging **social trends** across the country
- Fascinating **people** front and centre: Colm Feore, Margaret Atwood, Michel Tremblay, Rick Mercer, Mary Walsh, Sidney Crosby, Guy A. Lepage, Simon Whitfield, Alexandre Despatie, Michael Bubl , k.d. lang and many more
- The most popular and spectacular travel **destinations**

4 MILLION TRAVELLERS PER YEAR

Our open-minded, inquisitive readers are well-educated, professional, **affluent** and informed. A readership that includes as many business travellers as vacationers.

THE VIA DESTINATIONS GUIDES: A NEW WAY OF SEEING CANADA

With **475,000 copies** inserted in Canada's major dailies, the VIA Destinations guides are high-profile travel publications.

- **2 essential guides** to great vacations throughout the country: Spring–Summer and Fall–Winter
- **Family** destinations
- **Romantic** getaways
- **Sports** holidays and **outdoor** adventures
- Festivals and **cultural** events



VIA Destinations magazine and guides give you access to a readership that loves travel and new experiences. All aboard for success!

VIA DESTINATIONS Magazine

60,000 copies



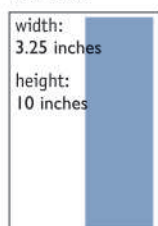
PUBLISHING SCHEDULE

Issue	Reservation	Material
January 18, 2007	December 6, 2006	December 11, 2006
March 22, 2007	February 21, 2007	February 26, 2007
June 7, 2007	May 9, 2007	May 14, 2007
August 2, 2007	July 4, 2007	July 9, 2007
October 4, 2007	September 5, 2007	September 10, 2007
November 29, 2007	October 26, 2007	November 2, 2007

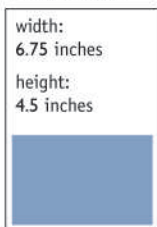
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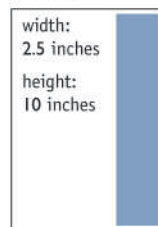
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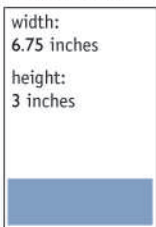
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RATES

Format	1X - 3X	4X - 6X
1 page	\$5,600	\$5,100
1/2 page	\$3,450	\$3,200
1/3 page	\$2,200	\$2,000
Double page	\$9,400	\$8,500
Cover 2 or 4		+ 20%

Full-page ad:

Bleed: 1/4 inch

Type safety (text only): 1/4 inch

Screen ruling: 133 LPI

Total ink density: 280%

VIA DESTINATIONS Guide

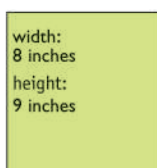
475,000 copies



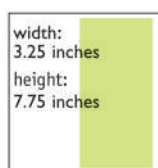
PUBLISHING SCHEDULE

Issue	Reservation	Material
April 20, 2007	March 10, 2007	March 17, 2007
October 12, 2007	September 1, 2007	September 8, 2007

1 PAGE



1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL



RATES

Format	
Cover: 2, 3 and 4	\$15,000
1 page	\$12,000
1/2 page	\$7,000

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