



2010
Sales Kit

Gasoline

MAGAZINE

“Gasoline is Canadian rock ‘n’ roll lifestyle”

- Darryl Fine Publisher



Gasoline MAGAZINE

As the owner of the Bovine Sex Club in Toronto, Darryl Fine, for the past 17 years has been able to watch Canada's rock elite play music, party backstage, dress themselves (or undress), socialize (more partying) and generally set the trends for the rest of the country. This inside the womb, upside down camera angle of the true rock 'n' roll lifestyle, 365 days a year, almost 24 hours a day, has shown him and his Gasoline editorial staff what influences fashion, music, movie, art, tattoo and media choices for Canada's post high school youth and adult culture, 18 to 34 years old.

Gasoline Magazine is an unapologetic look at Canadian rock style from the inside out. Gasoline is published, written and photographed by the generation next up for dominance. We will deliver special events crashing into fashion shows, bar fly drink holes and rock 'n' roll green rooms.

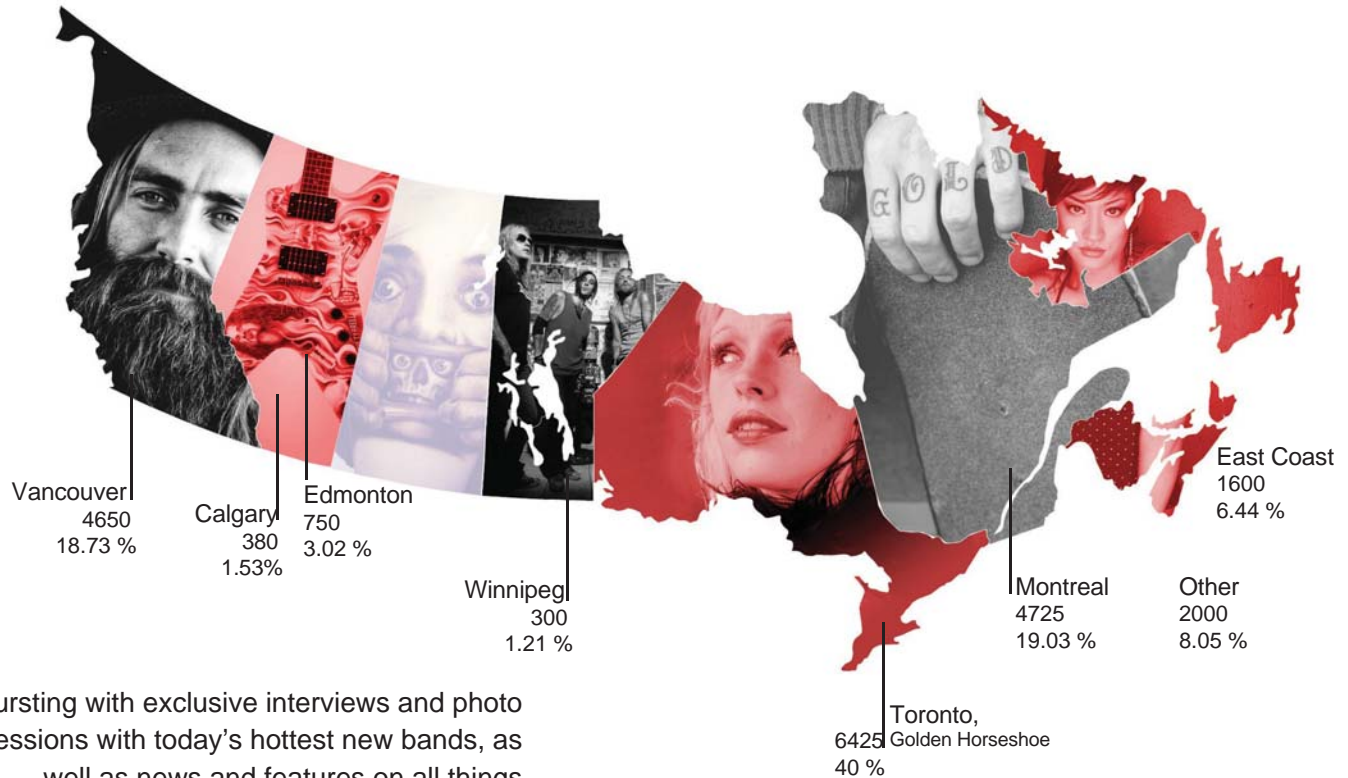
Sleep
when
you're
dead.



Gasoline has been a quarterly nationally published magazine for 5 years and has relied solely on the street and it's influences to gather media partners like Molson, Jagermeister, Amsterdam Breweries, Rogers, Universal Music, SonyBMG, Warner Music Group, Puma, Atticus, Adeline, Vexy and others.

Gasoline is a free publication, found in 400 choice non-newsstand locations in this great country. It is found in the bars, cafes restaurants, hair salons, fashion boutiques, tattoo shops (the dentists of the rock world), galleries and record shops. With a 100 percent pick up rate, expansion is inevitable. We can't make enough to store for subscriptions.

DISTRIBUTION & DEMOGRAPHICS



Bursting with exclusive interviews and photo sessions with today's hottest new bands, as well as news and features on all things associated with the world and lifestyle that is Rock n Roll: music, celebs, fashion, tattoo culture, extreme sports, pop art, music gear and alternative lifestyles! The core target audience for Gasoline are 18 – 34 year olds with a 60:40 M:F ratio. Gasoline readers tend to be strong-minded individuals. They are trend setters and the core consumers of alternative music and fashion.

Relaunches in 2009
Calgary, Edmonton






New City launches in 2008:
Brampton
Brantford
Oshawa/Pickering
Kitchener/Waterloo
Collingwood
Ottawa
Windsor
Whistler
Abbotsford, BC
(fastest growing
Canadian city)

Where to GET GASOLINE

The Canadian Map, looking like a crown atop the face of the US, is so wide and tall that it will take another year or two for Gasoline to max its distribution growth out at our targeted 75,000 copies. Until then we'll continue to produce a quality rock 'n' roll lifestyle guide for the upscale fashion and music conscience consumer. Our editorial is custom made for the rock lifer. We produce the hippest exclusive photo shoots for both bands and fashion spreads. We compliment the visuals with up to date features on the best of what's next in bands, clothing, booze, video games, poster art and sex when necessary. As Gasoline increases its distribution over the next year, we'll be able to make our taste making guide, Gasoline Magazine, available to more readers in more hand picked spots. See you at the show. Plan to be up late again.

SPECS

Rates & Positions

	1x	4x			x1	x4
DOUBLE PAGE	3300	2650		Bleed Size: 16.75" X 11.125" Trim Size: 16.25" X 10.875" Live Matter: 16.00" X 10.25"	DOUBLE INSIDE FRONT COVER	3750 2750
DOUBLE HALF PAGE	2000	1500		Bleed Size: 16.75" X 4.75" Trim Size: 16.25" X 4.0625" Live Matter: 16.00" x 4.625	INSIDE FRONT COVER	2000 1700
FULL PAGE	1800	1400		Bleed Size: 8.375" X 11.125" Trim Size: 8.125" X 10.875" Live Matter: 7.875" X 10.375"	INSIDE BACK COVER	2000 1700
HALF PAGE	1150	900		Vert. (Bleed): 4.75" X 11.125" Vert. (Trim): 4.0625" X 10.875" Hor. (Bleed): 8.875" X 5.5625" Hor. (Trim): 8.125" X 5.4375"	OUTSIDE BACK COVER	3750 2750
QUARTER PAGE	800	600		Vert. (Bleed): 2.15" X 11.25" Vert. (Trim): 2.03" X 10.875" Hor. (Bleed): 8.875" X 2.85" Hor. (Trim): 8.125" X 2.7"		

Loose insert prices available on request
Metallic inks & 5th colour available by special arrangement

How to send an Ad

All ads must be CMYK and at least 300 dpi. Please keep vital information away from the bleed or they may get cropped due to paper shifting on press. Jpegs, Tifs or Photoshop files are preferred. Please rasterize all art to avoid lost fonts or complications with vectored designs.

All ads must be sent to Gasoline in a digital format By e-mail or delivered on CD or portable hard drive.

538 Queen St. W. 2nd Flr
Toronto, Ontario
M5V 2B5
Canada

Deadlines

Issue	Street Date	Ad Closing Deadline	Art Closing Deadline	Event or Tour Exposure
24	March 7th 09	Feb 15th 09	Feb 21st 09	Canadian Music Week, Taste of Chaos Tour, SXSW, New Music West
25	June 7th 09	May 15th 09	May 21st 09	NXNE, NIX Tattoo, Warped Tour, MAGIC, Rogers Picnic, Wakestock
26	Sept 7th 09	August 15th 09	August 21st 09	TIFF, Orientation at Colleges, POP Montreal, Halifax POP Explosion. V-Fest
27	Dec 7th 09	Nov 15th 09	Nov 21st 09	Holiday and Boxing Months