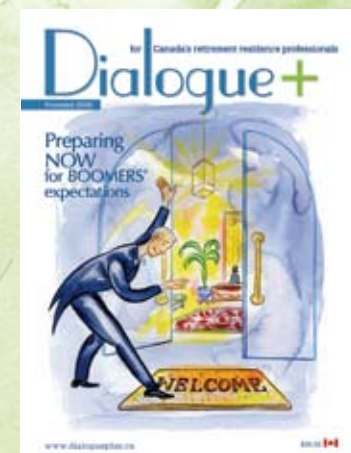


Media Kit 2009

“I am very encouraged by the idea of having a national magazine, written for providers, as a first big step to link all of us, coast to coast.”

Gord White, CEO, Ontario Retirement Communities Association



For Canada's retirement residence professionals

Each issue is a forum for original thought-provoking discussion of current and future trends in retirement living.

Dialogue+

Your gateway to reaching Canada's retirement residence and seniors care professionals

Dialogue+ is the ONLY magazine dedicated to reaching Canada's retirement residence operators.

5,500 copies delivered to:

Corporate Owners and Executive Directors including Multiple Retirement Homes:

- | | | |
|---|--|--|
| All Seniors Care | Grande Spirit Foundation | Pacific Sun Retirement Living |
| Allegro | Greater North Foundation | Park Place Seniors Living |
| Amica Mature Lifestyles | Green Acres Foundation | Parkbridge Lifestyle Communities Inc. |
| AON Inc. | H&H Total Care Services Inc. | Parkland Foundation |
| Avenir Resort Retirement Living | Hallmark Retirement Communities | Pincher Creek Foundation |
| Baltic Properties Group | Heart River Housing | Provincial Long Term Care |
| Baptist Housing Ministries | Hythe & District Pioneer Homes | Provost Senior Citizens' Home Foundation |
| Beaver Foundation | inSite Housing, Hospitality & Health Services | Regency Retirement Resorts |
| Berwick Investments | Jarlette Ltd. | Retirement Concepts |
| Bow Valley Regional Housing | Jones Corporate Group | Retirement Life Communities |
| Canterbury Foundation | Kingsway Arms Management | Revera |
| Caregard Management Inc. | Kneehill Housing Corporation | Rimoka Housing Foundation |
| Carrington Group – Lifestyle Options Ltd. | Lakeland Lodge and Housing | Rocky Senior Housing Council |
| Cartenders Inc. | Leduc Foundation | Seniors Care Corporation |
| Castor and District Housing Authority | Leisure Care Retirement Communities | Seniors Management Services |
| Chantelle Management Ltd. | Luther Village | Shannon Oaks |
| Chartwell Seniors Housing | M.D. of Minburn Foundation | Shepherd Village and Terrace |
| Christenson Developments | M.D. of St. Paul Foundation | Shepherd's Care Foundation |
| Comfort Living for Seniors | Manor Care Holdings Inc. | Sifton Properties |
| Community Life Care | Marquis Foundation | Southbow Seniors Housing |
| Connecting Care | Masterpiece Living | Specialty Care Inc. |
| County of Stettler Housing Authority | Meridian Foundation | Steeves and Rozema |
| Crown Ridge Health Care | Mosquito Creek Foundation | Sturgeon Foundation |
| Crowsnest Pass Seniors Housing | Mundi Holdings Ltd. | Sunrise Senior Living Canada |
| Dania Home Society | N.S. Smith Real Estate Ltd. | The Bethany Group |
| Deem Management Services | Nautical Lands Group | The Good Samaritan Society |
| Diversicare Management Services | Newell Foundation | Touchmark Retirement & Wellness |
| Dnipro-Selo Housing Society | North Peace Housing | Vermilion & District Housing Foundation |
| Drumheller & District Seniors | Nova Pacific Care Inc. | Viva Retirement Residences |
| Elim Christian Care Society | Oakwood Retirement Communities / RBJ Schlegel Holdings | Wheatland Housing Management Body |
| Evergreens Foundation | Origin Retirement Communities | Willow Creek Foundation |
| Extencicare Canada | Pacific Arbour Retirement Communities | |
| Foothills Foundation | | |

Retirement Residence Corporate Executives:

- CEOs
- COOs
- Corporate presidents and vice presidents
- Directors of Care
- Executive directors/ administrators
- Board chairs and members
- Business administrators
- Operations managers

Association Executives:

- Alberta Seniors Citizens' Housing Association
- Association des Résidences et CHSLD Privés du Québec (ARCPQ)
- British Columbia Seniors Living Association
- Ontario Association of Non-Profit Homes and Services for Seniors
- Ontario Home Care Association
- Ontario Retirement Communities Association



Bonus: Exposure in Print & Online, all inclusive media package

All advertisers are included in Dialogue+ Source Directory—in print and online—with direct links to your company website (for one-year.)

Retirement residence decision-makers who read **Dialogue+** also buy, select and recommend the purchase of almost every product or service used in retirement home operations.

Industry Feedback

Alberta Senior Citizens' Housing Association (ASCHA) members, delegates and exhibitors were thrilled to receive the first ever magazine, Dialogue+, targeted to retirement living professionals — finally something for us! Alberta's seniors living options are growing and changing to meet the needs of a diverse aging population and Dialogue's national insight is essential in promoting leading edge services and residential environments.

Irene Martin
Executive Director
Alberta Senior Citizens' Housing Association

As a specialist insurer of retirement communities, we wanted to advertise in a publication that would be representative of the care and commitment we offer our customers. We placed a full-page colour ad in Dialogue+ for Canada's retirement residence professionals. From cover art to choice of font, from thoughtful stories to quality of paper, the magazine was obviously published with a great deal of care and commitment to readers and advertisers alike.

Sonja Webster
Communications & Marketing Co-ordinator
Ecclesiastical Insurance

Product or service used in retirement home operations:

- Accounting Services and Systems
- Appraisers
- Architects
- Bathing Equipment and Supplies
- Beds and Bedding
- Cleaning Supplies and Services
- Computers/Software
- Construction Design and Planning
- Consulting, Management Services
- Dental Services
- Developers
- Education & Training Programs
- Entertainment
- Exercise Equipment
- Financial Institutions
- Fire Alarm Prevention Systems
- Floor Coverings
- Food and Beverage Services
- Furnishings and Design
- Home Care Staffing and Services
- Housekeeping Services and Supplies
- Incontinence Products
- Insurance
- Laundry Equipment and Services
- Medical Supplies and Equipment
- Uniforms
- Janitorial Maintenance Services
- Mobility/Living Assistance
- And more...

Advertisers in Dialogue+, premiere issue:

- Bathway Inc.
- Bayshore Home Health
- BigMedia Wayfinding Solutions Inc.
- Centennial College of Applied Arts, School of Continuing Education
- Complete Purchasing Services/ Aramark Senior Living Services
- Crate Designs
- Ecclesiastical Insurance
- ElderCare Canada
- IgeaCare Systems Inc.
- Integracare Inc.
- N.S. Smith Real Estate Ltd.
- NRG Equipment Inc.
- Panasonic Canada Inc.
- Retirement Home Software Inc.
- Rexall Specialty Pharmacy
- Royal Taxi
- Sharp Electronics
- Summit Pharmacy
- Viva Retirement Homes
- Windmill Software Inc.

Media Kit



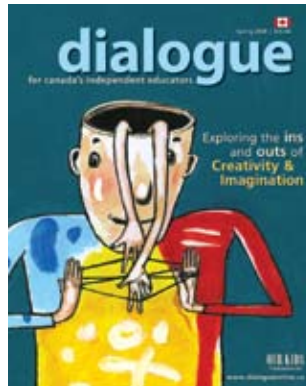
Our readers have millions of dollars in purchasing power

Dialogue magazines are Canada's ONLY specialized magazines for professionals in two growing markets: private and independent schools, and retirement residences.

Our Kids magazines connect with families committed to investing in their children's education and development year-round while planning for their own retirement.



Dialogue+ for Canada's retirement residence professionals is distributed directly to more than 5,500 owners, operators and administrators of retirement residences and senior's care associations across Canada.



Dialogue for Canada's private and independent school educators reaches more than 2,000 decision-makers and professionals involved in every aspect of private and independent education: school heads, owners, board chairs, administrators, managers and teachers.



Comfort Life is Canada's guide to retirement living. It reaches more than 250,000 Globe & Mail subscribers in May, delivering your message to the 50+ baby boomer generation.



Our Kids Go To Camp reaches more than 200,000 Globe & Mail subscribers in January, delivering your message to parents with school-aged kids.



Our Kids Go To School reaches more than 250,000 Globe & Mail subscribers in September, delivering your message to parents with school-aged kids.

Choose one, all, or a combination of our magazines and deliver your message to a targeted, qualified market.

Our publications reach more than 650,000 readers annually

Dialogue+ has a year-long shelf life and online exposure. It makes it a perfect vehicle to market your brand and message to this vibrant industry.

Closing Deadlines:

Space Closing: February 2, 2009

Material Closing: February 16, 2009

Publication and Distribution: Spring 2009

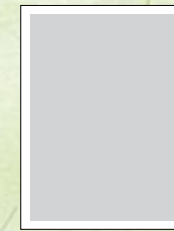
For more information, please contact us:
905 272 1843 or info@ourkids.net



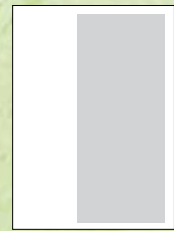
D.P.S
Non Bleed: 17 x 9.25"
Bleed Trim: 18 x 11"
Bleed: 18.25 x 11.25"
\$4,330



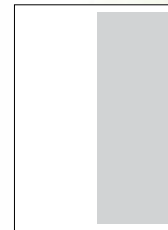
1/2 D.P.S
Non Bleed: 17 x 4.5"
Bleed Trim: 18 x 5"
Bleed: 18.25 x 5.125"
\$3,030



Full Page
N B: 8 x 9.25"
B T: 9 x 11"
B: 9.125 x 11.25"
\$2,770



2/3 Page
N B: 4.5 x 9.25"
B T: 5 x 11"
B: 5.125 x 11.25"
\$2,140



1/2 Page
N B: 4.5 x 9.25"
B T: 4.5 x 11"
B: 4.625 x 11.25"
\$1,600



1/2 Page
N B: 8 x 4.5"
B T: 9 x 5.5"
B: 9.125 x 5.625"
\$1,600



1/3 Page
N B: 2.625 x 9.25"
B T: 3.125 x 11"
B: 3.25 x 11.25"
\$1,050



1/3 Page
N B: 8 x 3.125"
B T: 9 x 4.125"
B: 9.125 x 4.25"
\$1,050



1/4 Page
Non Bleed Only:
8 x 2.375"
\$830

Covers
Inside Front Cover — ~~\$3,690~~ **SOLD OUT**
Inside Back Cover — ~~\$3,000~~ **SOLD OUT**
Outside Back Cover — ~~\$3,950~~ **SOLD OUT**

Bonus: Exposure in Print & Online, all inclusive media package

All advertisers are included in Dialogue+ Source Directory—in print and online—with direct links to your company website (for one-year.)

Save 10%—book by September 18, 2008