

Reaching connected Aboriginals and engaged supporters across Canada and the North.



LETTER FROM THE PUBLISHER

Let's face it – FACE is here to stay, to grow, to produce. In a world bombarded with disasters, crime and other negative news, FACE is upbeat and positive. The name itself is an acronym for the magazine's themes: Food, Arts, Culture, and Entertainment. These themes are critical components of aboriginal history and culture, and will drive content in each of our quarterly issues.

The design and content of FACE is world class. Seasoned Aboriginal writers and artists created most of the text and images in our first issue, and we aim to feature new and emerging ones, too.

FACE currently distributes through specialty conferences focusing on fisheries, economic development and education, and through Aboriginal tribes and organizations including the University of Toronto's First Nations programs, the Truth and Reconciliation Commission of Canada, and various Aboriginal Friendship Centres across Canada and the North. Our subscription numbers are growing and we're solidifying a national distributor to handle the release of 5,000 copies of our second issue in May, 2012.

As FACE spreads across the continent, we will feature the diversity of Aboriginal people: our languages, our cultures, our spirituality. Let's share with the world our wisdom, cultural sophistication, creativity, and our resiliency.

Sincerely,
Randy Fred, Publisher

FACE is an independent quarterly magazine devoted to Aboriginal arts and culture in the 21st century.

FACE reaches an audience of 5,000.

FACE reflects the emergence of vibrant cultural initiatives in Aboriginal communities across Canada—in art, literature, film, music, and the science and politics of land and resource management, food sovereignty and self-governance.

FACE is a collection of stories, articles, reviews, images and poems from both seasoned and emerging aboriginal writers and artists. Nations from across North America are represented.

Randy Fred is an Elder of the Tseshaht tribe and founder of Theytus Books – one of Canada's first Aboriginal-owned and operated publishing firms. The books *Resistance and Renewal: Surviving the Indian Residential School* won the 1989 Haig-Brown Regional BC Book Prize and *Stoney Creek Woman* is in its twenty-fifth printing. Fred also contributed to the First Nations-focused Tillacum Library and was awarded the 2005 Gray Campbell Distinguished Service Award for his contribution to publishing in British Columbia. In recent years, Fred and his wife ran a salmon-smoking business and launched a consulting company, Aboriginal Visions, which arranges training, certification and mentorships to entrepreneurs in the fishing industry.



Reader Demographics

The FACE audience ranges from students to retired Elders. The first issue of FACE was circulated to 100 First Nations Band offices, organizations and tribal councils across Canada and the North.

The second and subsequent issues will expand upon this reach, being distributed to thousands of delegates at events such as the annual BC Aboriginal Elders Convention, the annual New Direction in Aboriginal Policy Forum at Mount Royal University, and the annual Talking Stick Festival.

Our audience is enhanced by the definition of “aboriginal” which includes First Nations status, living on- and off-reserve, Metis and Inuit.

FACE is also generating significant attention from non-Aboriginal peoples. Most of this interest comes from public servants across various sectors in Government, educators, union members, tourism operators, professionals and environmentalists. This wide range of interests reflects the diversity of Aboriginal peoples themselves.

LETTERS & TESTIMONIALS

Yesterday a client gave me a copy of your wonderful magazine... We provide voluntary, friendly visiting services to those who come from rural areas to the city for extended hospitalization and palliative care. It would certainly benefit a sector of our society that rarely gets access to such uplifting and positive information. I wish to congratulate the publishers on the launch of something that will certainly delight and impress others as it has my client and myself. Respectfully in the Spirit of our Ancestors,

Ko'ona C.
Rupert's Land Wechetowin Inc.
Winnipeg, MB

Randy Fred changed my world by making it bigger.

Stephen Osborne
Publisher, *Geist Magazine*

Greetings from Winnipeg, Manitoba. I am sending this note to let you know that I just read some stories in your premiere issue and I was smiling with every word. How does one subscribe to your wonderful news? Now, back to reading.

Liz E.
Coordinator, Aboriginal Community Collaborations, SEED

I just wanted to take a moment to say that I really enjoyed the first edition of your magazine. It has a wonderful narrative and intriguing look!

Andre M.
Toronto, ON

FACE is a beautiful (long awaited, much loved) initiative. I hope you are able to bring us a second issue and, from there, many more. BC needs this, as does Canada and the world...

Joanne A.
Vancouver, BC

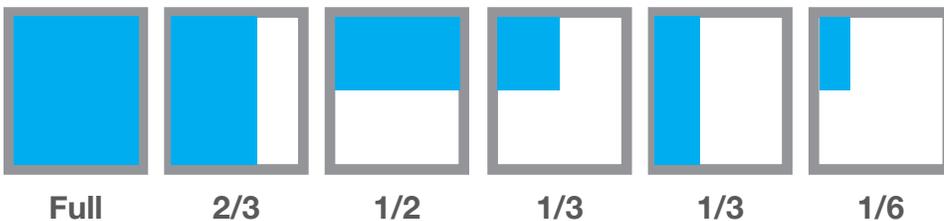
Just a quick note of thanks, received my copies of FACE. Excellent work on the Buffy [Sainte-Marie] article; I especially loved the article on Norval Morrisseau. His work for me is extremely inspirational, as my first love is art. I have passed around my copies, so I'm hoping you receive subscriptions from this side of Canada.

Sherry S.
Toronto, ON



Rates & Specifications

Size	Width x Height (inches)	1x		2x		3x		4x	
		B/W	4C	B/W	4C	B/W	4C	B/W	4C
Inside Back Cover	7 x 9.5	--	878	--	746	--	720	--	693
Inside Front Cover	7 x 9.5	--	878	--	746	--	720	--	693
Outside Back Cover	7 x 9.5	--	936	--	796	--	768	--	740
Full Page	7 x 9.5	585	761	498	647	480	624	462	600
2/3 Page	4.5 x 9	456	593	388	504	379	492	360	469
1/2 Page	7 x 4.65	351	456	299	388	288	374	277	360
1/3 Page (Square)	4.5 x 4.5	234	304	199	259	192	249	185	240
1/3 Page (Vertical)	2.25 x 9	234	304	199	259	192	249	185	240
1/6 Page	2.25 x 4.5	176	228	149	194	144	187	139	180



SUPPLYING ARTWORK

FACE reserves the right to approve all copy and artwork before publication and also reserves the right to identify advertising content as such within the magazine when deemed necessary for clarity.

All ads should be supplied as press-ready PDF files with all fonts converted to outlines. All photographs should have a minimum resolution of 300 dpi and line art 1200 dpi. Include 0.5" bleeds around full page ad artwork.

Please send art files to production@face-siem.com. We recommend using yousendit.com. For questions, please call: 250-748-5552

PRODUCTION SCHEDULE

Deadline	May 2012	Aug 2012	Nov 2012	Feb 2013
Ad Bookings	Mar 7	May 31	Aug 31	Nov 30
Artwork	Mar 21	June 14	Sept 14	Dec 14
Street Date	May 15	Aug 15	Nov 15	Feb 15

AD SALES CONTACT

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