

The Beaver

CANADA'S HISTORY MAGAZINE 

For Immediate Release

Re-Designing Works...

(WINNIPEG- July 19, 2006) Effective with the October/November 2005 issue, *The Beaver—Canada's History Magazine*, completely re-designed and re-focused the magazine.

The Beaver is Canada's second oldest magazine, having published for over 85 years.

Michel Groleau, art director, was charged with the task of bringing a fresh look to the sometime serious subject of exploring Canada's stories, heroes, wars, inventions, politicians, artists, and rascals.

Michel chose to work with a full-bleed cover format and employed more aggressive graphic imagery, bolder typefaces, strong sky bar treatments, and occasional starburst devices into his cover treatments.

The results from the newsstand are in, and the verdict is overwhelming clear...Canadian magazine readers love the new look.

- 85TH Anniversary Issue Oct/Nov 2005: sales up 86%
- Silk Trains Dec/Jan 2006: sales up 172% (Best seller in 85 years, i.e. #1 of 510 issues published)
- Rivals Under Sail Feb/Mar 2006: sales up 164% (Best Feb/Mar issue ever)
- Explorer Roses Apr/May 2006: sales up 173% (Best Apr/May issue ever)

“Our editorial team have done a fabulous job of bringing energy and excitement to the magazine, and Michel's art direction is magnificent, “ says Deborah Morrison, Publisher. “Clearly, Canadian magazine lovers are voting with their wallets. We'd also like to thank our retail and distribution partners for their enthusiastic support in merchandising our magazine prominently, it really reinforces the orchestral nature of the magazine business!”

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