



INTRODUCTION



Canadian Geographic magazine is a Canadian magazine that is unapologetic about celebrating Canada. We're dedicated to uncovering and communicating the stories about Canadian people, places, frontiers and issues (past and present) that Canadian magazine readers want. Owned by the Royal Canadian Geographical Society, *Canadian Geographic* magazine is more than a geography publication, each issue of *Canadian Geographic* is a voyage of discovery and exploration that features the latest science, environment, travel and human and cultural stories from across Canada. The writing comes to visual life through stunning photography and elegant art direction. No Canadian magazine rivals *Canadian Geographic's* production values.

This award-winning tradition began in 1930. Today, *Canadian Geographic* is published six times a year and is complemented by a dynamic supplement series that speaks to our audience's growing appetite for service-oriented editorial about Canada.

When you're this relevant, it's only natural to have great reach—*Canadian Geographic* connects with an audience of over four million Canadian readers across all platforms, who share our fascination for our nation.

MEDIA REACH

4,317,000

readers/viewers per month
UNIQUE / UNDUPLICATED TOTAL

3,197,000

readers per issue (print)

1,048,000

viewers per issue (digital)

Social media*

232,661
followers

Apple News*

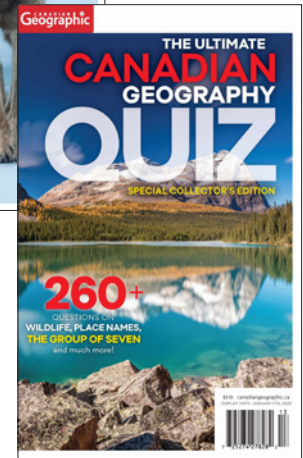
16,400
unique monthly viewers

E-newsletters*

69,000

targeted emails sent monthly

2ND LARGEST
paid magazine
in Canada



SOCIAL MEDIA*

Instagram

136,526

Facebook

54,512

Twitter

35,033

YouTube

4,490

ADDITIONAL REACH*

Can Geo Photo Club

14,000+
active members

Can Geo Education

26,000+
K-12 members

AUDIENCE PROFILE

Who is the *Canadian Geographic* reader? In a nutshell, the *Canadian Geographic* audience represents all Canadians, for today and the future. We deliver a growing audience that is increasingly culturally diverse and willing to spend in order to enjoy the best experiences that are available in Canada and beyond.

THE PRINT READER:

- 58% Male/48% Female
- Average age: 47
- Average HHI \$78,683
- High interest in the arts
- Photography
- Art Galleries/Museums

THE DIGITAL READER:

- 57% Male/ 43% Female
- Average age: 35
- Active and outgoing
- Fitness Clubs
- Hiking

The growth of a Canadian brand requires connecting with new Canadians. Compared to the average Canadian adults, our audience is 28% more likely to have lived in Canada less the 5 years, and 23% more likely to belong to a visible minority.

Regardless of platform preferences, there is a consumer mindset that is consistent with their penchant for discovery and new experiences. Compared to the average Canadian adult, our audience is significantly more likely to:

- Be the first among friends to try a new product.
- Purchase a new brand for the sake of trying it.
- Make impulse purchases.
- Strongly agree it's worth paying more for better quality.
- Place importance on equipping their homes with the latest technology.
- Be an early adopter of new technology.
- Have friends / family ask them for advice on purchases.

TOTAL CANADA 14+:

- **PRINT:** Average issue readership: **3,197,000**
- **DIGITAL:** Average monthly unique viewers: **1,048,000**
- **TOTAL UNDUPLICATED AUDIENCE: 4,317,000**

WHY YOU NEED BOTH:

Only 8% of *Canadian Geographic*'s audience will read the magazine and visit the website in the same month. They are largely exclusive audiences with similar consumer habits, but different media preferences for the content that *Canadian Geographic* delivers.



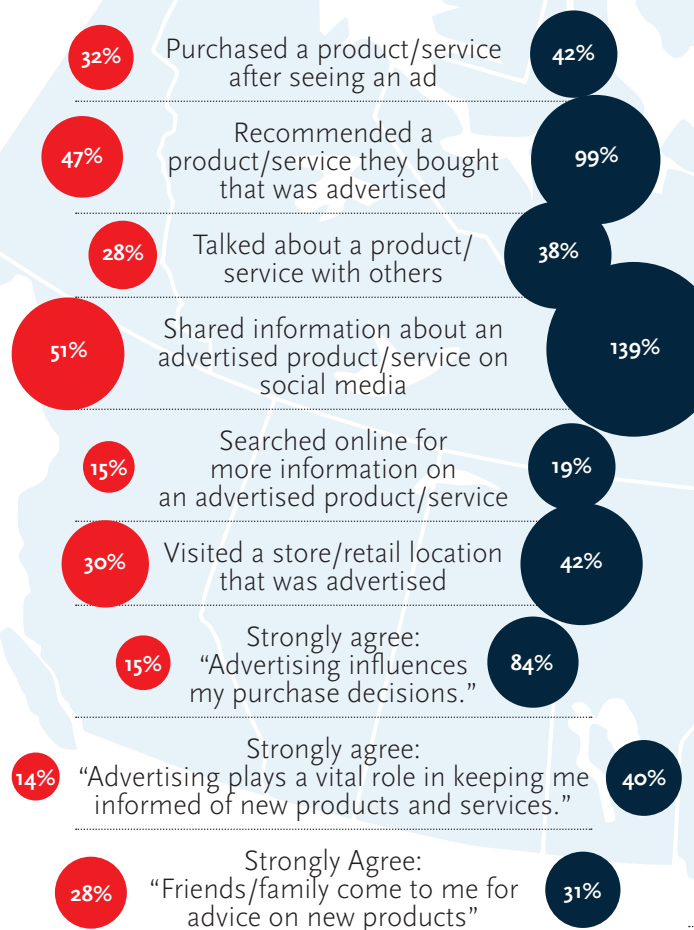
AUDIENCE PROFILE

Our readers act on advertising. Compared to the average Canadian adult, both our print and digital audience rely on ads to help make consumer decisions. Simply put, your advertising dollar goes further with *Canadian Geographic*!

COMPARED TO THE AVERAGE CANADIAN ADULT: (% MORE LIKELY)

PRINT READERS

DIGITAL AUDIENCE



DEMOGRAPHIC SUMMARY (ADULTS 18+)

We cover all of Canada. All ages. Large markets. Small markets. Female. Male. Coast-to-coast.

	PRINT		DIGITAL		COMBINED AUDIENCE	
	Average Issue	% of Total Audience	Average Month	% of Total Audience	Average Issue/Month	% of Total Audience
Total Adults 18+	2,955,000	100%	920,000	100%	3,932,000	100%
18-34	848,000	29%	507,000	55%	1,348,000	34%
35-49	564,000	19%	210,000	23%	821,000	21%
50-64	771,000	26%	127,000	14%	923,000	23%
65+	772,000	26%	77,000	8%	840,000	21%
Urban	1,973,000	67%	653,000	71%	2,667,000	68%
Non-Urban	988,000	33%	268,000	29%	1,271,000	32%
Male	1,552,000	53%	523,000	57%	2,112,000	54%
Female	1,403,000	47%	397,000	43%	1,820,000	46%

Mapping our audience

Atlantic	238,000	8%	72,000	8%	302,000	8%
Quebec	307,000	10%	158,000	17%	479,000	12%
Ontario	1,201,000	41%	409,000	44%	1,617,000	41%
Prairies	712,000	23%	154,000	17%	901,000	23%
British Columbia	497,000	16%	128,000	14%	632,000	16%

AVERAGE HOUSEHOLD INCOME

Print

\$79,906

Digital

\$72,722

TRAVEL PROFILE

Canadian Geographic readers are defined by their love of travel. They represented Canada's most fervent travellers prior to Covid-19. It's in their DNA. They will lead the charge back as the economy opens up. They will travel to more places in more ways than other Canadians. They are more likely to travel to any province or territory in Canada. Internationally, they are more likely to travel to the U.S., to the Far East and anywhere in-between. More likely to fly. More likely to drive. More likely to take the train. More likely to RV.

TRAVEL:

Collectively, the average monthly *Canadian Geographic* audience accounted for:

\$37B

on vacation travel last year

6,257,000

domestic vacations last year

3,874,000

international vacation trips last year

22,179,000

hotel nights booked!

4,078,000

round-trip flights last year

CANADIAN GEOGRAPHIC DRIVES TRAFFIC TO TRAVEL WEBSITES

Compared to the average
Canadian adult:

45%
more likely to visit a travel
website in an average day

18%
more likely to have
downloaded travel apps

The Million-Plus Club! In an average month, *CANADIAN GEOGRAPHIC* will reach over 1-million Canadians the following categories:

International vacation last year
2,166,000

Canadian vacation last year
1,836,000

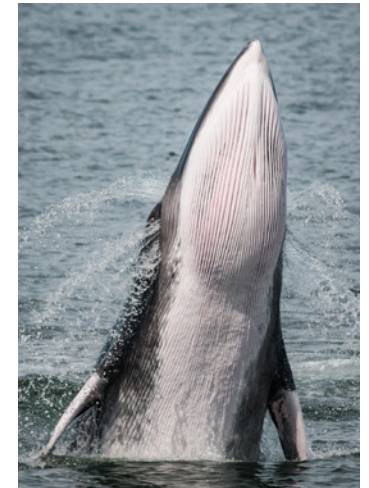
2+ Canadian vacations last year
1,282,000

Travelled by car for vacation last year
1,832,000

Travelled by air for vacation last year
1,658,000

2+ round trips last year
1,282,000

Stayed at a hotel or resort last year
1,564,000



MEET OUR READERS

Canadian Geographic readers appreciate quality, will pay more to get it, and have influence on the purchases of others. Compared to the average Canadian, our readers are 12% more likely to pay more for products of better quality, 14% more likely to be the first among peers to buy new products and 23% more likely to be asked by others for product advice.

AUTOMOTIVE:

In an average month, the *Canadian Geographic* audience accounts for 6,103,000 vehicles in their households. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

18%

more likely to purchase a vehicle costing \$50,000+

31%

more likely to purchase a new car within 12 months

43%

more likely to visit an automotive website on an average day

15%

more likely to purchase a premium / luxury vehicle

33%

more likely to purchase an electric / hybrid vehicle

FINANCE:

In an average month, the *Canadian Geographic* audience accounts for \$63.4-Billion in total savings and investments. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

12%

more likely to have savings and investments of \$500,000+

31%

more likely to purchase a new car within 12 months

25%

more likely to visit a financial website on an average day

15%

more likely own mutual funds

15%

more likely own mutual funds

MAJOR LIFE EVENTS:

The *Canadian Geographic* audience is in the midst of major life changes that will define future purchase habits. Within the next 12 months, compared to the average Canadian adult, the *Canadian Geographic* audience is:

33%

more likely to get married

40%

more likely to become a parent

40%

more likely to buy a home

32%

more likely to move a family member to a retirement home

26%

more likely to change jobs to increase income

VACATION HOMES / COTTAGES:

Compared to the average Canadian adult, the *Canadian Geographic* audience is significantly more likely to own a cottage / vacation home across Canada and beyond:

29%

more likely to own a vacation home in Atlantic Canada

20%

more likely to own a vacation home in Ontario

46%

more likely to own a vacation home in the Prairies

41%

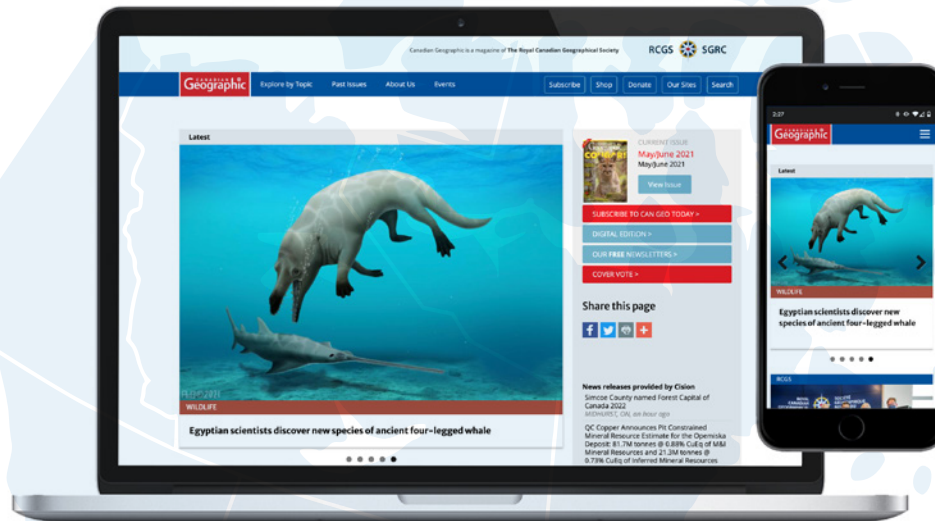
more likely to own a vacation home in British Columbia

16%

more likely to own a vacation home outside of Canada

Drive traffic to your website

Can Geo's online readers are young, informed and passionate about our planet. They visit our website for the latest news and in-depth feature reporting on wildlife conservation, climate and ocean health and clean technology, as well as perspectives from leading and emerging changemakers. CanGeo.ca celebrates the beauty and geographical diversity of Canada through digital photo essays and interactive features such as our cover votes, and we engage our readers in conversations that matter on Facebook, Twitter and Instagram.

**DIGITAL SNAPSHOT**

CanGeo.ca's key demographic is

25 to 34
years old

Can Geo's digital users are

2 times
more likely to be between the ages of 18
and 24 and 70% more likely to be between
the ages of 25 and 34.

Average age

35
national average: 47

WEBSITE

- 4th highest digital reach in Canada (*Vividata, Spring 2020*)
- 180,000+ unique visitors per month over multiple web platforms

CANGEO.CA

- A home for timely news and feature content relating to wildlife, science, technology, geography, culture, and exploration.
- Average users per month: 160,000
- 66% desktop
- 51% female
- Predominantly ages of 18-34

CANGEO TRAVEL

- Feature travel stories, from writers across the country including *Can Geo* staff. Home of gear, itineraries and must-do lists.
- Average users per month: 11,000
- 65% mobile
- 51% male
- Predominantly ages of 24-34

SOCIAL MEDIA

Target your custom content to outdoor enthusiasts and passionate travellers through the Can Geo opt-in subscriber list! *Can Geo* will deploy your custom e-blast to their targeted newsletter subscribers. The e-blast email will be dedicated to your messaging. Subscriber list is scalable based on categories reached. Opt-in subscribers: up to 1,000. Open Rate 40%.

61%

more likely to download lifestyle apps
(travel, cuisine, home).

74%

more likely to pay for apps
they download

EMAILS

Can Geo deploys 4 monthly newsletters and 1 additional newsletter per issue.

Have your banner ads located in the newsletter that is most fitting to your brand.

➤ 69,000+ sent monthly to targeted, opt-in distribution lists

CAN GEO EXTRA

Features new stories from
cangeo.ca

Opt-in subscribers: 31,000

Open rate: 31%

CAN GEO THROUGH THE LENS

Features the PhotoClub and
Instagram community

Opt-in subscribers: 15,600

Open rate: 30%

CAN GEO TRAVEL

Features new stories from
cangeotravel.ca

Opt-in subscribers: 28,800

Open rate: 27%

CAN GEO COVER VOTE (per issue)

Opt-in subscribers: 25,077

Open rate: 30%

CAN GEO EDUCATION

Features highlights from Canadian
Geographic Education's learning
resource programs

Opt-in subscribers: 18,339

Open rate: 16.70%

SOCIAL MEDIA

➤ Over 230,000 followers across
all social platforms

INSTAGRAM

➤ 136,526 followers

FACEBOOK

➤ 54,512 followers

TWITTER

➤ 35,033 followers

YOUTUBE

➤ 4,490 subscribers

CUSTOM E-BLASTS

Target your custom content to outdoor enthusiasts and passionate travellers through the Can Geo opt-in subscriber list! Can Geo will deploy your custom e-blast to their targeted newsletter subscribers. The e-blast email will be dedicated to your messaging. Subscriber list is scalable based on categories reached.

OPT-IN SUBSCRIBERS

➤ up to 1,000

OPEN RATE

➤ 40%.

PODCAST

Season three Explore Podcast Series to air 26 episodes beginning September 2021. Hosted by David McGuffin, covering explorers, scientists, discovery and much more.

➤ 900 monthly listeners

➤ 15 or 30 second spots

➤ "Brought to you by" sponsorships



TOUCH POINTS

In addition to its regular issues, *Canadian Geographic* publishes a number of special interest publications every year. These special collector's issues are also sold on the newsstand, but are focused on one topic, such as maps of Canada, wildlife photography, geography quizzes and more.

2022 SPECIAL INTEREST PUBLICATIONS

- › Kids
- › Wildlife
- › Quiz
- › Best of Can Geo

EVENTS

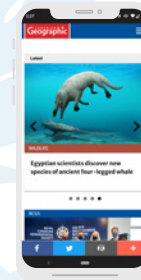
- › Can Geo Talks
- › Fellows Dinner
- › 50,000 potential on site impressions
+ all marketing materials

EDUCATION PROGRAM

- › Online classroom
- › Giant floor maps
- › Mail out to teachers

SPECIAL EXECUTIONS

- › Themed issues
- › Cover sponsorships
- › Custom content
- › Gatefolds
- › Poly-bagging
- › Versioning



JANUARY/FEBRUARY 2022

THEME: THE GREEN ISSUE**AD CLOSE:** NOVEMBER 5**MATERIAL DUE:** NOVEMBER 12**IN-HOME:** DECEMBER 20**IN-HOME SUBSCRIBERS:** JANUARY 3**DIGITAL FLIGHT DATE:** JANUARY 3 – FEBRUARY 13**SAFETY FIRST, SERVICE ALWAYS**

With the world's longest coastline, perhaps no country relies on its Coast Guard more than Canada. *Can Geo* celebrates 60 years of marine search and rescue, navigation, icebreaking, marine pollution response and more of the Canadian Coast Guard's 119 vessels and 22 helicopters.

MADE FOR WINTER

A photo essay by Yukon-based wildlife photographer Peter Mather exploring the lives, habits and habitats of the Canada lynx. With its large, thick-furred paws that act like snowshoes and its patience to stealthily outwait its prey, the species is designed for boreal living like few other critters.

THE UNKNOWN ASTRONAUT

When he lifts off in February, he will become Canada's 11th astronaut. Mark Pathy is going to space as a tourist aboard the first private mission to the International Space Station. But just who is Pathy? And why has he made it a personal mission to shun the limelight in favour of focussing attention on sharing the importance of the planet's environment from space?

BIG HURDLE

In November 2019, 85,000 cubic metres of rock crashed into a remote section of B.C.'s Fraser River. The rocks created a waterfall two-storeys high and a ravenous stretch of rapids. Spawning salmon were the first to discover the landslide and unable to pass the falls. It was a tragic state of affairs, and one the already threatened species could little afford. *Can Geo* shares the untold story of how conservations worked to overcome the obstacle.

MARCH/APRIL 2022

THEME: GEAR GUIDE & TECH**AD CLOSE:** JANUARY 7**MATERIAL DUE:** JANUARY 14**IN-HOME:** FEBRUARY 21**IN-HOME SUBSCRIBERS:** FEBRUARY 14**DIGITAL FLIGHT DATE:** FEBRUARY 14 – APRIL 10**NEW HEIGHTS?**

Thirty years ago, an expedition sponsored by the Royal Canadian Geographical Society summited Canada's tallest peak, Mount Logan, with a new innovation — GPS — to remeasure the mountain's height, establishing a new benchmark along the way. In the interim, technology has improved even further, and in 2021, another expedition returned to the peak to both assess environmental change over three decades but also to measure the mountain again. Are records set to fall? *Can Geo* has the exclusive story.

RIVER RIGHTS

In February 2021, Quebec's Magpie River, a majestic, world-renowned whitewater rafting destination, was granted legal personhood status by the regional municipality of Minganie and the Innu Council of Ekuanitshit. But just what does that mean? And how will it affect the Magpie's future — or that of rivers throughout the rest of Canada? *Canadian Geographic* explores a river's rights.

DOUG WALSH'S LAST HORSE

Alberta cowboy Doug Walsh, now in his 70s, thinks his days are numbered. But as a practitioner of the centuries-old Vaquero horse training methods — renowned for its patient, time-consuming process of transforming recalcitrant horses into finely tuned partners — he's decided to dedicate his remaining days to one last project. Award-winning writer Marcello Di Cintio and photographer Guillaume Nolet capture Walsh's journey with trauma rescue Bunny.

POLAR OPPOSITES

A feature excerpt from Royal Canadian Geographical Society CEO John Geiger's latest book on the extraordinary story about the fierce competition between two of the world's most famous explorers — Sir Ernest Shackleton and Vilhjalmur Stefansson — at the end of the Heroic Age of polar exploration.

YOUR CANADA, YOUR PICTURES

Presenting the winning images for *Canadian Geographic*'s annual photo competition.

MAY/JUNE 2022

THEME: THE TRAVEL ISSUE SPRING**AD CLOSE:** MARCH 4**MATERIAL DUE:** MARCH 11**IN-HOME:** APRIL 18**IN-HOME SUBSCRIBERS:** APRIL 11**DIGITAL FLIGHT DATE:** APRIL 11 – JUNE 12**CAN WE LIVE WITH BEARS?**

Across the country, there are ever increasing stories of people and bears coming into conflict, largely as humans continue to push further into traditional bear habitat. *Canadian Geographic* contributing editor Alanna Mitchell talks to biologists, other experts and people living in bear country across Canada to explore the essential question of even if we can co-exist with the apex predators.

THE WETTEST LAND

Canadian Geographic cartographer Chris Brackley presents a series of maps of the Hudson Bay Lowland in this exclusive cartographic essay exploring the vast wetland region between Hudson Bay and the Canadian Shield. From how glaciation shaped the area to its peatlands and wildlife, Brackley presents a series of maps that will transport readers to a land many will never see.

THE LONGEST QUEEN

In celebration of Queen Elizabeth's Platinum Jubilee — 70 years on the throne — *Canadian Geographic* has gathered a group of the country's top royal experts to share insights into how Her Majesty's rein has left indelible impacts across the country, from geographic features to urban landmarks and more.

TRACING A PAST

An exclusive feature exploring the hidden history of Métis in Ontario, from the movement from the Great Lakes, to the petitions for land, to the landmark Powley case — which changed the legal landscape for all Métis — to the 2019 federal recognition of self-governance, this piece will honour Ontario Métis culture, lands, language and practices.

PLUS

Special 24-page travel section!

JULY/AUGUST 2022

THEME: ART, CULTURE & ADVENTURE**AD CLOSE:** MAY 6**MATERIAL DUE:** MAY 13**IN-HOME:** JUNE 20**IN-HOME SUBSCRIBERS:** JUNE 13**DIGITAL FLIGHT DATE:** JUNE 13 – AUGUST 14**DIGITAL TWINS**

How do you solve real-world problems without experimenting in the real world? You combine GIS, digital mapping and geospatial modeling to build a digital copy, or twin. While the concept isn't new, it has gained new momentum with advances in sensor technologies, computing power and mapping tech. *Can Geo* contributor Brian Banks digs into the virtual world solving environmental and urban planning problems in Canada.

THE COD COLLAPSE

It was quite possibly the biggest socioeconomic issue of Newfoundland and Labrador's history — the 1992 cod fishing ban, which devastated communities throughout the province. Thirty years later, award-winning journalist Jenn Thornhill Verma returns to Labrador to tell the largely untold story of how the moratorium impacted Indigenous Peoples along the province's coast.

PAINTING CANADA

For much of the last century the Group of Seven had a near monopoly on how Canadians and others imaged the country's landscapes. But a new generation of artists — decidedly different from the Seven — are reimagining art inspired by our geography. Award-winning writer Paul Gessell examines how contemporary artists are interpreting Canada.

ST. LAWRENCE INVADED

One of the country's most important waterways, the St. Lawrence River is also the most invaded aquatic ecosystem in the world. It contains about 80 invasive species and diseases. This synergy of change has devastated the river's biodiversity, resulting in trillions of dollars in damages to fisheries and businesses and worsened water quality. In this exclusive feature, *Can Geo* investigates the damage and what can be done to save this iconic Canadian river.

SEPTEMBER/OCTOBER 2022

THEME: THE EDUCATION ISSUE**AD CLOSE:** JULY 8**MATERIAL DUE:** JULY 15**IN-HOME:** AUGUST 22**IN-HOME SUBSCRIBERS:** AUGUST 15**DIGITAL FLIGHT DATE:** AUGUST 15 – OCTOBER 10**THE ULTIMATE CANADIAN GEOGRAPHY QUIZ**

The latest edition of our popular test of your geographic knowledge.

HEAR, HEAR

Bioacoustics, or the study of biology and acoustics, is increasingly being used to study and learn more about a variety of wildlife species, particularly marine mammals. *Canadian Geographic* contributing editor Alanna Mitchell puts her ear to the ground to uncover the latest techniques being used to uncover secrets about how the wild world communicates and how people are interfering with the transmissions.

UNICORN OF THE SEA

It's almost a mythical-like creature. *Can Geo* profiles the narwhal, exploring its place in legend and culture, the latest science on the species, and its habits and habitats in this exclusive feature on one of the world's most fascinating marine mammals.

CRASH COURSE

In an exclusive photo essay, photojournalist Lance McMillan documents the work of the Fatal Light Awareness Program, which patrols the Greater Toronto Area to document birds killed — or rescue those injured — in collisions with glass. It's dramatic storytelling of efforts to help prevent an estimated one billion bird strikes in North America.

NOVEMBER/DECEMBER 2022

THEME: THE TRAVEL ISSUE WINTER**AD CLOSE:** SEPTEMBER 2**MATERIAL DUE:** SEPTEMBER 9**IN-HOME:** OCTOBER 17**IN-HOME SUBSCRIBERS:** OCTOBER 11**DIGITAL FLIGHT DATE:** OCTOBER 11**TO CULL OR NOT TO CULL**

Wolves are the focal point of one of the most controversial current wildlife management processes — culling one species to save another. *Can Geo* investigates both sides of the debate, looking at why wolves are targeted, how it's believed to help and what other options may be on the table.

THE SAGA OF THE SAGE GROUSE AND GRASSLANDS

The sage grouse is one of the most endangered birds on the planet — there may be as few as a hundred individuals left in Canada. Coincidentally, the bird's grassland habitat in southern Alberta and Saskatchewan is also one of the most endangered habitats in the world. *Can Geo* contributing editor Alanna Mitchell explores the sad saga of the sage grouse and the grasslands and their connected perilous journey to extinction.

SAVING SNAKES

Can Geo contributor Leslie Anthony shares the lowdown on the country's most endangered snakes. From the blue racer and Lake Erie water snake to the eastern Massasauga Rattler and the eastern yellow-bellied racer, this feature explores why the species are important to our ecosystems and what needs to be done to protect them.

BEST WILDLIFE PHOTOGRAPHY

The winning entries from the latest *Canadian Geographic* photo club annual wildlife photo competition.

PLUS

Special 24-page travel section!

RATES & DATES

Canadian Geographic gives Canadians a deeper knowledge of their country — its people and places, its natural and cultural heritage and its environmental, social and economic challenges. With *Can Geo*, you'll reach one of the largest dual audiences in Canada — readers who are early influencers and discriminating decision makers. Offering six regular issues a year.

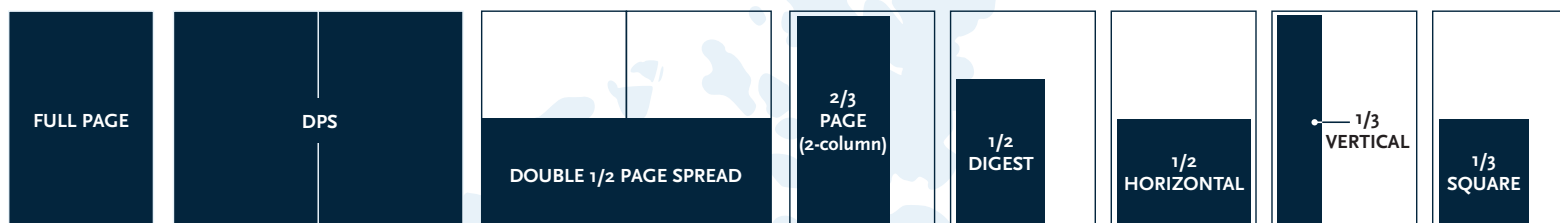
2022 ADVERTISING RATES

NATIONAL AD SALES - PRINT	1X	3X	6X	DIGITAL	REACH	FREQUENCY	RATE CARD
Full page	\$17,290	\$16,770	\$16,250	Run of Network 20% SOV			\$8,000
Double-page spread	\$32,845	\$31,855	\$30,875	CanGeo.com ROS	1,300,000	Bi-monthly	\$5,000
2/3 page	\$13,830	\$13,415	\$12,995	Online Advertorial			\$14,500
1/2 Page	\$12,965	\$12,575	\$12,190	Newsletter Run of Network (Up to 5 Newsletters)	69,000	Monthly	\$23,250
1/3 page	\$8,640	\$8,385	\$8,120	Individual Newsletter			\$19,500
Inside front cover	\$38,035	\$36,895	\$35,750	Light Social Media Campaign	300,000	Bi-monthly	\$11,500
Outside back cover	\$22,470	\$21,795	\$21,125	Podcast - Spots	400 - \$900	Monthly	\$5,500
Inside back cover	\$20,745	\$20,015	\$19,415	Podcast - Sponsored	400 - \$900		\$6,500
Full Page Advertorial	\$24,790						
Half Page Advertorial	\$18,465						
1/3rd Vertical Advertorial	\$13,140						

2022 PUBLISHING SCHEDULE

6 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
January/February 2022	Celebrating the 60th anniversary of the Canadian Coast Guard, an exclusive photo essay on the Canada lynx, saving B.C. Fraser River salmon form a tragic landslide and a profile of Mark Pathy, Canada's next private citizen astronaut.	November 5	January 3
March/April 2022	Recounting a critical scientific expedition to Canada's tallest peak, Mount Logan, exploring the rights of a river in Quebec, a profile of a legendary Albertan cowboy, an exclusive excerpt from a new book on the Heroic Age of polar exploration and the winners of our annual photo competition.	January 7	February 14
May/June 2022	Can we coexist with bears? An exclusive cartographic essay on one of the world's largest wetlands, the Hudson Bay Lowland, celebrating Queen Elizabeth's Platinum Jubilee, exploring Canada's dark history of unmarked residential school graves, plus a 20-plus-page special travel section.	March 4	April 11
July/August 2022	Exploring digital copies of the real world, remembering the 1992 cod fishing moratorium, a look at the evolution of Canadian fine art and diving into the world's most invaded aquatic ecosystem, the St. Lawrence River.	May 6	June 13
September/October 2022	The latest edition of our popular annual quiz, exploring the latest science in bioacoustics, celebrating the narwhal's uniqueness and an exclusive photo essay on a program to save birds.	July 8	August 15
November/December 2022	Investigating the controversial practice of culling wolves, the story of threatened sage grouse and their endangered grassland habitat, celebrating Canada's snakes and the winners of our annual wildlife photo competition, plus a 20-page-plus special travel section!	September 2	October 11

SPECS & SIZES



SIZE	BLEED	NON-BLEED
Full-page	7.75" x 10.875"	6.75" x 9.5625"
Double-page spread (DPS)	15.5" x 10.875"	14.5" x 9.5625"
Double 1/2 page spread	15.5" x 5.55"	14.5" x 4.675"
2/3 page (two columns)	4.875" x 10.875"	4.375" x 9.5625"
1/2 page digest	4.875" x 7.25"	4.375" x 6.5"
1/2 page horizontal	7.75" x 5.55"	6.75" x 4.675"
1/3 page vertical	2.625" x 10.875"	2.125" x 9.595"
1/3 page square	not available	4.375" x 4.675"

TRIM SIZE 7.75" x 10.875"

Bleed Minimum: 0.125" on all sides

Colour: CMYK throughout

Printing: Web offset, coated stock

Binding: Perfect bound

BLEED ADS

- Build to dimensions listed at left
- Add 0.125" bleed on all sides
- Keep important objects 0.25" from each edge

NON-BLEED ADS

- Build to dimensions at left
- Keep important objects 0.25" from each edge

PRODUCTION REQUIREMENTS

- ▶ Any image or background colour intended to bleed must extend a minimum of 0.125" past the trim dimensions on all four sides of the ad.
- ▶ Ads that are not intended to bleed must be sized to fit within the non-bleed sizes listed.
- ▶ All live matter (text and images intended to be printed) must be kept at least 0.25" from each trim edge of the ad. Any matter that extends past this safety area may be trimmed due to folding and bindery variations.
- Right- or left-hand positioning is not guaranteed.
- Be aware of crossover limitations in double page spread configurations, as adjoining pages can shift up to 0.125" in the binding process on certain copies.
- ▶ Images should be a minimum resolution of 300 DPI at 100% size.
- ▶ All RGB and spot colours must be converted to CMYK.
- ▶ Contract colour proof must be supplied to guarantee accurate colour reproduction.
- ▶ Electronic files must be supplied as PDF/X-1A:2001 compliant.
- ▶ Please do not apply trapping to PDF files. *Canadian Geographic* will not be responsible for reproduction of trapped files.
- ▶ Type should be converted to outlines whenever possible.
- ▶ *Canadian Geographic* will not assume responsibility for type reflow or accurate colour reproduction if all necessary fonts, support files and press-ready proofs are not included.
- ▶ *Canadian Geographic* reserves the right to add a keyline to floating ads to differentiate them from editorial.
- ▶ *Canadian Geographic* reserves the right to refuse any or all copy deemed by *Canadian Geographic* to be unsuitable.

- ▶ Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against *Canadian Geographic* because of such content.
- ▶ All advertising materials will be destroyed by *Canadian Geographic* if not requested within one year after date last used.

USING THE ADDIRECT™ AD PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ ad portal. Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com). **NOTE:** A user account will have to be set up upon the first visit. Please contact Susan Marteleira at sue.marteleira@stjoseph.com or 416.524.5410.

- ▶ Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- ▶ Follow the on-screen preflight process.
- ▶ Approve your ad.

REQUIRED MATERIAL FOR UPLOADING

- ▶ The ad **MUST** be uploaded as a press-ready PDF-X-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (magazinescanada.ca).
- ▶ Ad Portal **CANNOT** accept TIFF/IT or CT LW files, or native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- ▶ Do not use spot colours or RGB art. Keep all colours CMYK. Keep any black/grey type as one-colour black (no four-colour black text).

SEND INSERTS AND OUTSETS TO:

St. Joseph Print Campus
Canadian Geographic, issue date
50 MacIntosh Boulevard
Concord, ON
L4K 4P3

GENERAL INFORMATION

Acceptability

The content and design of all ads are subject to the publisher's approval.

Commissions

15% of charges for space, position and colour allowed to recognized agencies.

Cash discount

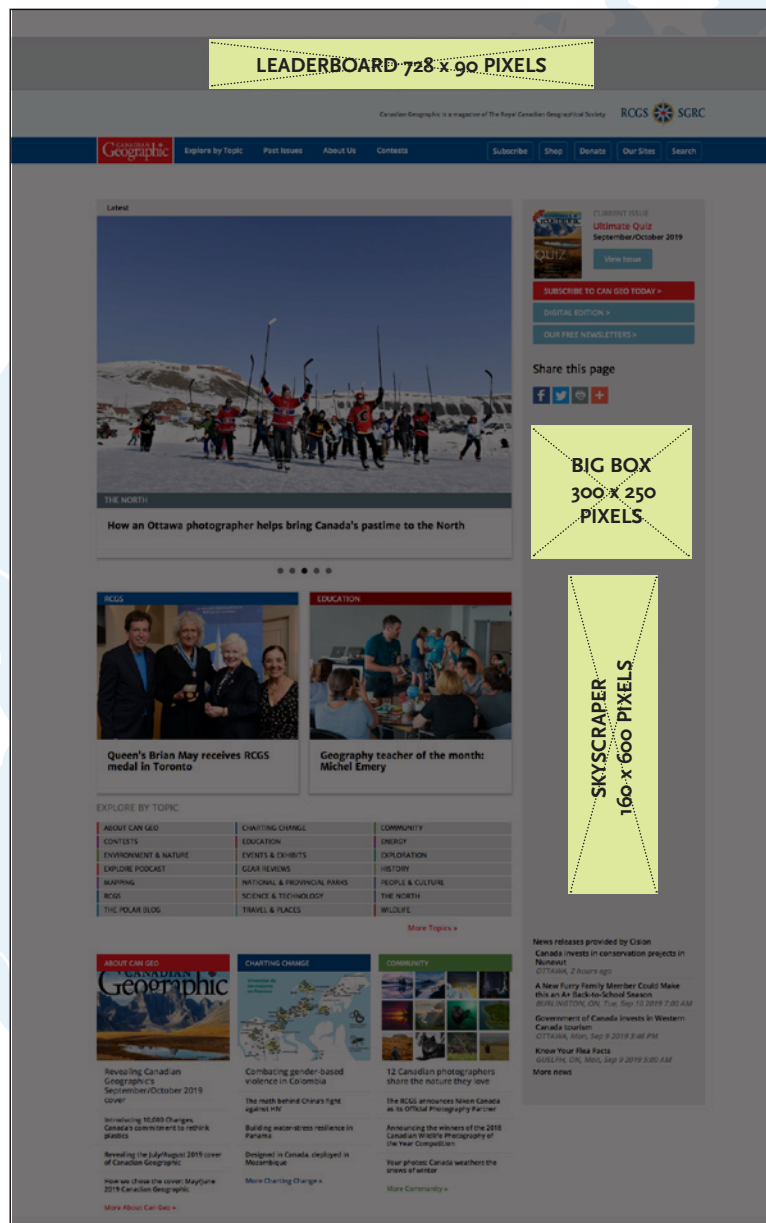
1% on net if paid within 15 days of date of invoice.

Terms

Net 30 days; 2% interest charged per month on overdue accounts; 24% per annum.

HST/GST

Rate does not include HST or GST. Where applicable, the appropriate rate of HST or GST will be added to the price of all advertising in or services provided by *Canadian Geographic* at the time of invoice.



ROP WEB ADVERTISING

DISPLAY AD SIZES

Leaderboard (728x90)

Big Box (300x250)

Skyscraper (160x600)

NEWSLETTER AD SIZES

Horizontal banner (600x300)

1/2 column square ad (300x300)

Double height 1/2 column square ad (300x600 ad size)

MATERIAL REQUIREMENTS

150 DPI photo + 50 to 60 words

SOCIAL MEDIA

Instagram (1080x1080)

Facebook (1200x628)

Twitter (900x450)

RATES

(refer to rate card - Digital)



CONTACT

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