Klahoose Wilderness Resort,
Canadian Geographic Magazine May 2022.
Canadian Geographic magazine is a Canadian magazine that celebrates Canada — our past, present, and possible futures. We’re dedicated to uncovering and communicating the stories about Canadian people, places, and issues that Canadian magazine readers want. Published 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 the country. The writing comes to visual life through stunning photography, original cartography 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 highly engaging website and a dynamic supplement series that speaks to our audience’s appetite for great storytelling about people and places across Canada and around the world that hold interest for the Canadian populace.

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 with our nation.
Who is the Canadian Geographic reader? In a nutshell, the Canadian Geographic audience represents all Canadians and those interested in learning about Canada, today and for the future. Canadian Geographic delivers an audience that is increasingly sophisticated, culturally diverse, engaged, educated and invested in educating the next generation of Canadians.

**THE CAN GEO READER:**
- 42% female / 58% male
- Average age: 43

**COMPARSED TO THE AVERAGE CANADIAN ADULT:**
- 32% more likely to be between the ages of 18-49
- 33% more likely to have kids < 18
- 27% more likely to be employed in a white collar+ occupation
- 17% more likely to have a university degree
- 38% more likely to be BIPOC
- 22% more likely to be outgoing and active
- 13% more likely to have a personal income of $100,000+

**TOTAL CANADA 14+:**
- 1,889,000 readers per issue (print)
- 2,179,000 viewers per issue (digital)
- 130,000 unique monthly visitors (cangeo.ca)
- 4,198,000 readers/viewers per month (UNIQUE / UNDUPLICATED TOTAL)

**WHY YOU NEED BOTH:**
Canadian Geographic’s print and digital audiences are largely exclusive of each other. Only 28% of our total audience reads content in both print and digital.

**AVERAGE HOUSEHOLD INCOME**
$77,859
**AUDIENCE PROFILE**

**DEMOGRAPHIC SUMMARY (14+):**

*Canadian Geographic* is also an important resource for an increasing number of immigrants. Our audience is 65% more likely than the average adult to have lived in Canada less than three years.

<table>
<thead>
<tr>
<th></th>
<th>TOTAL CANADIAN GEOGRAPHIC</th>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average Issue/Month</td>
<td>% of Total Audience</td>
<td>Index</td>
</tr>
<tr>
<td><strong>Total Adults 14+</strong></td>
<td>3,636</td>
<td>100%</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Adults 18+</strong></td>
<td>3,372</td>
<td>100%</td>
<td>100</td>
</tr>
<tr>
<td>18-34</td>
<td>1,364</td>
<td>40%</td>
<td>146</td>
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<tr>
<td>35-49</td>
<td>928</td>
<td>28%</td>
<td>115</td>
</tr>
<tr>
<td>50-64</td>
<td>535</td>
<td>16%</td>
<td>63</td>
</tr>
<tr>
<td>65+</td>
<td>545</td>
<td>16%</td>
<td>69</td>
</tr>
<tr>
<td>Male</td>
<td>1,973</td>
<td>59%</td>
<td>120</td>
</tr>
<tr>
<td>Female</td>
<td>1,399</td>
<td>41%</td>
<td>81</td>
</tr>
<tr>
<td>Have Kids &lt; 18</td>
<td>1,381</td>
<td>41%</td>
<td>133</td>
</tr>
</tbody>
</table>

**Mapping our audience**

<table>
<thead>
<tr>
<th>Location</th>
<th>Average Month</th>
<th>% of Total Audience</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>2,412</td>
<td>72%</td>
<td>100</td>
</tr>
<tr>
<td>Non-Urban</td>
<td>960</td>
<td>28%</td>
<td>100</td>
</tr>
<tr>
<td>Atlantic</td>
<td>214</td>
<td>6%</td>
<td>95</td>
</tr>
<tr>
<td>Quebec</td>
<td>439</td>
<td>13%</td>
<td>57</td>
</tr>
<tr>
<td>Ontario</td>
<td>1,467</td>
<td>44%</td>
<td>112</td>
</tr>
<tr>
<td>Prairies</td>
<td>733</td>
<td>22%</td>
<td>123</td>
</tr>
<tr>
<td>British Columbia</td>
<td>519</td>
<td>15%</td>
<td>111</td>
</tr>
</tbody>
</table>

*SOURCE: VIVIDATA SCC / STUDY OF THE CANADIAN CONSUMER SPRING 2022*
Canadian Geographic readers are key influencers among peers on the best new products and services – and they are influenced by advertising to keep up-to-date and informed.

**ADVERTISEMENT INFLUENCES PURCHASE DECISIONS**

- 79% more likely

**ADVERTISING KEEPS ME UP TO DATE ABOUT PRODUCTS/SERVICES**

- 30% more likely

**I really enjoy shopping**

- 13% more likely

**I buy new products before most of my friends**

- 44% more likely

**It is worth paying extra for quality goods**

- 15% more likely

**People ask me for my opinion about new products and services**

- 22% more likely

**Share online reviews about products and services**

- 36% more likely

**Our readers act on advertising.**

- Compared to the average Canadian adult, our audience relies on ads to help stay informed about new products and services. Simply put, your advertising dollar goes further with Canadian Geographic.

**Searched online for a product/brand/service**

- 14% more likely

**Talked about the ad or product/brand/service with others**

- 31% more likely

**Commented on the ad or product/brand/service on social media**

- 86% more likely

**Recommended the advertised product/brand/service**

- 80% more likely

**Purchased a product/brand/service**

- 39% more likely
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.

### Compared to the Average Canadian Adult:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit travel websites daily</td>
<td>78%</td>
</tr>
<tr>
<td>Download travel/lifestyle apps</td>
<td>42%</td>
</tr>
<tr>
<td>Book a domestic vacation</td>
<td>12%</td>
</tr>
<tr>
<td>Travel with children</td>
<td>32%</td>
</tr>
<tr>
<td>Book an international vacation</td>
<td>27%</td>
</tr>
<tr>
<td>Seek adventurous travel experiences</td>
<td>25%</td>
</tr>
<tr>
<td>Vacations with as many activities as possible</td>
<td>33%</td>
</tr>
<tr>
<td>Share travel experiences on social media</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Vacation Packages:

- Beach/resort: **13% MORE LIKELY**
- Cruise: **19% MORE LIKELY**
- Outdoor adventure/Eco-tourism: **16% MORE LIKELY**
- City tours: **12% MORE LIKELY**
- Family vacations: **13% MORE LIKELY**

### Loyalty/Customer Rewards:

- Collect frequent flyer points: **18% MORE LIKELY**
- Hotel customer loyalty program: **22% MORE LIKELY**
**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 4,264,000 vehicles in their households. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

- 23% more likely to purchase a vehicle within the next 12 months
- 27% more likely to drive 25,000+ kilometers per year

### HOME:

The *Canadian Geographic* audience is more likely to be considering a move, leading to an avalanche of home-related purchases. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

- 22% more likely to “love looking at HH decorating ideas”
- 42% more likely to obtain a mortgage within 12 months
- 35% more likely to buy a home within 12 months
- 24% more likely to buy large kitchen appliances within 12 months

### FINANCE:

In an average month, the *Canadian Geographic* audience accounts for $47.4-Billion in total savings and investments. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

- 21% more likely to hire a financial advisor
- 42% more likely to obtain a mortgage within 12 months
- 35% more likely to buy a home within 12 months
- 16% more likely to visit a financial website on an average day
- 28% more likely to obtain a line of credit within 12 months
- 28% more likely to be an “early adopter” of new technology
- 29% more likely to prioritize having the latest tech throughout their home

### TECH:

The *Canadian Geographic* audience love new tech. Last year, our readers collectively spent $1.6B on home electronics. Compared to the average Canadian adult, the *Canadian Geographic* audience is:

- 29% more likely to be an “early adopter” of new technology
- 28% more likely to prioritize having the latest tech throughout their home
- 23% more likely to feel confident using new tech products

### Drive traffic to your website

More likely to:
- Visit an automotive website
- Visit a financial website
- Buy a first home
- Spend $2,500+ per year on home electronics
Can Geo’s online readers are engaged, 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 maps, and we engage our readers in conversations that matter on Facebook, Twitter and Instagram.

DIGITAL SNAPSHOTS:
- CanGeo.ca’s key demographic is 18-49 years old accounting for 77% of unique visitors.
- CanGeo.ca’s digital users are 93% more likely to be 18-24, 57% more likely to be 25-34, 22% more likely to be 35-49.
- Median age: 36
  - National average: 48
- 54% more likely to download lifestyle apps (travel, home, food)
- 35% more likely to pay for apps
- 79% more likely to pay more for the convenience of online shopping

CANGEO.CA
- 4th highest digital reach in Canada
  - Vividata, Spring 2020
- Digital reach of 2,179,000 viewers per issue
- 130,000+ unique visitors per month (cangeo.ca)
- A home for timely news and feature content relating to wildlife, science, technology, geography, culture, travel and exploration.
- Average users per month: 130,000
- 52% desktop, 48% mobile/tablet
- 51% female
- Predominantly ages of 18-34

SOCIAL MEDIA
- Reach tens of thousands of young, highly engaged digital natives with custom social media posts tailored to your needs. Talk to your rep to learn how you can enhance your campaign with custom Instagram Posts, Stories, and Reels, custom tweets, social video and more!
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 15,000+

OPEN RATE
- 40%

PODCAST
Season four of the Explore Podcast series will air 12 new episodes beginning October 2022. Hosted by David McGuffin, the podcast features explorers, scientists and leading public figures who are shaping the way we see and understand Canada.

- Average of 900 listeners per episode
- New episodes biweekly
- 15 or 30-second spots
- “Brought to you by” sponsorships
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.

**2023 SPECIAL INTEREST PUBLICATIONS**
› Kids
› Oceans
› Wildlife
› Quiz
› Best of Can Geo

**EVENTS**
› Can Geo Talks
› College of Fellows Annual Dinner

**EDUCATION PROGRAM**
› Online classroom
› Giant floor maps
› Mail out to teachers
› Can Geo Challenge

**SPECIAL EXECUTIONS**
› Themed issues
› Cover sponsorships
› Custom content
› Gatefolds
› Poly-bagging
› Versioning
JANUARY/FEBRUARY 2023
AD CLOSE: NOVEMBER 4
MATERIAL DUE: NOVEMBER 11
IN-HOME: DECEMBER 19
IN-HOME (SUBSCRIBERS): JANUARY 3 - FEBRUARY 12
DIGITAL FLIGHT DATE: JANUARY 3 - FEBRUARY 12
THE EXPEDITIONS
An arduous journey over ice and snow to the North Water Polynya, an area of the Arctic Ocean that stays ice-free year-round. An underground odyssey in B.C.’s White Rabbit cave. A two-person, 5,000-kilometre trek through the vital wildlife corridor connecting Yellowstone National Park to the Yukon. Can Geo celebrates the accomplishments of the 2022 RCGS expedition grantees.

UNICORN OF THE SEA
It’s almost a mythical 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.

CAPTURING CARBON
Canada has set ambitious goals to cut its greenhouse gas emissions, and oil companies have pledged to do their part, largely through carbon-capture projects. But do they work? Can Geo takes a critical look at these novel technologies and introduces the people—from engineers to entrepreneurs—behind the accelerating carbon-capture landscape.

HAM RADIO HOLDOUTS
These days, communication is easy and there are many ways to reach out to someone wherever they are in the world — so why on Earth would anyone still do it using a ham radio? Meet the ham radio die-hard who are still clinging on to this vintage tech and read what they think is likely to happen to amateur radio as the enthusiasts age.

MARCH/APRIL 2023
AD CLOSE: JANUARY 6
MATERIAL DUE: JANUARY 13
IN-HOME: FEBRUARY 20
IN-HOME (SUBSCRIBERS): FEBRUARY 13
DIGITAL FLIGHT DATE: FEBRUARY 13 - APRIL 9
A BLUE REVOLUTION?
The world’s population is expected to surpass 9 billion by the middle of this century. How to feed all those humans is a problem that researchers are already puzzling over. On the surface, farming fish seems like a perfect solution: it’s sustainable, has a smaller carbon footprint than land-based agriculture, it requires less fresh water, and fish is good for you. But fish farms can also pollute the local aquatic environment and spread diseases and parasites to wild fish. Can Geo goes deep on aquaculture and the future of food security.

VANISHING BIRDSONG
The natural spaces we love are facing a soundtrack transformation: the disappearance of birdsong globally due to climate change and lost habitat. According to scientists, roughly three billion birds have disappeared since 1970. Can Geo visits Canada’s boreal forest, where Indigenous Guardians and conservation scientists are listening in to the birdsong “soundscape” to preserve our avian biodiversity.

AN EPIC QUEST
Michael Inuarak learned everything he knows about being on the land from Charlie, his ittuq (grandfather in Inuktitut), and every spring, he puts it all to the test, participating in a week-long dog-sled race across the mountains, tundra and sea ice of the Canadian High Arctic. Can Geo takes readers along on the Nunavut Quest, a 400-kilometre trek from Arctic Bay to Igloolik, Nunavut.

CANADIAN PHOTOS OF THE YEAR
Can Geo reveals the winners of our annual photo competition, showcasing the most spectacular images of Canadian wildlife, landscapes, people and places from the past year and crowning one talented photographer Canadian Photographer of the Year.

MAY/JUNE 2023
AD CLOSE: MARCH 3
MATERIAL DUE: MARCH 10
IN-HOME: APRIL 17
IN-HOME (SUBSCRIBERS): APRIL 10
DIGITAL FLIGHT DATE: APRIL 10 - JUNE 11
CANADA’S PANDA
The Vancouver Island marmot is a special animal. It is found only in the high mountains of B.C.’s Vancouver Island — one of just five species of animal that is endemic only to Canada. Critically endangered, it has been called “Canada’s panda” because it has become a symbol of wildlife conservation in this country. Can Geo goes in search of the elusive ground squirrel and shares exclusive images you’ll see nowhere else.

CLIMATE CLUES
In the summer months, when the Ottawa River water levels drop and the bedrock appears, visitors can uncover signs of an ancient marine world, when photosynthesizing communities of microbes called stromatolites pumped oxygen into Earth’s oceans and air. Scientists are looking to Ottawa’s stromatolites, along with other fossils, like historians studying archives of old books, to see how an atmosphere crammed with carbon dioxide will profoundly impact our future.

FINDING FRANÇOIS
About 900 people live in five communities spread out over the south coast of Newfoundland. There are no roads; the only way to access Gaultois, McCallum, François, Grey River and Ramea is by ferry or private boat. Post-Confederation, much of rural Newfoundland was emptied out through resettlement packages, but many small communities have found a way to hang on. Can Geo visits François to find out why its 53 permanent residents stay.

THE MEANING OF WATER
Water has significant cultural importance to Indigenous communities in Canada. Indigenous women in particular share a sacred connection to the spirit of water through their role as child bearers and have particular responsibilities to protect and nurture water. Through breathtaking images, photographer Sara Hylton explores the importance of — and reliance on — water in four Indigenous communities in three provinces, as well as the ongoing scarcity and contamination of water in these regions.

PLUS
A special 24-page travel section featuring Klahoose Wilderness Resort, a Nova Scotia road trip and more!
THE NEW SCIENCE OF STORM CHASING
Destructive tornadoes are normally associated with the southern United States, but tornadoes occur in every province and territory in Canada as well — and some can be deadly. Forecasting and tracking severe weather in a country the size of Canada is a challenge, so researchers are turning to citizen scientists to be their eyes on the ground, and using this data to answer critical questions: where is Canada’s “Tornado Alley?” And how will climate change alter the frequency and severity of damaging weather events?

A GREAT DIN
Since 1955, the annual Tintamarre parade has been making noise — and lots of it — in Acadian communities from Maine to Ontatio to Nova Scotia. In that year, the 200th anniversary of the great expulsion of the French Acadian people from their lands by the British. Inspired by an archbishop, Acadians take to the streets every August 15th to make as much noise as possible. Can Geo takes readers inside this rowdy festival.

THE GEOGRAPHY OF HEALING
Shortly after her 25th birthday, Courtney Vaughan’s father unexpectedly passed away. As a Métis woman, Vaughan knew that she couldn’t let her father’s passing sever her connection to the historic waterways of the Upper Great Lakes. So, she hopped in a voyageur canoe with 17 other Métis youth, and paddled the historic routes of her ancestors. In a moving personal essay, Vaughan weaves a story of grief, relationship, responsibility, and healing.

ARCTIC SOVEREIGNTY
Climate change is altering the Arctic faster than anywhere else on Earth. While questions of Canada’s Arctic sovereignty have historically focused on geopolitics, climate change is introducing new variables into the question of what it means to be an Arctic nation. Can Geo tags along with the Canadian Navy’s Operation NANOOK and examines the new paradigm of Arctic sovereignty.

THE ULTIMATE CANADIAN GEOGRAPHY QUIZ
The latest edition of our popular test of your geographic knowledge.

CLOUD WOLVES OF THE KASKA COAST
On the southwestern coast of Hudson Bay, a population of wolves thrives in relative isolation. These wolves have rarely been hunted or studied — until now. A new experience offered by Churchill Wild is part citizen science project, part adventure on the land. Guests set up trail cameras, collect hair and other DNA samples, and record and analyze wolf howls. Can Geo sets out to follow in the footsteps of subarctic wolves.

BEST WILDLIFE PHOTOGRAPHY
Revealing the winners of Canadian Geographic’s annual Canadian wildlife photography competition, featuring incredible images of Canadian flora and fauna from the land, seas and skies, plus the cutest animals, best “phonetography” and other honourable mentions.

PLUS
A special 24-page travel section!

*EDITORIAL LINEUPS ARE SUBJECT TO CHANGE WITHOUT NOTICE
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.

2023 ADVERTISING RATES

<table>
<thead>
<tr>
<th>NATIONAL AD SALES - PRINT</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$17,290</td>
<td>$16,770</td>
<td>$16,250</td>
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<tr>
<td>Double-page spread</td>
<td>$32,845</td>
<td>$31,855</td>
<td>$30,875</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$13,830</td>
<td>$13,415</td>
<td>$12,995</td>
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<tr>
<td>1/2 Page</td>
<td>$12,965</td>
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<td>1/3 page</td>
<td>$8,640</td>
<td>$8,385</td>
<td>$8,120</td>
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<td>Inside front cover</td>
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<td>$22,470</td>
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<td>Half Page Advertorial</td>
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<tr>
<td>1/3rd Vertical Advertorial</td>
<td>$13,140</td>
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<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>REACH</th>
<th>FREQUENCY</th>
<th>RATE CARD</th>
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<tr>
<td>Run of Network 50,000 Impressions</td>
<td></td>
<td></td>
<td>$8,000</td>
</tr>
<tr>
<td>Includes CG.com + eNewsletters.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential to add in Podcast</td>
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</tr>
<tr>
<td>1,000,000</td>
<td>Bi-monthly</td>
<td></td>
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<tr>
<td>Sponsored Online Content</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(With Roadblocked Ad Units 100,000 Impressions driving to content)</td>
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<td>69,000</td>
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<tr>
<td>Individual Newsletter Sponsorship (1 of 5)</td>
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<tr>
<td>Includes link to Sponsored Online Content + Road blocked ad units + take over of ad units within chosen newsletter</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>300,000</td>
<td>Bi-monthly</td>
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<tr>
<td>Light Social Media Campaign</td>
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<td>Facebook, Twitter and Integra</td>
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<tr>
<td>400 - 900</td>
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<tr>
<td>Podcast - Spots</td>
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<tr>
<td>400 - 900</td>
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<tr>
<td>Podcast - Sponsored</td>
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</tr>
<tr>
<td>400 - 900</td>
<td>Monthly</td>
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2023 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>6 ISSUES ANNUALLY</th>
<th>EDITORIAL HIGHLIGHTS</th>
<th>AD CLOSE</th>
<th>IN MARKET</th>
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<tbody>
<tr>
<td>January/February 2023</td>
<td>A deep dive into the world of the elusive narwhal; celebrating the accomplishments of the 2022 RCGS expeditions; the ham radio holdouts still championing vintage communications tech; and a look at whether emerging carbon capture technologies can make a meaningful difference in the fight against climate change.</td>
<td>November 4</td>
<td>January 3</td>
</tr>
<tr>
<td>March/April 2023</td>
<td>A look at whether aquaculture is the key to feeding a global population approaching 9 billion; the triumphant return of the Nunavut Quest, a sled dog race across Baffin Island; the Indigenous Guardians tracking birdsong in the boreal forest; and the winners of Can Geo’s annual photo competition.</td>
<td>January 6</td>
<td>February 13</td>
</tr>
<tr>
<td>May/June 2023</td>
<td>An exclusive glimpse at the Vancouver Island marmot, one of the rarest mammals in the world; why fossils from 56 million years ago hold clues to our future climate; an epic journey to the isolated outpost of François, Newfoundland, population 53; a photo essay on the meaning of water; and a special 24-page travel section.</td>
<td>March 3</td>
<td>April 10</td>
</tr>
<tr>
<td>July/August 2023</td>
<td>How storm chasers are helping improve severe weather forecasting; making a joyful noise at the annual Acadian Tintamarre parade; the real meaning of Arctic sovereignty; and a journey of healing and discovery on the waterways of northern Ontario.</td>
<td>May 5</td>
<td>June 12</td>
</tr>
<tr>
<td>September/October 2023</td>
<td>The latest iteration of our popular Ultimate Geography Quiz; finding solutions to food insecurity in the North, the ferries still plying Alberta’s rivers; and the uncertain future of the Milne Ice Shelf in the Canadian High Arctic.</td>
<td>July 7</td>
<td>August 14</td>
</tr>
<tr>
<td>November/December 2023</td>
<td>Tracking the “cloud wolves” of the Kaska Coast; a brief history of the woolly mammoth; and revealing the winners of Can Geo’s annual wildlife photography competition. Plus: a special 24-page travel section.</td>
<td>August 31</td>
<td>October 10</td>
</tr>
</tbody>
</table>
**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 areas.
- All live matter (text and images intended to be printed) must be kept at least 0.25" from each trim edge of the ad.
- Important objects must be kept 0.25" from each edge.
- 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 the time of invoice.
- Rate does not include HST or GST.
- Rate includes 15% of charges for space, position and colour allowed to recognized agencies.
- Acceptability: The content and design of all ads are subject to the publisher’s approval.
- The content on the Magazines Canada website (magazinescanada.ca) is available for viewing only.
- Ad Portal CANNOT accept TIFFITS 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).
- Net 30 days; 2% interest charged per month on overdue accounts; 24% per annum.
- 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.

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**PRINT ADS SPECS & SIZES**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>7.75” x 10.875”</td>
<td>6.75” x 9.5625”</td>
</tr>
<tr>
<td>Double-page spread (DPS)</td>
<td>15.5” x 10.875”</td>
<td>14.5” x 9.5625”</td>
</tr>
<tr>
<td>Double 1/2 page spread</td>
<td>7.5” x 5.5”</td>
<td>4.375” x 9.5625”</td>
</tr>
<tr>
<td>2/3 page (two columns)</td>
<td>4.875” x 10.875”</td>
<td>4.375” x 6.5”</td>
</tr>
<tr>
<td>1/2 page digest</td>
<td>4.875” x 7.25”</td>
<td>4.375” x 5.5”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.75” x 5.5”</td>
<td>6.75” x 4.675”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.625” x 10.875”</td>
<td>2.125” x 9.595”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>not available</td>
<td>4.375” x 4.675”</td>
</tr>
</tbody>
</table>

**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

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**SEND INSERTS AND OUTSERTS TO:**
St. Joseph Print Campus
Canadian Geographic, issue date
50 MacIntosh Boulevard
Concord, ON
L4K 4P3
WEB ADS SPECS & SIZES

ROP WEB ADVERTISING

- **DISPLAY AD SIZES**
  - Billboard (970x250)
  - Leaderboard (728x90)
  - Big Box* (300x250)
  - Mobile leaderboard* (320x50)

- **NEWSLETTER AD SIZES**
  - Leaderboard (728x90)
  - Horizontal banner (600x300)

- **MATERIAL REQUIREMENTS**
  - 150 DPI photo + 50 to 60 words

- **SOCIAL MEDIA**
  - Instagram post (1080x1080)
  - Instagram Story (1080 x 1920 vertical)
  - Facebook (1200x628)
  - Twitter (900x450)

- **RATES**
  - (refer to rate card - Digital)

CONTACT:

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