



Klahoose Wilderness Resort,  
Canadian Geographic Magazine May 2022.

## INTRODUCTION



*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.

### MEDIA REACH

**4,198,000**  
readers/viewers per month  
UNIQUE / UNDUPLICATED TOTAL

**1,889,000**  
readers per issue (print)

**2,179,000**  
viewers per issue (digital)

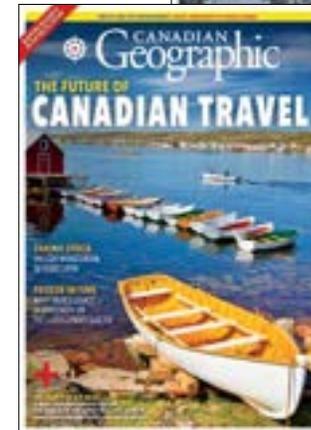
**130,000**  
unique monthly visitors (cangeo.ca)

Social media\*  
**232,718**  
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  
**140,079**

Facebook  
**51,091**

Twitter  
**36,457**

YouTube  
**5,091**

### ADDITIONAL REACH\*

Can Geo Photo Club  
**15,000+**  
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 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.

### 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

### THE CAN GEO READER:

- ▶ 42% female/58% male
- ▶ Average age: 43

### COMPARED 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+

### 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**





**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.

	TOTAL CANADIAN GEOGRAPHIC			PRINT			DIGITAL		
	Average Issue/Month	% of Total Audience	Index	Average Issue	% of Total Audience	Index	Average Month	% of Total Audience	Index
<b>Total Adults 14+</b>	<b>3,636</b>	<b>100%</b>	<b>100</b>	<b>1,889</b>	<b>100%</b>	<b>100</b>	<b>2,179</b>	<b>100%</b>	<b>100</b>
<b>Total Adults 18+</b>	<b>3,372</b>	<b>100%</b>	<b>100</b>	<b>1,752</b>	<b>100%</b>	<b>100</b>	<b>2,005</b>	<b>100%</b>	<b>100</b>
18-34	1,364	40%	146	591	34%	122	950	47%	171
35-49	928	28%	115	487	28%	116	584	29%	122
50-64	535	16%	63	293	17%	67	281	14%	56
65+	545	16%	69	381	22%	93	190	9%	41
Male	1,973	59%	120	996	57%	117	1,210	60%	124
Female	1,399	41%	81	756	43%	84	796	40%	77
Have Kids < 18	1,381	41%	133	692	40%	128	887	44%	143
<b>Mapping our audience</b>									
Urban	2,412	72%	100	1,164	66%	93	1,497	75%	104
Non-Urban	960	28%	100	588	34%	118	508	25%	89
Atlantic	214	6%	95	127	7%	109	110	5%	82
Quebec	439	13%	57	193	11%	48	309	15%	67
Ontario	1,467	44%	112	728	42%	107	874	44%	113
Prairies	733	22%	123	401	23%	129	434	22%	122
British Columbia	519	15%	111	303	17%	124	279	14%	100



SOURCE: VIVIDATA SCC / STUDY OF THE CANADIAN CONSUMER SPRING 2022

## AUDIENCE PROFILE

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.

### COMPARED TO THE AVERAGE CANADIAN ADULT:

TOTAL CANADA 18+

Advertising influences purchase decisions  
**79% more likely**

I really enjoy shopping  
**13% more likely**

Advertising keeps me up to date about products/services  
**30% 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*.

### ACTIONS TAKEN AFTER SEEING ADVERTISING, COMPARED TO THE AVERAGE CANADIAN ADULT:

TOTAL CANADA 18+

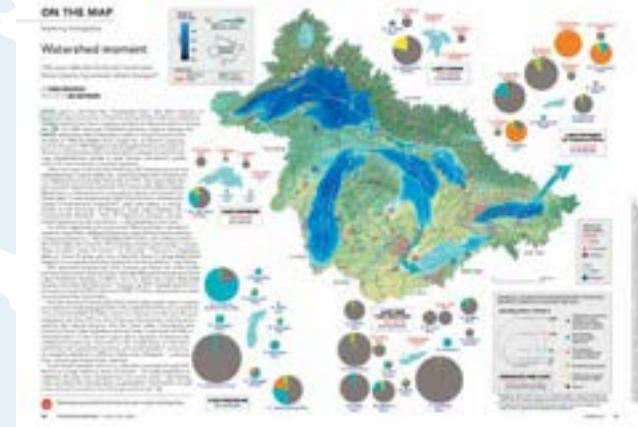
Searched online for a product/brand/service  
**14% more likely**

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**



## 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.

### COMPARED TO THE AVERAGE CANADIAN ADULT:

**78%**

more likely to visit travel websites daily

**42%**

more likely to download travel/lifestyle apps

**12%**

more likely to book a domestic vacation

**32%**

more likely to travel with children

**27%**

more likely to book an international vacation

**25%**

more likely to seek adventurous travel experiences

**33%**

more likely to seek vacations with as many activities as possible

**35%**

more likely to share their travel experiences on social media

### 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

**17%**

more likely to visit an automotive website on an average day

**37%**  
more likely to keep up on the latest advances in automobile technology

**38%**  
more likely to buy a hybrid or electric vehicle within 12 months

Drive traffic to your website

### 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

**16%**

more likely to visit a financial website on an average day

**28%**  
more likely to obtain a line of credit within 12 months

**15%**  
more likely to do online stock trading

**38%**  
more likely to own crypto currency

### 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"

**35%**  
more likely to buy a home within 12 months

**89%**

more likely to buy a first home

**21%**  
more likely to own a cottage/country home

**21%**  
more likely to buy furniture within 12 months

**24%**  
more likely to buy large kitchen appliances within 12 months

### 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

**24%**

more likely to spend \$2,500+ per year on home electronics

**27%**  
more likely to "love buying new gadgets and appliances"

**23%**  
more likely to feel confident using new tech products

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.



**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!

**DIGITAL SNAPSHOT**

CanGeo.ca's key demographic is  
**18-49**  
 years old accounting for 77% of unique visitors.

Can Geo'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

## 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: 33,000

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 cangeo.ca with a specific focus on travel.

Opt-in subscribers: 28,800

Open rate: 27%

### CAN GEO EDUCATION

Features highlights from Canadian Geographic Education's learning resource programs

Opt-in subscribers: 18,339

Open rate: 16.70%

### CAN GEO COVER VOTE (per issue)

Opt-in subscribers: 25,077

Open rate: 30%

## SOCIAL MEDIA

‣ Over 230,000 followers across all social platforms

### INSTAGRAM

‣ 140,079 followers

### FACEBOOK

‣ 51,091 followers

### TWITTER

‣ 36,457 followers

### YOUTUBE

‣ 5,091 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 15,000+

### OPEN RATE

‣ 40%.

## PODCAST

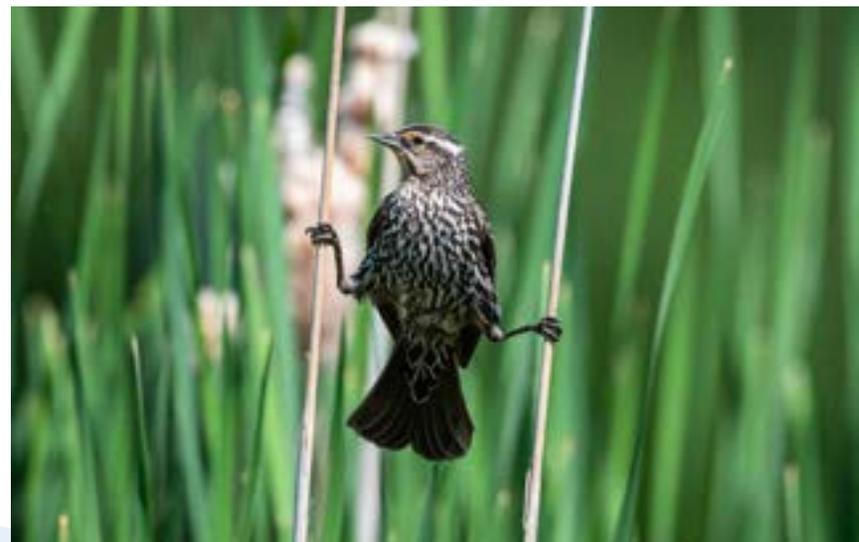
Season four of the Explore Podcast series will air 12 new episodes beginning October 2022. Hosted by David McGuffin, the podcast features explorers, scientists and leading public figures who are shaping the way we see and understand Canada.

‣ Average of 900 listeners per episode

‣ New episodes biweekly

‣ 15 or 30-second spots

‣ "Brought to you by" sponsorships



## 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.

### 2023 SPECIAL INTEREST PUBLICATIONS

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

### EVENTS

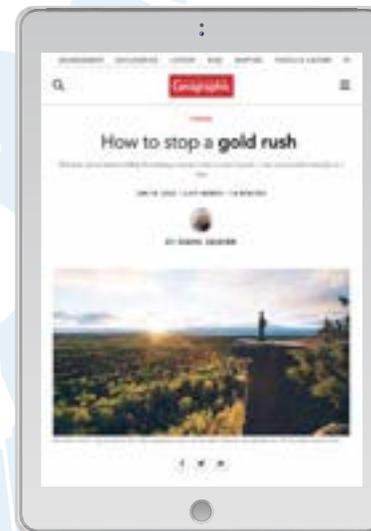
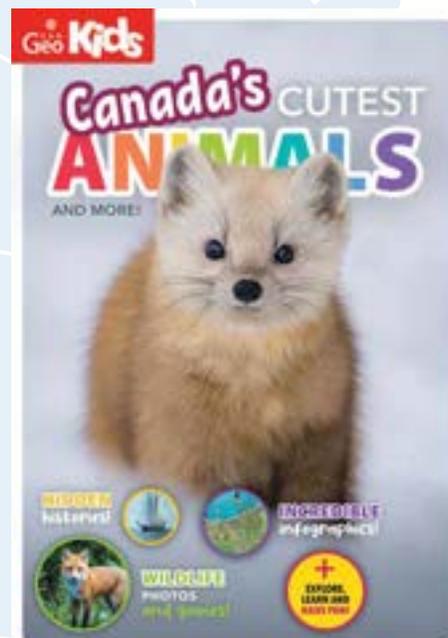
- › Can Geo Talks
- › College of Fellows Annual Dinner

### 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

**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-hards 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 dogsled 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 Klahoos Wilderness Resort, a Nova Scotia road trip and more!

## JULY/AUGUST 2023

**AD CLOSE:** MAY 5

**MATERIAL DUE:** MAY 12

**IN-HOME:** JUNE 19

**IN-HOME (SUBSCRIBERS):** JUNE 12

**DIGITAL FLIGHT DATE:** JUNE 12 - AUGUST 13

### 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 Ontario 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.

## SEPTEMBER/OCTOBER 2023

**AD CLOSE:** JULY 7

**MATERIAL DUE:** JULY 14

**IN-HOME:** AUGUST 21

**IN-HOME (SUBSCRIBERS):** AUGUST 14

**DIGITAL FLIGHT DATE:** AUGUST 14 - OCTOBER 9

### THE ULTIMATE CANADIAN GEOGRAPHY QUIZ

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

### THE LAST ARCTIC ICE SHELF

The ice shelves of the Canadian High Arctic are sentinels of climate change. Ice shelves sit atop the ocean and are fastened to land. Their existence often moderates the flow of glaciers, and therefore, sea level rise. In July 2020, the Milne Ice Shelf — the last intact ice shelf in the Canadian Arctic — lost 43 per cent of its extent. Can Geo follows scientists to Ellesmere Island, Nunavut, as they survey the ice shelf's geometry and damage to collect critical data for climate change and sea level rise projections.

### FERRY FANFARE

At the beginning of the 20th century, nearly 60 ferries traversed rivers in Alberta. Only six remain. Residents of nearby small towns and villages continue to rely on the ferries for travel and for accessing their farmland. Although perhaps not as postcard-iconic as the grain elevators that stand sentinel over the prairie, these ferries also represent the land they traverse. Writer Marcello Di Cintio and photographer Guillaume Nolet team up once again to visit the ferries and the communities they serve.

### THE FIGHT FOR FOOD SECURITY

Food insecurity in Canada is a real, and growing issue. Today, food insecurity is disproportionately worse in the North than elsewhere in the country, with rates of household food insecurity reaching 16.9%, 21.6% and 57% in the Yukon, the Northwest Territories and Nunavut respectively. Among Northerners, Indigenous peoples are particularly at risk of being food insecure. Through a photo essay, photographer Pat Kane explores food insecurity and its impact on the people living in the North, connecting land, food, water and cultural identity.

## NOVEMBER/DECEMBER 2023

**AD CLOSE:** AUGUST 31

**MATERIAL DUE:** SEPTEMBER 8

**IN-HOME:** OCTOBER 16

**IN-HOME (SUBSCRIBERS):** OCTOBER 10

**DIGITAL FLIGHT DATE:** OCTOBER 10

### THERE'S SOMETHING ABOUT MAMMOTHS

Humans have an enduring fascination with mammoths. Today's young adults grew up with popular movie franchises like *Ice Age*, and woolly mammoths are often the first specimen we run to at museums. We love to read stories about mammoths and the latest research on these ancient elephant relatives. There are even a number of projects that aim to revive mammoths and their pleistocene habitats. But what are we learning from these projects? How do they apply to our lives today? *What is it about mammoths?*

### 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 footprints 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!

## 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.

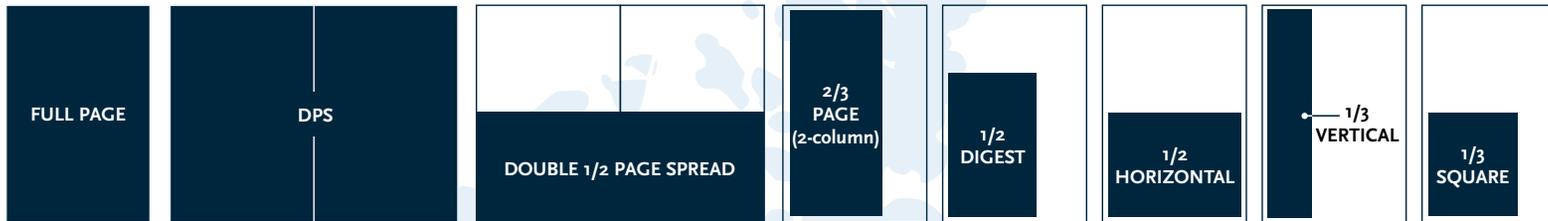
### 2023 ADVERTISING RATES

NATIONAL AD SALES - PRINT	1X	3X	6X	DIGITAL	REACH	FREQUENCY	RATE CARD
Full page	\$17,290	\$16,770	\$16,250	<b>Run of Network 50,000 Impressions</b>			
Double-page spread	\$32,845	\$31,855	\$30,875	Includes CG.com + eNewsletters.			\$8,000
2/3 page	\$13,830	\$13,415	\$12,995	Potential to add in Podcast	1,000,000	Bi-monthly	
1/2 Page	\$12,965	\$12,575	\$12,190	<b>Sponsored Online Content</b>			
1/3 page	\$8,640	\$8,385	\$8,120	(With Roadblocked Ad Units 100,000 Impressions driving to content)			\$14,500
Inside front cover	\$38,035	\$36,895	\$35,750	<b>Individual Newsletter Sponsorship (1 of 5)</b>			
Outside back cover	\$22,470	\$21,795	\$21,125	Includes link to Sponsored Online Content + Road blocked ad units + take over of ad units within chosen newsletter	69,000	Monthly	\$19,500
Inside back cover	\$20,745	\$20,015	\$19,415	<b>Light Social Media Campaign</b>			
Full Page Advertorial	\$24,790			Facebook, Twitter and Integra	300,000	Bi-monthly	\$11,500
Half Page Advertorial	\$18,465			<b>Podcast - Spots</b>	400 - 900	Monthly	\$5,500
1/3rd Vertical Advertorial	\$13,140			<b>Podcast - Sponsored</b>	400 - 900	Monthly	\$6,500

### 2023 PUBLISHING SCHEDULE

6 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
January/February 2023	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.	November 4	January 3
March/April 2023	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.	January 6	February 13
May/June 2023	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.	March 3	April 10
July/August 2023	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.	May 5	June 12
September/October 2023	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.	July 7	August 14
November/December 2023	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.	August 31	October 10

## PRINT ADS 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](http://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](mailto: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](http://magazinescanada.ca)).
- ▶ Ad Portal CANNOT accept TIFF/eps 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 OUTSERTS 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.

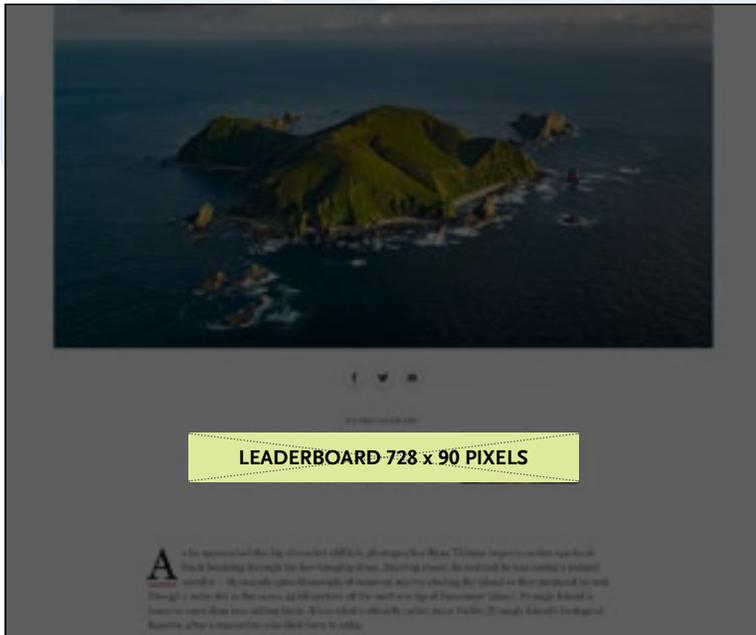
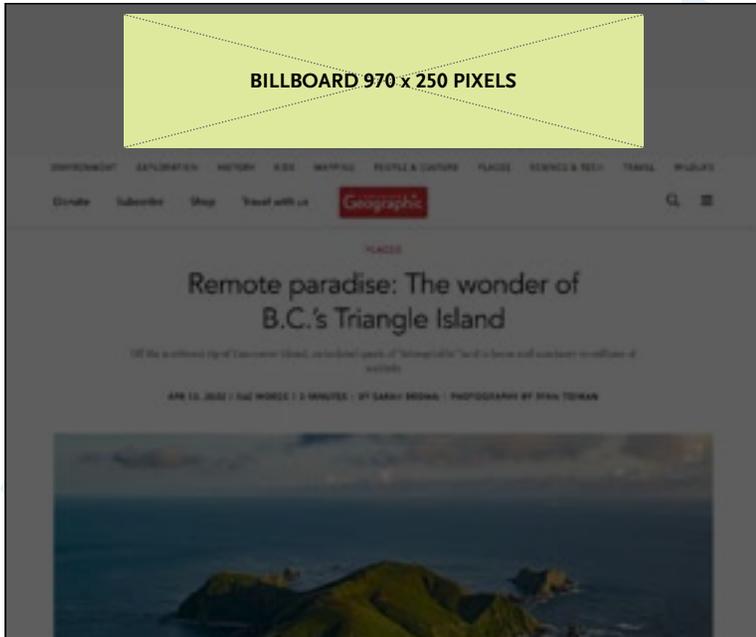
**Commissions**  
 15% of charges for space, position and colour allowed to recognized agencies.

**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.

**WEB ADS SPECS & SIZES**



**ROP WEB ADVERTISING**

▷ DISPLAY AD SIZES  
\*denotes mobile only

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

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

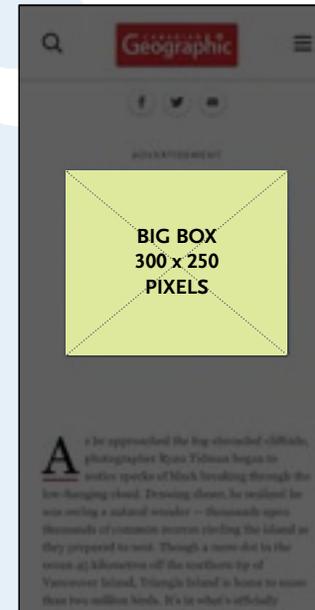
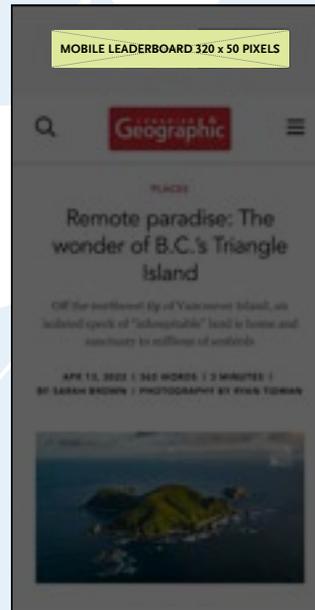
▷ MATERIAL REQUIREMENTS  
150 DPI photo + 50 to 60 words

▷ SOCIAL MEDIA

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

▷ RATES

(refer to rate card - Digital)



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