



Big Rideau Lake, Ont.  
Photo: Bill Maynard

## 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

# 4,219,000

TOTAL COMBINED AUDIENCE

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### MEDIA REACH

# 4,219,000

TOTAL COMBINED AUDIENCE

**2,042,000**

total print reach

**2,584,000**

total digital reach

Social media\*

**280,296**

followers

Apple News\*

**33,864**

average monthly unique viewers

E-newsletters\*

**118,000**

targeted emails sent monthly

**62,000**

subscribed contacts

cangeo.ca

**130,000**

average monthly unique users

### SOCIAL MEDIA\*

Facebook

**63,400**

Instagram

**149,873**

X

**37,474**

YouTube

**6,119**

LinkedIn

**3,130**

Threads

**17,600**

Pinterest

**2,700**

Can Geo print magazine ranks 1<sup>st</sup> in reaching adults aged 18-34!



### ADDITIONAL REACH\*

Can Geo Photo Club

**15,000+**

active members

Can Geo Education

**27,000+**

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 an audience that is increasingly culturally diverse, young, educated, and raising the next generation of Canadians.

### TOTAL CANADA 14+:

**2,042,000**

total print reach

**2,584,000**

total digital reach

**130,000**

average monthly unique users

**4,219,000**

total combined audience

### THE CAN GEO READER:

- ▶ 41% female/59% male
- ▶ Average age: 38

### COMPARED TO THE AVERAGE CANADIAN:

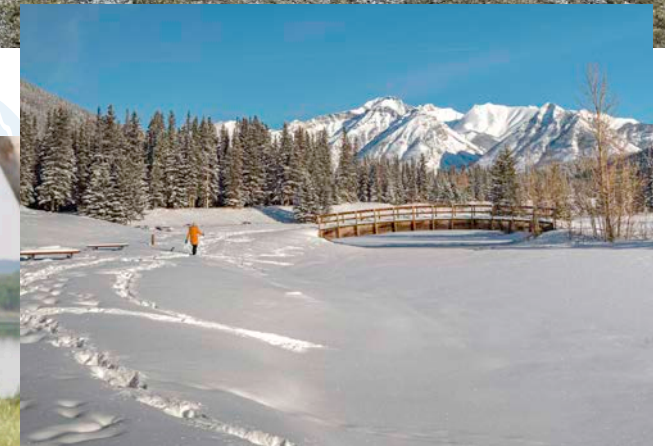
- ▶ 75% more likely to be between the ages of 18-34
- ▶ 52% more likely to have kids < 18
- ▶ 49% more likely to be employed in a white collar+ occupation
- ▶ 24% more likely to have a Bachelor's Degree or Post Graduate+ Degree
- ▶ 70% more likely to be BIPOC
- ▶ 40% more likely to be outgoing and active
- ▶ 25% 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 10% of our total audience reads content in both print and digital.

### AVERAGE HOUSEHOLD INCOME

**\$80,712**



## AUDIENCE PROFILE

### DEMOGRAPHIC SUMMARY (14+):

*Canadian Geographic* reaches over 4.2 million readers across Canada and our audience is 96% more likely than the average Canadian to be a new or recent immigrant who has lived in Canada for less than three years.

### NATIONAL REACH

Total Reach 14+ = 4,219,000  
Male = 2,491,000  
Female = 1,709,000  
Children Under 18 = 2,106,000  
Gen Z = 1,279,000  
Gen Y = 1,544,000  
Gen X = 646,000  
Baby Boomers+ = 749,000

### BRITISH COLUMBIA

TOTAL REACH 14+

**614,000**

Male = 365,000  
Female = 246,000  
Children < 18 = 278,000  
Gen Z = 169,000  
Gen Y = 252,000  
Gen X = 77,000  
Baby Boomers+ = 116,000

### PRAIRIES

TOTAL REACH 14+

**970,000**

Male = 595,000  
Female = 373,000  
Children < 18 = 494,000  
Gen Z = 269,000  
Gen Y = 369,000  
Gen X = 126,000  
Baby Boomers+ = 207,000

### QUEBEC

TOTAL REACH 14+

**632,000**

Male = 397,000  
Female = 223,000  
Children < 18 = 360,000  
Gen Z = 185,000  
Gen Y = 250,000  
Gen X = 134,000  
Baby Boomers+ = 63,000

### ONTARIO

TOTAL REACH 14+

**1,729,000**

Male = 968,000  
Female = 760,000  
Children < 18 = 851,000  
Gen Z = 566,000  
Gen Y = 592,000  
Gen X = 274,000  
Baby Boomers+ = 297,000

### ATLANTIC

TOTAL REACH 14+

**274,000**

Male = 166,000  
Female = 106,000  
Children < 18 = 123,000  
Gen Z = 90,000  
Gen Y = 82,000  
Gen X = 36,000  
Baby Boomers+ = 66,000

## 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.

# \$94 BILLION

total spent on most recently acquired vehicle

### TOTAL DOLLARS SPENT

Canadian Geographic readers spent a total of over \$94 billion on their most recent vehicle purchase, close to \$30 billion renovating their homes and are big spenders on other categories such as home electronics, vacations/trips and apparel/footwear for the whole family.

**\$29.4 BILLION**

spent on home improvements in principal residence in the past 2 years

**\$2.6 BILLION**

spent on home electronics/entertainment products in the past 2 years

**\$2 BILLION**

spent on their last vacation trip outside of Canada

### CAN GEO READERS ARE THE PRIMARY INFLUENCERS FOR:

**2,144,000**

electronic devices

**2,018,000**

vehicles purchased or leased

**1,962,000**

home improvements

**1,817,000**

furniture

**1,743,000**

real estate

### ATTITUDE STATEMENTS - ANY AGREE (4-5)

**1,732,000**

"I purchase eco-friendly apparel & footwear whenever possible"

**1,663,000**

"I love to buy new gadgets and appliances"

**1,543,000**

"People tend to ask me for my opinion about new products and services"

**1,301,000**

"I tend to go for premium rather than standard goods and services"

**2,138,000**

"I am willing to spend more on good quality foods"

## TRAVEL PROFILE

Canadian Geographic readers are defined by their love of travel. On vacation, they enjoy staying active, seek adventure, meet new people and travel to non-touristy places.

### COMPARED TO THE AVERAGE CANADIAN:

**41%**

more likely to have traveled with children in the past 12 months

**23%**

more likely to share their vacation experiences on social media

**19%**

more likely to download apps for smart phone/tablets for lifestyle, cuisine, fashion, travel

**18%**

more likely to seek out adventurous experiences when they travel

**14%**

more likely to have vacationed in Canada in the past 12 months

**17%**

more likely to have vacationed outside of Canada in the past 12 months

**11%**

more likely to seek the best vacations involving as many activities as possible

### VACATION PACKAGES:

**10%**  
more likely  
beach/resort

**20%**  
more likely  
outdoor adventure/eco-tourism  
(e.g. hiking, cycling)

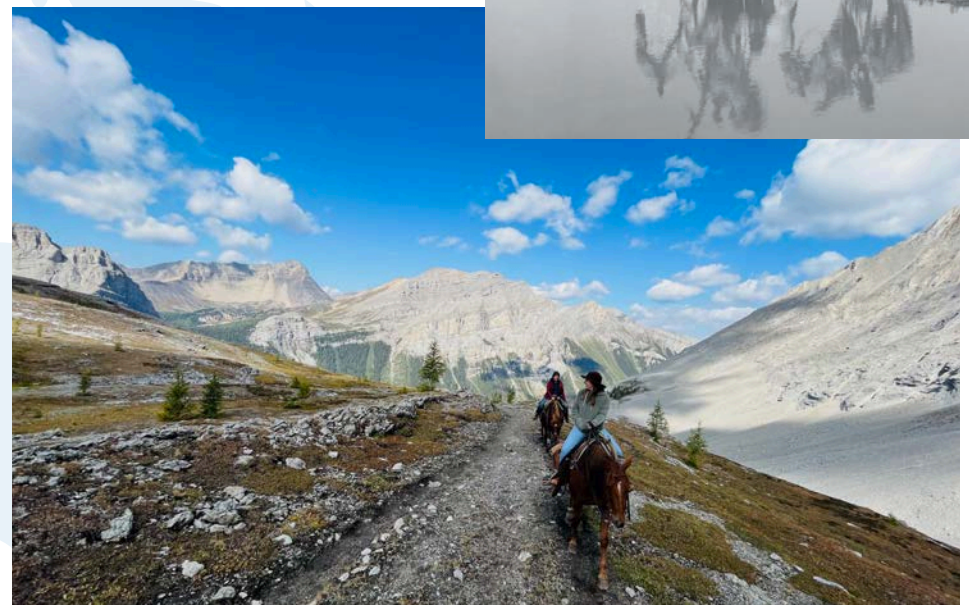
**23%**  
more likely  
city/cultural tours

**10%**  
more likely  
family vacations (e.g. theme parks)

### LOYALTY/CUSTOMER REWARDS:

**29%**  
belong to frequent  
flyer programs

**21%**  
have personally used hotel customer  
loyalty programs in the past 12 months



At *Canadian Geographic*, we know that the only thing better than reading about the landscapes, cultures and wildlife of Canada is experiencing them for yourself. That's why we've added bonus travel sections to four regular issues of the magazine in 2024 (up from two in previous years). Each 20-page section will feature a thematic selection of the top travel experiences in Canada and beyond, curated by the editors of *Canadian Geographic*.

**SPECIAL BONUS TRAVEL SECTIONS:**

**MARCH/APRIL 2024**

With spring in the air, it's time to get out there. This section showcases top hikes for all ability levels, from an epic multi-day adventure in the Algonquin to Adirondacks corridor to self-guided itineraries in Nova Scotia, B.C. and southern California.

**MAY/JUNE 2024**

*Canadian Geographic Travel* takes to the water, spotlighting SUP adventures in eastern Canada, a Great Lakes cruise, and river exploration in Albania.

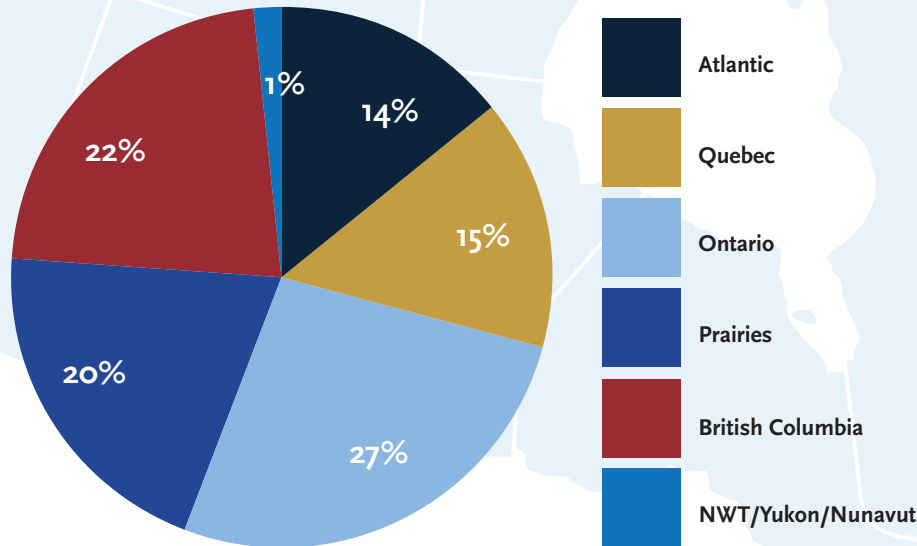
**SEPTEMBER/OCTOBER 2024**

The days are getting shorter, but that doesn't mean the fun has to stop. Our editors reveal 20+ awesome things to do in the dark, from staying out all night in Montreal to snowshoeing under the stars in the Canadian Rockies.

**NOVEMBER/DECEMBER 2024**

How do you do winter? Whether you like to get your heart pumping on skis and skates or curl up with a book and a hot drink inside a cozy yurt, there's something for everyone in this roundup of top Canadian winter experiences.

VACATION TRAVEL IN CANADA PERCENTAGE BY REGION:



**TOTAL CANADA 14+:**

**2,360,000**

personally stayed in hotels and motels in the past 12 months

**1,844,000**

personally stayed 3+ nights in hotels and motels

**617,000**

personally stayed 6+ nights in hotels and motels

**660,000**

personally taken a cruise in the past 3 years

**543,000**

personally stayed 1+ weeks on a cruise

**317,000**

used a travel agent to book their last vacation

**521,000**

booked with a specific airline website for their last vacation (e.g. Air Canada, WestJet)

**435,000**

booked with a general travel website for their last vacation (e.g. Expedia, Kayak, Travelocity)

## 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 44% more likely to buy new products before most of their friends and 22% more likely to be asked by others for their opinion on new products and services.

### AUTOMOTIVE:

In an average month, the *Canadian Geographic* audience accounts for 3,611,000 vehicles (one or more) owned or leased in their households. Compared to the average Canadian, the *Canadian Geographic* audience is:

# 43%

more likely to purchase/lease a vehicle or motorcycle in the next 12 months

16%

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

22%

more likely to have driven over 25,000+ kilometres in the past 12 months

39%

more likely to purchase/lease a hybrid or electric vehicle in the next 12 months

### FINANCE:

In an average month, the *Canadian Geographic* audience accounts for \$499 billion in total savings and investments. Compared to the average Canadian, the *Canadian Geographic* audience is:

# 85%

more likely to read through a print or digital finance/business magazine

34%

more likely to have participated in online stock trading/brokerage/investments in the past 6 months

26%

more likely to obtain a mortgage in the next 12 months

37%

more likely to obtain a line of credit in the next 12 months

52%

more likely to personally own or trade 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:

# 51%

more likely to turn to home decorating magazines or websites for inspiration

50%

more likely to have bought their first home in the past 12 months

30%

more likely to move out of their parents home in the next 12 months

25%

more likely to have bought large household appliances in the past 12 months

15%

more likely to buy furniture in the next 12 months

15%

more likely to own a cottage/cabin/camp/chalet or country home

### TECH:

The *Canadian Geographic* audience loves new tech. In the past 2 years, our readers have collectively spent 2.6 billion on home electronics and entertainment products. Compared to the average Canadian, the *Canadian Geographic* audience is:

35%

more likely to be “early adopters” of media and technology

31%

more likely to agree it's important their household is equipped with the latest technology

22%

more likely to buy new gadgets and appliances

12%

more likely to feel confident using new technology products

# 59%

more likely to have spent \$2,500+ on home electronics/entertainment products in the past 2 years



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's key demographic is 25-54 years old accounting for

**56%**  
of unique visitors.

Can Geo's top age ranges in 2023 were

**35-44**  
**45-54**  
and  
**25-34**

#### CANGEO.CA

- ▶ 3rd highest digital reach in Canada
- ▶ 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
- ▶ 61% mobile, 32% desktop, 7% tablet/other

#### 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!

## EMAILS

*Can Geo* offers monthly e-newsletters on topics including travel and photography, plus a weekly digest of our best online content and the chance for subscribers to vote on the cover of the next issue.

▶ 118,000+ sent monthly to targeted, opt-in distribution lists

### CAN GEO EXTRA

Weekly email featuring new stories from [cangeo.ca](http://cangeo.ca)

Opt-in subscribers: 21,000

Open rate: 31%

### CAN GEO TRAVEL

Features new stories from [cangeo.ca](http://cangeo.ca) with a specific focus on travel.

Opt-in subscribers: 18,000

Open rate: 33%

### CAN GEO EDUCATION

Features highlights from Canadian Geographic Education's learning resource programs

Opt-in subscribers: 20,000

Open rate: 30%

### CAN GEO THROUGH THE LENS

Features the Photo Club and Instagram community

Opt-in subscribers: 10,000

Open rate: 30%

### CAN GEO COVER VOTE (per issue)

Opt-in subscribers: 15,000

Open rate: 34%

## SOCIAL MEDIA

▶ Over 280,000 followers across all social platforms

### INSTAGRAM

▶ 149,873

### FACEBOOK

▶ 63,400

### X

▶ 37,474

### YOUTUBE

▶ 6,119

### LINKEDIN

▶ 3,130

### THREADS

▶ 17,600

### PINTEREST

▶ 2,700

## 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

Hosted by David McGuffin, the *Canadian Geographic Explore* podcast features explorers, scientists and leading public figures who are shaping the way we see and understand Canada.

▶ Average of 900 listeners per episode

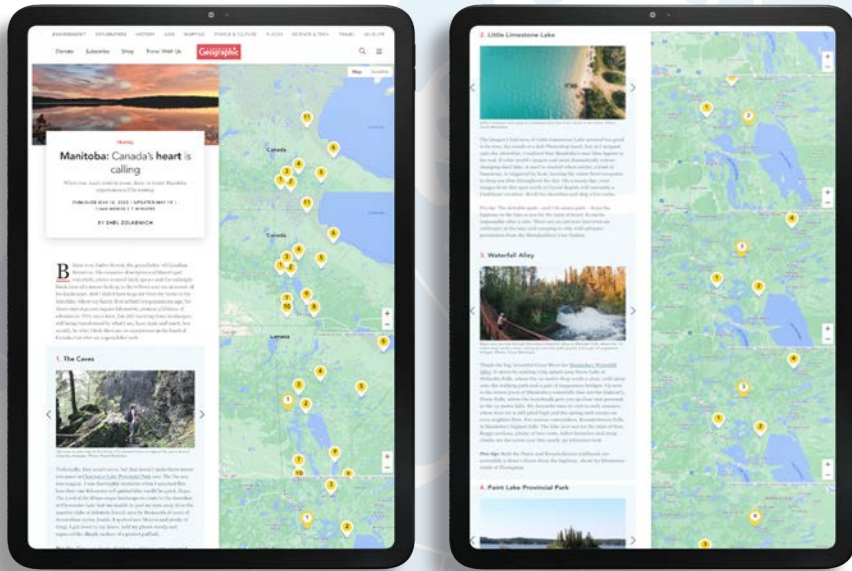
▶ New episodes biweekly

▶ 15 or 30-second spots

▶ "Brought to you by" sponsorships



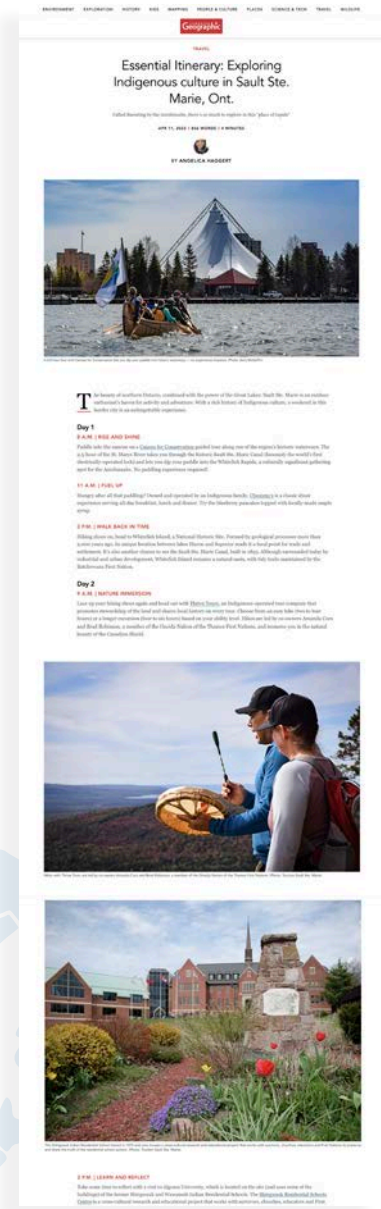
When you book a custom content campaign with *Canadian Geographic*, you get access to the magazine's highly skilled editorial team and a national network of award-winning writers and content creators to help tell your brand's story. Whether online or in print, custom content is produced with the high editorial standards and elegant art design readers expect from this 93-year-old publication.



Sponsored Online Content Map Story



Full Page Print Custom Content



Online Story (cangeo.ca)



Social Media Campaign Facebook Post



Social Media Campaign Instagram Post

## 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 wildlife photography.

### 2024 SPECIAL INTEREST PUBLICATIONS

- ▶ *Wildlife Photography*
- ▶ *Best of Can Geo*

### EVENTS

- ▶ *Can Geo Talks*
- ▶ *Geographica 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 2024

**AD CLOSE:** NOVEMBER 3

**MATERIAL DUE:** NOVEMBER 10

**IN-HOME:** DECEMBER 18

**IN-HOME (SUBSCRIBERS):** JANUARY 2

**DIGITAL FLIGHT DATE:** JANUARY 2 - FEBRUARY 11

### FREE SPIRITS

Elusive, fascinating, misunderstood: the Kermode bear, or spirit bear, is an icon of the B.C. rainforest, but there's more to this cream-coloured subspecies of the American black bear than meets the eye. In our cover story, Gitxsan author and artist Hetxw'ms Gyetxw (Brett Huson), Gitxsan knowledge keeper Hanamuxw (Don Ryan), Roxanne Robinson, Chief Councillor of the Kitasoo/Xai'xais Nation, and photographer Ryan Tidman gather at a remote lodge to share spirit bear knowledge from across time and nations.

### TO SHOOT OR NOT TO SHOOT

In the age of smartphones and affordable digital cameras, just about anybody can take breathtaking photos and videos of wildlife guaranteed to go viral on Instagram or TikTok — but should we? We dive deep into the ethics of wildlife photography and reveal the ugly truth behind many of the beautiful images in our social media feeds, but also meet talented photographers who are determined to keep wildlife wild.

### BACK ON TRACK?

Rail is seen as a great low-carbon transportation and shipping hope in countries as diverse as Morocco, Japan and the United States, yet Canada is actively removing the web of rail lines that once connected communities from coast to coast to coast, or selling them off to American buyers. Journalist Tim Querengesser argues that by removing these links, we are breaking the fibres that connect us to the broader idea of being Canadian — but that it's not too late to change tracks.

### SIGN OF THE TIMES

It has been called one of the oldest languages in North America. Plains Indian Sign Language, also known as "hand talk," was once used as a universal language by Plains Nations stretching from what is now Canada to Mexico. Writer and contributing editor Alanna Mitchell speaks with the cultural activists striving to resurrect this endangered language.

## MARCH/APRIL 2024

**AD CLOSE:** JANUARY 5

**MATERIAL DUE:** JANUARY 12

**IN-HOME:** FEBRUARY 19

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

**DIGITAL FLIGHT DATE:** FEBRUARY 12 - APRIL 7

### YOU OTTER KNOW

In the summer of 2019, a tour boat operator spotted a furry creature floating off the coast of Haida Gwaii in northwest B.C. It was a sea otter, a mammal not seen in the area since being wiped out by the fur trade in the 1800s. Writer Brad Badelt explores the return of the kuu (the Haida name for the otter) and the Haida Nation's initiative to ensure peaceful co-existence with an animal whose voracious appetite has raised concerns among local shellfish farmers.

### CANADIAN PHOTOS OF THE YEAR 2023

Presenting the winners of *Canadian Geographic's* 2023 Canadian Photos of the Year competition! See the most outstanding images of Canadian wildlife, landscapes, weather and more from the past year, and meet our 2023 Canadian Photographer of the Year.

### EARNING THEIR WINGS

Canadian pilots serving in the British forces during the First World War astounded the world with their flying and shooting skills, and on April 1, 2024, the Royal Canadian Air Force became a permanent part of Canada's defense force. *Canadian Geographic* celebrates the centennial of this storied force.

### SNAKE OUT

Every spring, Manitoba's Narcisse Snake Dens slither to life as tens of thousands of red-sided garter snakes emerge from winter hibernation and mate. The spectacle has become a tourist attraction and, because peak snake mating activity tends to coincide with Mothers Day weekend, it's tradition for Winnipeggers to bring Mom to see the action. Writer Leslie Anthony and photographer Walter Potrebka visit the snake dens to figure out what all the hiss is about.

### **BONUS** SPRING TRAVEL SECTION

20 pages of inspiration for your spring/summer travels, including an epic trek from Ontario's Algonquin Park to the Adirondacks, national park hopping in southern California and much more!

## MAY/JUNE 2024

**AD CLOSE:** MARCH 1

**MATERIAL DUE:** MARCH 8

**IN-HOME:** APRIL 15

**IN-HOME (SUBSCRIBERS):** APRIL 8

**DIGITAL FLIGHT DATE:** APRIL 8 - JUNE 9

### GRIZZLIES VS. POLAR BEARS

It's an apex predator showdown: for the past several years, more and more grizzly bear sightings have been reported in polar bear territory, including around Canada's polar bear capital, Churchill, Man. Scientists aren't sure why, but speculate that grizzlies could be expanding their turf due to climate change. Writer Trina Moyles and photographer and guide Drew Hamilton take to the tundra to investigate how polar bears are responding to these interlopers — and whether we could soon see more "grolar bears" (polar bear-grizzly hybrids).

### WHAT LIES BENEATH

As the world races to curb greenhouse gas emissions and transition away from fossil fuels, our hunger for minerals is growing. Lithium, cobalt and graphite are critical components of electric vehicle batteries, wind turbines, solar panels and more — and are abundant in the deep seafloor. But experts warn that so little is known about the deep sea, mining the seafloor could have grave consequences for marine life and planetary health. Writer Leslie Anthony takes a deep dive into this emerging issue.

### LIVING HISTORY

In 2012, the former gold mining village of Bourlamaque, Quebec was declared a national historic site of Canada. The heritage designation placed a unique burden on residents of the French-speaking community 500 kilometres north of Montréal: they must adhere to strict regulations and city bylaws to preserve the past while breathing new life into the company-built log homes once occupied by miners and their families. Photographer Guillaume Nolet gives us an intimate glimpse at this place where past and present converge.

### **BONUS** SUMMER TRAVEL SECTION

20 pages of mostly Canadian summer adventures, including a road trip around Nova Scotia following the trail of the province's original Scottish settlers and the Mi'kmaq who helped them survive, and a luxurious new way to experience the history, culture and landscapes of the Great Lakes: a cruise aboard the Viking *Octantis*.

## JULY/AUGUST 2024

**AD CLOSE:** MAY 3**MATERIAL DUE:** MAY 10**IN-HOME:** JUNE 17**IN-HOME (SUBSCRIBERS):** JUNE 10**DIGITAL FLIGHT DATE:** JUNE 10 - AUGUST 11**JAWS AND EFFECT**

As ocean waters warm, great white shark sightings are on the rise in Atlantic Canada. In 2021, a swimmer was badly bitten off Cape Breton, N.S., probably by a white shark, and shark sightings continued to make headlines throughout the summer of 2023. Writer Karen Pinchin and photographer Nicolas Winkler take to the seas to investigate why these misunderstood predators are moving north and what their presence means for tourism and the local ecosystem.

**A VANISHING RESOURCE**

Drought has always been a challenge for farmers on the Canadian Prairies, but recent years have seen Canada's breadbasket struck by unusually severe and widespread dry conditions. There are fears that warmer winters with less snowfall could compound the problem. Irrigation, drawing on the region's mighty, mountain-fed rivers, is a potential solution, but comes with challenges of its own.

**FINDING MCCALLUM**

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 McCallum to find out why its 45 permanent residents stay.

**SWEET CAROLINIAN**

Carolinian forest, found only in southwestern Ontario, makes up less than one per cent of Canada's landmass, yet is home to an astonishing 25 per cent of the country's species at risk, including snakes, birds, plants and insects. Threatened by urban sprawl, invasive species and climate warming, efforts are ongoing to preserve the last of the Carolinian and educate suburbanites about the ecological treasures found right in their backyards.

## SEPTEMBER/OCTOBER 2024

**AD CLOSE:** JULY 5**MATERIAL DUE:** JULY 12**IN-HOME:** AUGUST 19**IN-HOME (SUBSCRIBERS):** AUGUST 12**DIGITAL FLIGHT DATE:** AUGUST 12 - OCTOBER 7**TO THE MOON**

As early as December 2025, astronauts will land on the moon for the first time in more than 50 years. Advising them on scientific tasks to be carried out during the mission will be Dr. Gordon "Oz" Osinski, a planetary geologist and professor at Western University. But before the next generation of lunar explorers can blast off, they have to be trained in geology fieldwork — and the best place on Earth to do that is a meteorite crater in Labrador. Osinski takes readers inside this globally unique astronaut field school.

**WILD HORSES**

The wild horses of B.C.'s Chilcotin region are beautiful and romantic symbols of this expansive mountain wilderness, but they're also controversial, regarded as pests by ranchers and blamed for overgrazing by conservationists. In early 2023, 17 horses were found shot dead near Kamloops, reigniting the debate around how to manage these animals, whose origins are still somewhat mysterious. Writer Monica Kidd takes us inside the battle for the Chilcotin's grasslands.

**28 YEARS**

That's how long Neskantaga First Nation in northern Ontario has been under a boil water advisory — longer than any other First Nation in Canada and two years beyond when the federal government promised to end long-term boil water advisories for all First Nations. Photographer Sara Hylton reveals the human impact of the crisis as part of an ongoing project documenting the importance of water to Indigenous communities.

**BONUS FALL TRAVEL SECTION**

The days may be getting shorter, but that doesn't mean the fun has to stop. Explore 20 pages of amazing things to do in the dark, from stargazing in Canada's dark sky preserves to staying out all night in Montreal.

## NOVEMBER/DECEMBER 2024

**AD CLOSE:** AUGUST 30**MATERIAL DUE:** SEPTEMBER 6**IN-HOME:** OCTOBER 14**IN-HOME (SUBSCRIBERS):** OCTOBER 8**DIGITAL FLIGHT DATE:** OCTOBER 8**THE BUG PEOPLE**

To hear entomologist Donna Giberson tell it, the history of insect collection in Canada is a catalogue of wild passions and daring exploits. Richard Vockeroth, for example, collected about 440,000 specimens. Then there's the collector couple, Monty and Grace Wood, who have nearly 41,000 specimens in the federal government's collection in Ottawa. Contributing editor Alanna Mitchell traces the history of entomology in Canada — what's changed about how we view bugs, and why insect science is more important than ever in the era of climate disruption.

**BEST WILDLIFE PHOTOGRAPHY 2024**

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 macro shots and other honourable mentions.

**FISH BACK**

"Fish back" brings the land back movement to the context of fish, fisheries and waterways in Canada, reclaiming Indigenous jurisdiction and sovereignty over fishing systems. Ultimately, it's a return of fishing rights and control — both political and economical — in traditional territories into Indigenous hands. Writer Jenn Thornhill Verma takes us inside this burgeoning movement to meet its key advocates on the west and east coasts.

**BONUS WINTER TRAVEL SECTION**

How do you winter? Whether you're all in on snowy fun or seeking a getaway to the sun, this 20-page section is jam-packed with inspiration for the season ahead, including a wellness-focused itinerary in Jamaica, an Indigenous-guided adventure in Yukon and much more.

## RATES & DATES

In its six issues per year, *Canadian Geographic* offers Canadians a deeper knowledge of their country — its people and places, its natural and cultural heritage and its environmental, social and economic challenges. Working with *Can Geo*, you'll reach one of the largest dual audiences in Canada — readers who are early influencers and discriminating decision makers. Whether looking to connect with Canadians in print, online, through our interactive website or hyper-engaged social channels, our media team has a suite of à la carte and custom-crafted solutions to uplift your marketing efforts and drive ROI.

### 2024 ADVERTISING RATES

NATIONAL AD SALES - PRINT	1X	3X	6X
Full page	\$17,809	\$16,770	\$16,738
Double-page spread	\$33,830	\$32,811	\$31,801
1/2 Page	\$13,354	\$12,952	\$12,556
1/3 page	\$8,899	\$8,637	\$8,364
Inside front cover	\$23,144	\$22,449	\$36,823
Outside back cover	\$39,176	\$38,002	\$21,759
Inside back cover	\$21,367	\$20,615	\$19,997
Full Page Custom Content		\$25,534	
Half Page Custom Content		\$19,019	
1/3rd Vertical Custom Content		\$13,534	

### 2024 PUBLISHING SCHEDULE

6 ISSUES	THEME	AD SALES CLOSE	IN MARKET
Jan/Feb	A unique glimpse at the world of the elusive spirit bear, Canada's rail heritage, the complicated ethics of wildlife photography, and a photo essay on Prairie ski hills.	November 3	January 2
Mar/Apr	Sea otters return to Haida Gwaii, untangling the phenomenon of Manitoba's Narcisse snake pits, a century of the Royal Canadian Air Force, and the winners of Can Geo's annual photo competition. Plus, a hiking-themed travel section.	January 5	February 12
May/June	A grizzly and polar bear showdown in the subarctic, revitalizing Plains sign language, and the looming threat of deep-sea mining. Plus, a travel section dedicated to adventures on the water.	March 1	April 8
July/Aug	The rise of the great white shark in Atlantic Canada, a Quebec village founded on gold, and the Prairies' disappearing water.	May 3	June 10
Sept/Oct	Training future lunar explorers in Labrador, the wild horses of the continental divide, and Canada's climate refugees. Plus, a night-themed travel section.	July 5	August 12
Nov/Dec	Revealing the winners of our annual wildlife photography competition, inside the First Nation with Canada's longest boil-water advisory, and the "bug people" that made Canada an entomology research leader. Plus, the best of winter travel in Canada.	August 30	October 8

DIGITAL	REACH	FREQUENCY	SIZES	TOTAL RATE CARD
<b>Run of Network 50,000 Impressions</b> - Includes CG.com + eNewsletters.	Over 1 MM impressions bi-monthly	Bi-Monthly	970x250 728x90 300x250 320x50	\$9,835
<b>Online Custom Content + 50,000 Impressions</b> (With Roadblocked Ad Units where content)		Bi-Monthly		\$18,305
<b>Newsletter Sponsorship With Online Custom Content</b> - Run of Network Sponsorship with Sponsored Online Content (Up to 3 newsletters)	Up to 62,000 recipients	Monthly		\$21,966
<b>NEW Map Story</b> - 10 map placements online custom content + 100,000 RON Ad Units	100,000	Bi-Monthly		\$34,835
<b>Light Social Media Campaign</b> (Handful of posts with Twitter, Facebook or Instagram)	250,000 followers	Monthly	Customized	\$15,000
<b>Explore Podcast (spots)</b>	400-900	Monthly	:30 & :15 spots	\$5,500
<b>Explore Podcast (sponsored)</b>	400-900		Brought to you by	\$6,500
<b>Explore Podcast</b> (Series takeover 3 spots, 3 podcasts)				\$23,400

SOCIAL MEDIA (À LA CARTE)	REACH	TOTAL RATE CARD
Facebook	63,000 followers	<b>In-Feed Post</b> - \$6,300 <b>Video Post</b> - \$18,900
X	37,000 followers	<b>In-Feed Post</b> - \$3,780 <b>Video Post</b> - \$6,300
Instagram	150,000 followers	<b>In-Feed Post</b> - \$10,500 <b>In-Feed Post + 3 stories</b> - \$12,180 <b>Video Post</b> - \$18,900 <b>Custom Reel</b> - \$12,180

## 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.
- ▶ Ink density for all four process colours must not exceed 300%
- ▶ 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.
- ▶ 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/ITS 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).

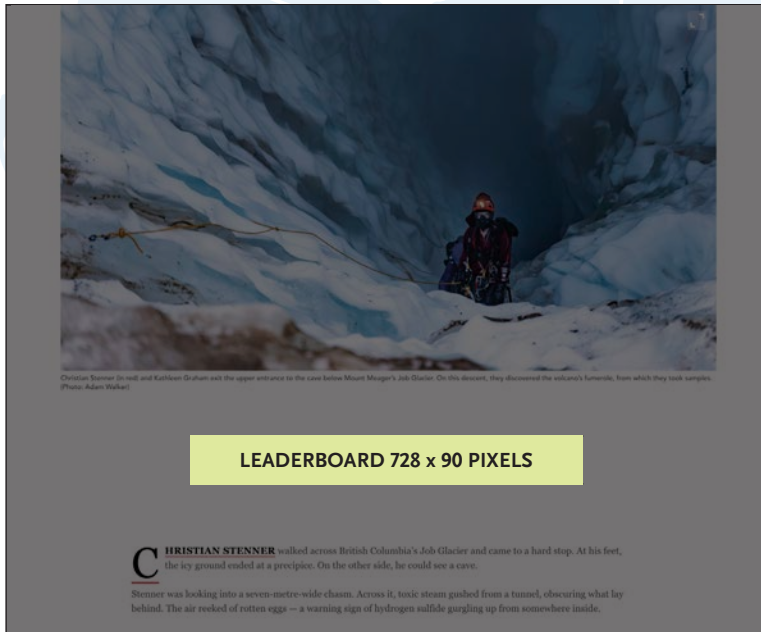
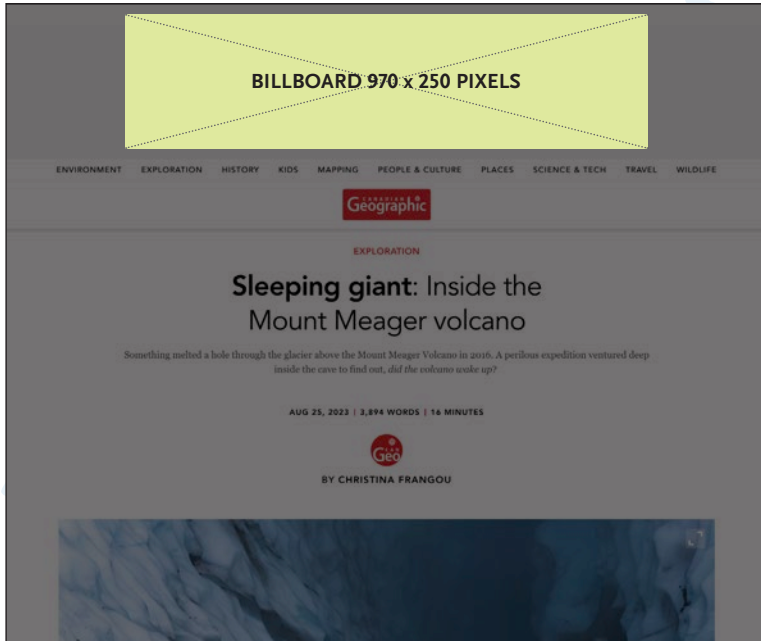
### SEND INSERTS AND OUTSERTS TO:

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.





ROP WEB ADVERTISING

› DISPLAY AD SIZES

- Billboard (970x250)
- Leaderboard (728x90)
- Big Box (300x250)
- Thick skyscraper (300x600)
- Skyscraper (160x200)
- Super skyscraper (300x1050)

› NEWSLETTER AD SIZES

- Leaderboard (728x90)
- Horizontal banner (600x300)

› MATERIAL REQUIREMENTS

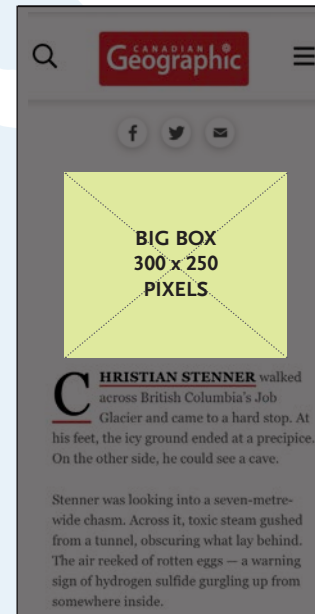
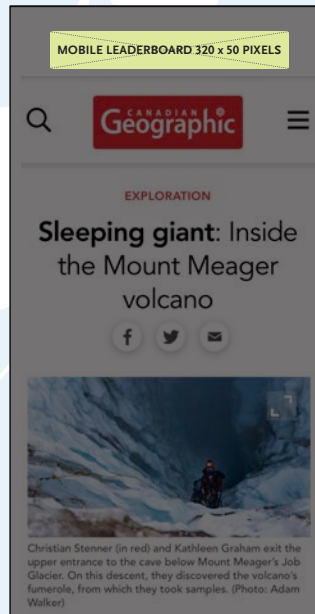
150 DPI photo + 50 to 60 words

› 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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