



**MEDIA KIT**  
2025



# DISCOVER CANADA WITH CANADIAN GEOGRAPHIC

Canada's 2nd Most  
Widely-Read Magazine

**CANADIAN GEOGRAPHIC** is more than a magazine; it's a celebration of Canada's past, present, and future. Published by the Royal Canadian Geographical Society, we uncover and share the stories that matter most to Canadians—from the people and places that define our nation to the pressing issues shaping our world.

Each issue of Canadian Geographic is a journey of discovery, offering fresh perspectives on science, environment, travel, culture, and more.

Our award-winning tradition, dating back to 1930, comes to life through breathtaking photography, original cartography, and exceptional art direction—setting the standard in Canadian media.

Published six times a year, Canadian Geographic is complemented by a highly engaging website and a dynamic supplement series, catering to a dedicated audience with a passion for great storytelling.

- ▶ Science, Environment, Travel, Culture, and More.
- ▶ 90+ Years of Award-Winning Storytelling
- ▶ 6 Issues Annually, Bringing Canada to Life



# Harness the Full Potential OF OUR REACH

Engage more than 4 Million  
Canadians Across Print,  
Digital, and Social Media

**CANADIAN GEOGRAPHIC** connects with a diverse and expansive audience through multiple media channels, ensuring your brand reaches Canadians wherever they are. With a total combined audience of over 4.3 million, our influence spans across print, digital, and social platforms. Our print reach extends to over 2 million readers, while our digital presence attracts more than 2.5 million visitors.

With additional engagement through email subscribers, Apple News, and a vibrant social media following, Canadian Geographic offers a comprehensive media presence that amplifies your brand's message. Explore the unique strengths of each channel and understand why leveraging both print and digital is essential—only **10% of our audience consumes content on both platforms, making a multi-channel approach crucial for maximizing your reach.**

TOTAL COMBINED AUDIENCE:

**4,334,000**

TOTAL PRINT REACH:

**2,090,000**

TOTAL DIGITAL REACH:

**2,769,000**

AVERAGE MONTHLY UVS:

**150,000**

EMAIL SUBSCRIBERS:

**40,000+**

APPLE NEWS:

**33,864**

PODCAST LISTENERS:

**average of 900 listeners per episode**

SOCIAL MEDIA FOLLOWERS:

**279,769**

► **INSTAGRAM: 149,873**    ► **LINKEDIN: 3,130**  
**FACEBOOK: 62,843**    **THREADS: 17,600**  
**X: 37,474**    **PINTEREST: 2,700**  
**YOUTUBE: 6,119**

# Meet Our READERS

## Culturally Diverse, Young, Educated—Shaping Canada’s Future

**CANADIAN GEOGRAPHIC'S** audience reflects the rich cultural tapestry of Canada. Our readers are young, educated, and actively shaping the future. They are culturally diverse, career-oriented, and family-focused, making them an influential group in Canadian society.

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### READER DEMOGRAPHICS:

- ▶ **Gender Split:** 42% Female / 58% Male
- ▶ **Average Age:** 40 (Print 42, Digital 37)
- ▶ **Average Household Income:** \$82,744
- ▶ **Education Level:** College+

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### KEY AUDIENCE INSIGHTS:

- ▶ **Family-Oriented:**  
37% are more likely to have children under 18 in household
  - ▶ **Professionals:**  
31% are more likely to be a MOPE (manager/owner/professional/exec)
  - ▶ **Highly Educated:**  
20% are more likely to have a bachelor's degree or higher
  - ▶ **Culturally Diverse:**  
49% are more likely to be a visible minority
  - ▶ **Active and Engaged:**  
40% are more likely to be outgoing and active
  - ▶ **New Canadians:**  
60% are more likely to be recent immigrants, having lived in Canada for less than three years
- 



# Spending POWER



**CANADIAN GEOGRAPHIC** readers are key influencers among peers on the best new products and services. They appreciate quality, will pay more to get it, and have influence on the purchases of others

- ▶ **Trendsetters:** 52% more likely to buy new products before most of their friends
- ▶ **Influencers:** 37% more likely to share their opinions on products and services by posting reviews online

Collectively, our readers spent:

- 
- ▶ **Vehicle:** Over \$116B for most recently acquired vehicle
  - ▶ **Home electronics:** Over \$2.6B in the past 24M
  - ▶ **Travel:** Over \$5.5B in or outside of Canada in the past 12M
  - ▶ **Savings and investments:** Total value personally held (excluding principal dwelling) - over \$566B
- 



# Our globetrotting READERS

**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

Here's how our readers unwind and recharge on their getaways

## ON VACATION, THEY ARE:

- ▶ **23% more likely** to agree that they love sharing their vacation experiences on social media
- ▶ **21% more likely** to have traveled with children in the past year
- ▶ **15% more likely** would take a city/cultural tours vacation package
- ▶ **15% more likely** would take family vacations (e.g. theme parks) vacation package
- ▶ **18% more likely** would take an outdoor adventure/eco tourism vacation package

## LOYALTY/CUSTOMER REWARDS:

- ▶ **45%** belong to any frequent flyer program
- ▶ **19%** more likely have used a hotel customer reward program in the past week
- ▶ **Over 1.7M** readers took a vacation trip within Canada in the past year
- ▶ **Over 1.1M** readers took a vacation trip outside of Canada in the past year



# Our Content PILLARS

Explore the world of content we offer

**FROM EXPLORING** Canada's breathtaking landscapes to staying up-to-date on the latest innovations, our content pillars offer something for everyone. Learn, explore, and find inspiration with our articles on:

- ▶ **Travel**
- ▶ **People & Culture**
- ▶ **Science & Technology**
- ▶ **Environment**
- ▶ **Wildlife**
- ▶ **Mapping**
- ▶ **History**



# What We OFFER

**"WE'LL HELP** tailor your campaign - whether you choose a print magazine ad or digital content amplified across CanGeo.ca and our social channels, we ensure your message reaches the right audience effectively"

- ▶ **Print**
- ▶ **Social**
- ▶ **Custom Content**
- ▶ **Digital**
- ▶ **Email**
- ▶ **Advertising**



# Editorial CALENDAR



## JANUARY / FEBRUARY 2025:

### 1 Avian Wonderland and Pressing Canadian Issues

**Big Feature:** We will delve into the fascinating world of the gull colony that transforms the Niagara River corridor each winter. The rest of the issue will explore the ongoing water crisis in a remote Ontario First Nation, the rich history of Saskatchewan's Danceland, the surprising role of quilts in the Underground Railroad, and the construction of Quebec's iconic ice hotel.

## JULY / AUGUST 2025:

### 4 Storm Chasers: Riding the Edge of Extreme Weather

**Big Feature:** We will spotlight Team Dominator, a group of storm chasers led by a Calgary-based scientist whose "Skyfall" sensor was the first to be deployed inside a tornado. The rest of the issue will explore the new National Marine Conservation Area on western James Bay, the migration of the Atlantic salmon, Canada's newest UNESCO World Heritage Site, and more.

## MARCH / APRIL 2025:

### 2 Surprising Discoveries and Canadian Icons

**Big Feature:** We will uncover how new research has debunked long-held beliefs about western sandpipers' migration diet and its potential impact on the Port of Vancouver expansion. The rest of the issue will spotlight the beaver on its 50th anniversary as an official symbol of Canada, a Canadian birder's epic year, and more.

## SEPTEMBER / OCTOBER 2025:

### 5 Moonwalkers in Training: Preparing for the Next Giant Leap

**Big Feature:** We will explore how astronauts are trained to collect lunar rocks at Labrador's Mistastin crater, a unique terrestrial site with geological features resembling those of the moon. The rest of the issue will feature stories around an apple's parallel history with the Acadians, harvesting wild rice, wildlife research stations, and more.

## MAY / JUNE 2025:

### 3 The Last Guardian of the Forest, Plus: A Bonus Travel Section

**Big Feature:** We will spotlight Bart Vanderlinde, one of the last remaining fire watchers in British Columbia. The rest of the issue will look at the plight of orphaned bears, the world of lake sturgeon, along with a **20-page special travel section**.

## NOVEMBER / DECEMBER 2025:

### 6 The Winter Travel Issue

In this final issue of the year, we will celebrate the winners of our annual wildlife photography competition, along with a final **20-page special travel section**.



# Special Interest Publications

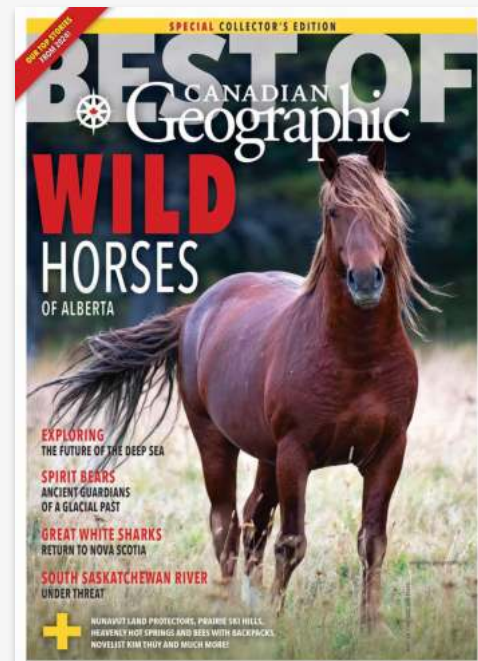
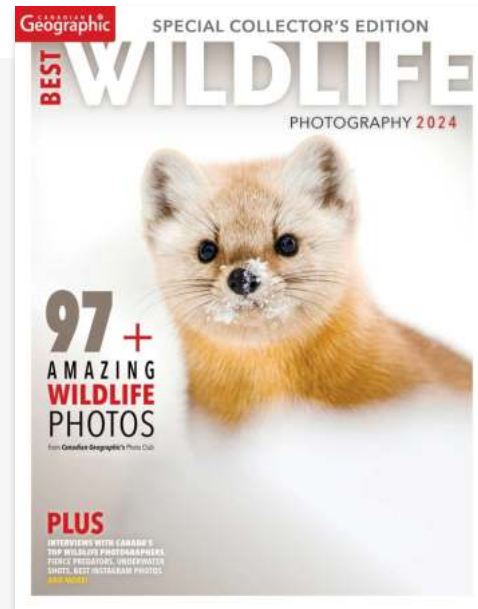
- ▶ **In addition to** our six regular issues of the magazine, we also publish two **special interest publications** celebrating what makes Canadian Geographic — and Canada — unique.

## 1 WILDLIFE PHOTOGRAPHY (September 2025)

This spectacular annual collector's edition features the best wildlife photography from Canadian Geographic's photography community in one elegantly-designed volume. It's the next-best thing to actually seeing these animals for yourself!

## 2 BEST OF CAN GEO (November 2025)

Dive into the best Canadian Geographic stories of the past year as chosen by the magazine's editors. Released annually in November, this special expanded issue is jam-packed with interesting maps and stunning photography and makes a great stocking stuffer!



# PRINT

## 2025 Publishing Schedule



### JANUARY / FEBRUARY 2025:

Ad close: November 1  
 Material due: November 8  
 In-Home (On sale-East): December 16  
 In-Home (Subscribers): January 2  
 Digital Flight Date: January 2 - February 9

### SEPTEMBER / OCTOBER 2025:

Ad close: July 4  
 Material due: July 11  
 In-Home: August 18  
 In-Home (Subscribers): August 11  
 Digital Flight Date: August 11 - October 6

### MARCH / APRIL 2025:

Ad close: January 3  
 Material due: January 10  
 In-Home: February 17  
 In-home (subscribers): February 10  
 Digital flight date: February 10 - April 6

### WILDLIFE SIP SEPTEMBER 2025

Ad close: August 1  
 Material due: August 9  
 Newsstand Only: September 22

### MAY / JUNE 2025:

Ad close: February 28  
 Material due: March 7  
 In-Home: April 14  
 In-Home (Subscribers): April 7  
 Digital Flight Date: April 7 - June 8

### NOVEMBER / DECEMBER 2025

Ad close: August 29  
 Material due: September 5  
 In-Home: October 13  
 In-Home (Subscribers): October 7  
 Digital Flight Date: October 7

### JULY / AUGUST 2025:

Ad close: May 2  
 Material due: May 9  
 In-Home: June 16  
 In-Home (Subscribers): June 9  
 Digital Flight Date: June 9 - August 10

### BEST OF CAN GEO SIP NOVEMBER 2025

Ad close: September 12  
 Material due: September 19  
 Newsstand Only: November 3

## Print Advertising

# PRINT



### 2025 ADVERTISING RATES

NATIONAL AD SALES - PRINT

	1X	2X	3X
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

### Special Interest Publications

Full Page	\$8,905	OBC	\$19,588
DPS	\$16,915	IBC	\$10,684
IFC	\$11,572		

### Custom Content

Full Page Custom Content	\$25,534
Half Page Custom Content	\$19,019
1/3rd Vertical Custom Content	\$13,534

### Special Executions

- ▶ Gatefolds
- ▶ Poly-bagging
- ▶ Inserts

# DIGITAL Cangeo.ca

## CanGeo.ca's key demographic

**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 change, ocean health and clean technology, as well as perspectives from leading and emerging changemakers.

- ▶ **Top print and digital reach** among all measured paid Canadian magazines
- ▶ **2nd highest** digital reach in Canada
- ▶ **500,000** monthly impressions
- ▶ **61%** mobile / **32%** desktop / **7%** tablet/other



## Advertising Opportunities

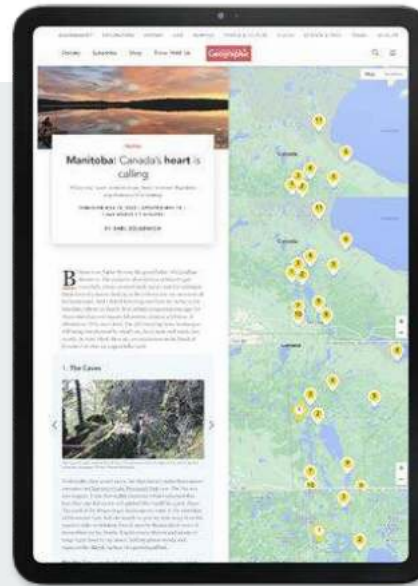
**WE WILL** help tailor your campaign to one (or all) of our robust media channels, from digital display ads to special homepage or section takeovers on cangeo.ca.

- ▶ **DIGITAL CUSTOM CONTENT INCLUDING MAP STORIES**
- ▶ **DISPLAY ADS**
- ▶ **HOMEPAGE AND SECTION TAKEOVERS**



# Custom CONTENT

**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.



Digital Custom Content Map Story  
(Tourism Manitoba)



Custom Content in Print  
(Tourism New Brunswick)



Digital Custom Content (Flight Hub)

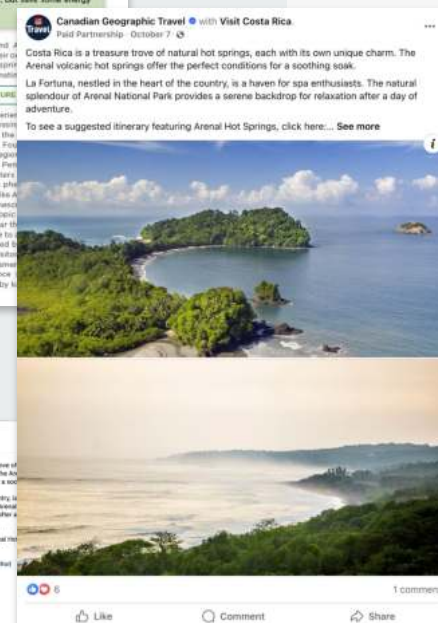
# Custom Content CASE STUDY



## COSTA RICA TOURISM

This full-page branded content in Canadian Geographic showcases Costa Rica as a top eco-tourism destination, focusing on exclusive nighttime experiences. It highlights unique adventures all set within the country's rich biodiversity. Designed to inspire nature lovers and adventure seekers, the piece positions Costa Rica as a must-visit destination for immersive, after-dark activities.

- ▶ **Print Impressions:**  
2,014,000
- ▶ **Social impressions:**  
5,207
- ▶ **Display Ad Impressions:**  
25,000



# E-NEWSLETTER



**Can Geo** offers monthly e-newsletters on topics including travel and photography, plus a weekly digest of our best online content.

**Can Geo Extra** - A weekly roundup spotlighting the newest and best stories from Canadian Geographic, plus upcoming events and adventures. Deploys every Friday.

**Can Geo Travel** - A monthly newsletter packed with inspiration for your next adventure in Canada or beyond, featuring the best new stories from Canadian Geographic Travel. Deploys 3rd Thursday of the month.

**Can Geo Photo Club** - Stay in the loop with all things photography at Canadian Geographic, including spotlights on members of our photography community, announcements about upcoming competitions, and portfolios and tips from the pros. Deploys 2nd Thursday of the month.

## NEWSLETTER ADVERTISING OPPORTUNITIES

### Online Custom Content With Newsletter Sponsorship

Reach outdoor enthusiasts and passionate travellers through the Canadian Geographic opt-in subscriber list. Complementing custom online content, this newsletter sponsorship features 'Brought to you by' messaging, logo placement, and a link to content, with 100,000 RON impressions included.

### E-Newsletter Inclusion

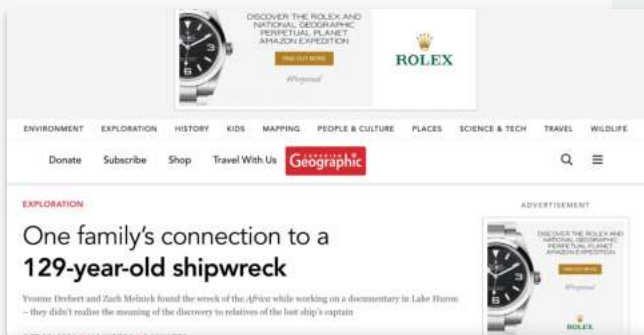
A newsletter inclusion offers the opportunity to create a custom content write-up (approx. 250 words) in the newsletter of your choice with images and a link to your preferred URL.

### Display Ads



# Digital Advertising Rates

**REACH TENS** of thousands of highly engaged digital audiences with custom digital advertising tailored to your needs. Enhance your campaign with Run of Network impressions, online custom content, newsletter sponsorships, interactive map stories, and more! Drive engagement across CG.com, eNewsletters, and targeted roadblocked ad units for maximum visibility.



## DIGITAL

## TOTAL RATE CARD

<b>Run of Network 100,000 Impressions</b> - Includes Cangeo.ca + eNewsletters.	\$9,500
<b>Run of Network 50,000 Impressions</b> - Includes Cangeo.ca + eNewsletters.	\$5,700
<b>Online Custom Content Content + 100,000 RON Impressions</b> (With Roadblocked Ad units where content lives)	\$18,305
<b>Online Custom Content With Newsletter Sponsorship</b> - Online custom content (with roadblocked ad units) plus sponsorship of chosen newsletter with takeover ad units, 'Brought to you by' messaging, logo, and link to online content. Includes 100,000 RON Impressions.	\$23,500
<b>Newsletter Inclusion</b> - Feature in chosen newsletter includes approximately 250 word custom write-up, 1-2 images and link to URL. Option to include roadblocked ad units.	\$7,500
<b>Online Custom Content Map Story</b> - 10 map placements online custom content with roadblocked ad units + 100,000 RON Impressions	\$19,800



## DISPLAY AD SIZES

- 970x250 Billboard
- 728x90 Leaderboard (website & newsletter)
- 300x600 Half Page
- 300x250 Big Box
- 620x250 Mini Enterprise
- 320x50 Mobile Leaderboard
- 600x300 Horizontal Banner (newsletter only)



# SOCIAL



**REACH TENS** of thousands of young, highly engaged digital natives with custom social media posts tailored to your needs. Enhance your campaign with custom Instagram Posts, Stories, Reels, custom tweets, social videos, and more!

SOCIAL MEDIA FOLLOWERS:

**279,769**

- ▶ **Instagram:** 149,873
- ▶ **Facebook:** 62,843
- ▶ **X:** 37,474
- ▶ **YouTube:** 6,119
- ▶ **LinkedIn:** 3,130
- ▶ **Threads:** 17,600
- ▶ **Pinterest:** 2,700

## SOCIAL A LA CARTE

## TOTAL RATE CARD

### FACEBOOK

62,000 FOLLOWERS

In-feed	\$3,000
Video post	\$12,000

### TWITTER

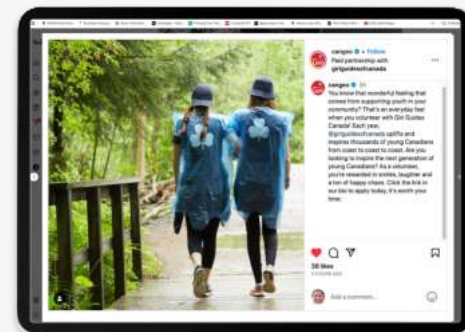
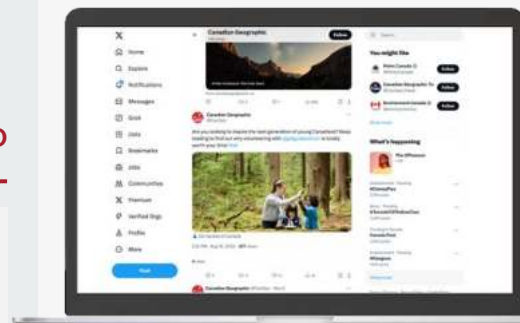
36,000 FOLLOWERS

In-feed	\$1,200
Video post	\$3,000

### INSTAGRAM

149,000 FOLLOWERS

In-feed	\$6,000
In feed + three stories	\$7,200
Carousel	\$6,600
Video post (max 2 minutes)	\$12,000
Story	\$720
Three-stories	\$1,800
Custom Instagram Reels	\$7,200



Social Campaign for Girl Guides of Canada

# Turnkey PACKAGES

Advertise across our  
platforms and save!



**SJC**

## 1 OPTION #1 - \$20K PACKAGE

Total Investment: \$20,000

Total Value: \$33,709

This package offers a mix of print, digital, and social media exposure for a strong cross-platform presence.

**Print:** Full Page Ad in 2025 issue of your choice

**Digital:** 50,000 Run of Network (RON) Impressions on cangeo.ca + newsletters

**Social:** Light social media campaign with posts across Instagram, Facebook, and X

## 2 OPTION #2 - \$35K PACKAGE

Total Investment: \$35,000

Total Value: \$57,759

This package includes custom content featured in both print and online, enhanced with digital and social media promotions.

**Print/Digital:** Custom Content Article featured in both print and online (cangeo.ca)

**Digital:** 100,000 Run of Network (RON) Impressions (cangeo.ca + newsletters)

**Social:** Instagram campaign

## 3 OPTION #3 - \$50K PACKAGE

Total Investment: \$50,000

Total Value: \$77,063

This premium package combines print, custom content, interactive digital placements, and a full social media campaign for maximum visibility.

**Print:** Full Page Ad in 2025 issue of choice

**Print:** Full Page Custom Content in 2025 issue of choice

**Digital:** NEW Interactive Map Story featuring 10 map placements with custom content + 100,000 RON Impressions

**Social:** Instagram campaign



# 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.

- ▶ 15 or 30-second spots
- ▶ “Brought to you by” sponsorships



- ▶ Average of 900 listeners per episode
- ▶ New episodes biweekly

Explore Podcast (spots)	400-900	Monthly	:30 & :15 Spots	\$6,500
Explore Podcast (sponsored)	400-900	Monthly	Brought to you by	\$5,500
Explore Podcast (Series takeover 3 spots, 3 podcasts)				\$23,400



## TRAVEL

### Baddeck: The inland town that defines Cape Breton Island

Episode 11

Nova Scotia may have 13,000 kilometres of coastline but this inland town is a destination not to be missed

32 MINUTES



## PEOPLE & CULTURE

### Passing the Mic, Part 2 — Taloyoak throat singers and hunters

Episode 76

In the second of three episodes from Taloyoak, Nunavut, podcast host David McGuffin speaks with young throat singers Joyce Ashevak and Martha Neeveacheak, as well as their classmate, hunter Roger Oleekatalik

27 MINUTES



# Print Ad SIZES & SPECS



## 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.
- 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 pressready 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/TIF 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.
- 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.

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

# CONTACT US



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