



MEDIA KIT
2026



DISCOVER CANADA WITH CANADIAN GEOGRAPHIC

Canada's 2nd Most Widely-Read Magazine

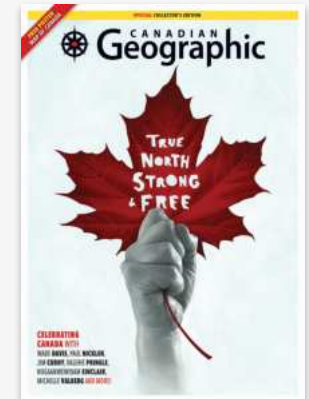
CANADIAN GEOGRAPHIC is more than a magazine; it's a celebration of Canada's past, present, and future. Published by the Royal Canadian Geographical Society, we uncover and share the stories that matter most to Canadians—from the people and places that define our nation to the pressing issues shaping 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 4.4
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 4.4 million, our influence spans across print, digital, and social platforms. Our print reach extends to almost 2 million readers, while our digital presence attracts more than 3 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:

4,460,000

TOTAL PRINT REACH:

1,974,000

TOTAL DIGITAL REACH:

3,009,000

AVERAGE MONTHLY UVS:

150,000

EMAIL SUBSCRIBERS:

38,500+

APPLE NEWS:

33,864

PODCAST LISTENERS:

average of 900 listeners per episode

SOCIAL MEDIA FOLLOWERS:

256,000+

▶ INSTAGRAM: 150,110

FACEBOOK: 65,026

BLUESKY: 1,179

YOUTUBE: 7,388

▶ LINKEDIN: 4,940

THREADS: 27,586

Meet Our READERS

Culturally Diverse, Young, Educated—Shaping Canada's Future

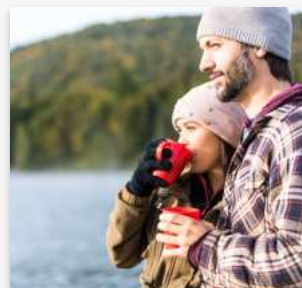
CANADIAN GEOGRAPHIC'S audience reflects the rich cultural tapestry of Canada. Our readers are young, educated, and actively shaping the future. They are culturally diverse, career-oriented, and family-focused, making them an influential group in Canadian society.

READER DEMOGRAPHICS:

- ▶ **Gender Split:** 45% Female / 55% Male
- ▶ **Average Age:** 39 (Print 40, Digital 38)
- ▶ **Average Household Income:** \$82,495
- ▶ **Education Level:** College/University+ 55%

KEY AUDIENCE INSIGHTS:

- ▶ **Family-Oriented:**
47% more likely to have children under 18 in household
 - ▶ **Professionals:**
42% more likely to be a MOPE (manager/owner/professional/exec)
 - ▶ **Highly Educated:**
36% more likely to have a bachelor's degree or higher
 - ▶ **Culturally Diverse:**
33% more likely to be a visible minority
 - ▶ **Active and Engaged:**
64% more likely to be outgoing and active
 - ▶ **New Canadians:**
67% 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:** 55% more likely to buy new products before most of their friends
- ▶ **Influencers:** 52% more likely to share their opinions on products and services by posting reviews online

Collectively, our readers spent:

-
- ▶ **Vehicle:** Over \$118B for most recently acquired vehicle
 - ▶ **Home electronics:** Over \$2.7B in the past 24M
 - ▶ **Travel:** Over \$6.9B in or outside of Canada in the past 12M
 - ▶ **Savings and investments:** Total value personally held (excluding principal dwelling) - over \$686B
-



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

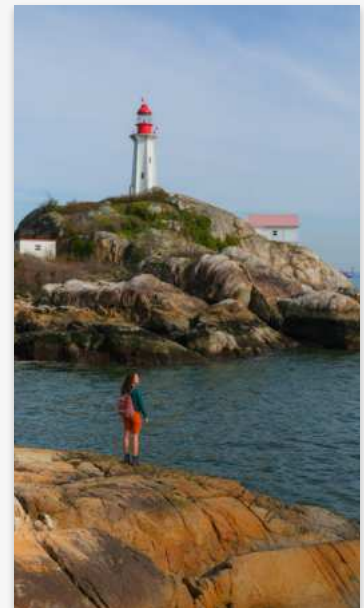
Here's how our readers unwind and recharge on their getaways

ON VACATION, THEY ARE:

- ▶ **46% more likely** to agree that they love sharing their vacation experiences on social media
- ▶ **43% more likely** to have traveled with children in the past year
- ▶ **35% more likely** to seek out adventurous experiences when travelling
- ▶ **88% more likely** to fly First or Business/Executive class
- ▶ **69% more likely** to read magazines about travel/tourism

LOYALTY/CUSTOMER REWARDS:

- ▶ **47%** belong to any frequent flyer program
- ▶ **62%** more likely have used a hotel customer reward program in the past week
- ▶ **Over 1.9M** readers took a vacation trip within Canada in the past year
- ▶ **Over 1.3M** 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 2026:

1 Yukon ghosts and Elisapie

Big feature: In a first for *Canadian Geographic*, Inuk musician Elisapie shares her life story — from her childhood in Salluit, Nunavik, to performing on stages across Canada and the world — in a mini graphic novel beautifully rendered by nationally syndicated cartoonist Jeff McIntyre.
Plus: Photos of iconic Yukon animals as you’ve never seen them, and the volunteers trying to help North America’s fastest land mammal run free on the Canadian prairies.

MARCH / APRIL 2026:

2 Jeremy Hansen and Dall sheep

Big Feature: Currently slated for April 2026, the Artemis II mission will see Canadian astronaut Jeremy Hansen blast off for a record-breaking flight past the moon, blazing a trail for future deep space exploration. Meet the Canadian set to make history.
Plus: Dall sheep are declining in southwestern Yukon; we enter their remote alpine world to try to find out why.

MAY / JUNE 2026:

3 Predators, pipelines and spring/summer travel

Big Feature: Why is culling predators still used as a wildlife management tool, even when the science suggests it might not be effective? Writer Leslie Anthony investigates.
Plus: How the Nova Gas Transmission Line has shaped the lives and identities of four northern Alberta communities. This issue also features a special travel section, including a historic rail journey from Jasper, Alta. to Prince Rupert, B.C. and a Philippines homecoming.

JULY / AUGUST 2026:

4 Permafrost and Vanagons

Big Feature: Tuktoyaktuk, a small, culturally rich Inuvialuit hamlet, is at the forefront of the climate crisis. Rising sea levels and coastal erosion, accelerated by permafrost thaw, mean the present site of Tuk may be washed away within the next 50 years. Award-winning writer Brandi Morin reports from the community.
Plus: A colourful look inside the subculture that has sprung up around Vanagons, “the little camper van that still can.”

SEPTEMBER / OCTOBER 2026:

5 “Everest of Superior” and Montreal jazz

Big Feature: In the middle of the world’s largest freshwater lake by surface area rises an enormous mountain teeming with life. No one has explored this “Everest of Lake Superior” from surface to lake floor — until now. See what filmmakers Yvonne Drebert and Zach Melnick discovered beneath the waves.
Plus: A jazz history of Montreal’s Little Burgundy neighbourhood.

NOVEMBER / DECEMBER 2026:

6 Water futures, puffins, and winter travel

Big Feature: Shortly after his inauguration, U.S. president Donald Trump made several alarming statements indicating his desire to tap into Canada’s abundance of freshwater. Just a few weeks later, he paused ongoing renegotiations of one of our most important bilateral water treaties, the Columbia River Treaty. Writer David Geselbracht digs into the implications. *Plus:* Photographer Ryan Tidman shares new images of Newfoundland’s iconic seabirds. This issue also features a special travel section, including a food tour of Mexico City you won’t find in the guidebooks, and a hike through the fall splendour of Kluane National Park and Reserve, Yukon.



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 2026)

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 2026)

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

2026 Publishing Schedule



JANUARY / FEBRUARY 2026:

Ad close: October 31
Material due: November 7
In-Home (Subscribers): January 5
On Sale East: December 15

SEPTEMBER / OCTOBER 2026:

Ad close: July 3
Material due: July 10
In-Home (Subscribers): August 10
On Sale East: August 17

MARCH / APRIL 2026:

Ad close: January 5
Material due: January 9
In-Home (Subscribers): February 9
On Sale East: February 16

WILDLIFE SIP SEPTEMBER 2026

Ad close: July 31
Material due: August 8
Newsstand Only: September 21

MAY / JUNE 2026:

Ad close: February 27
Material due: March 7
In-Home (Subscribers): April 6
On Sale East: April 13

NOVEMBER / DECEMBER 2026

Ad close: August 28
Material due: September 4
In-Home (Subscribers): October 6
On Sale East: October 12

JULY / AUGUST 2026:

Ad close: May 1
Material due: May 8
In-Home (Subscribers): June 8
On Sale East: June 16

BEST OF CAN GEO SIP NOVEMBER 2026

Ad close: September 11
Material due: September 18
Newsstand Only: November 2

Print Advertising

PRINT



2026 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 and newsletter sponsorships on cangeo.ca.

- ▶ **DIGITAL CUSTOM CONTENT**
- ▶ **DISPLAY ADS**
- ▶ **HOMEPAGE AND SECTION TAKEOVERS**
- ▶ **NEWSLETTER SPONSORSHIP**



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 Arizona)



Custom Content in Print
(Forestry For The Future)



Digital Custom Content (Flight Hub)

Custom Content CASE STUDY

ARIZONA TOURISM

This custom branded content program, featured in both print and digital formats (including a map story) highlights southern Arizona's premier destinations for hiking, history, and wine. *Canadian Geographic* explores the best things to see, sip and experience all within easy day-tripping distance of Tucson. The campaign also included a Travel Newsletter Sponsorship helping drive even more travel-hungry readers to the feature.

- ▶ **Print & Digital Readership:**
2,090,000+
- ▶ **Display Ad & Newsletter Impressions:**
108,000+



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

Including section and homepage takeovers

The screenshot shows a newsletter email with a header featuring a landscape photo and the 'Travel' logo. The main content includes an article titled 'Squamish Canyon opens in British Columbia's iconic Sea-to-Sky corridor' with a photo of a wooden boardwalk through a forest. Below this is another article 'Wining, dining and drifting: A culinary canal cruise through France's Upper Loire' with a photo of a boat on a canal. At the bottom, there is a 'CAN GEO EXTRA! JULY 2025' header, an 'IN THIS EMAIL' section with a list of featured stories, and a featured article 'What does the fall of the Hudson's Bay Company mean to the people of Waskaganish?' with a photo of a stone marker in a snowy landscape.

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 canadiangeographic.ca, eNewsletters, and targeted roadblocked ad units for maximum visibility.



DIGITAL

TOTAL RATE CARD

Run of Network 250,000 Impressions - Includes Cangeo.ca + option to include eNewsletters of choice.	\$7500
Run of Network 100,000 Impressions - Includes Cangeo.ca + option to include eNewsletters of choice.	\$3000
Online Custom Content Content + 100,000 RON Impressions (With Roadblocked Ad units where content lives)	\$15,105
Online Custom Content With Newsletter Sponsorship - 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.	\$21,605
Newsletter Inclusion - Feature in chosen newsletter includes approximately 250 word custom write-up, 1-2 images and link to URL. Includes takeover ad units within newsletter..	\$6,500
Online Custom Content Map Story - 10 map placements online custom content with roadblocked ad units + 100,000 RON Impressions	\$17,371

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:

256,229

- ▶ **Instagram:** 150,110
- ▶ **Facebook:** 65,026
- ▶ **Threads:** 27,586
- ▶ **YouTube:** 7,388
- ▶ **LinkedIn:** 4,940
- ▶ **BlueSky:** 1,179

SOCIAL A LA CARTE

TOTAL RATE CARD

FACEBOOK

65,026 FOLLOWERS

In-feed	\$2,500
Video post	\$10,000

INSTAGRAM

150,110 FOLLOWERS

In-feed	\$5,000
In feed + three stories	\$6,000
Carousel	\$5,500
Video post (max 2 minutes)	\$10,000
Story	\$600
Three-stories	\$1,500
Custom Instagram Reels	\$6,000

SOCIAL MEDIA PACKAGES

INSTAGRAM \$10,700

Includes: 1 in-feed post, 1 custom reel, and 3 stories

LIGHT SOCIAL MEDIA CAMPAIGN \$7,200

Includes: 1 Instagram in-feed post with 3 stories, 1 Facebook in-feed post, and 1 Threads post



Instagram campaign with Pursuit Collection

Turnkey PACKAGES



Advertise across our
platforms and save!



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

Total Investment: \$20,000

Total Value: \$28,009

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

Print: Full Page Ad in 2026 issue of your choice

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

Social: Light social media campaign with posts across Instagram (in-feed plus stories), Facebook, and Threads

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

Total Investment: \$35,000

Total Value: \$54,539

This package includes custom content featured in both print (full page) and digital formats, enhanced with digital and social media promotion.

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

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

Social: Instagram campaign (1 in-feed post, 1 custom reel, 3 stories)

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

Total Investment: \$50,000

Total Value: \$73,843

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

Print: Full Page Ad in 2026 issue of choice

Print: Full Page Custom Content in 2026 issue of choice

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

Social: Instagram campaign (1 in-feed post, 1 custom reel, 3 stories)



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



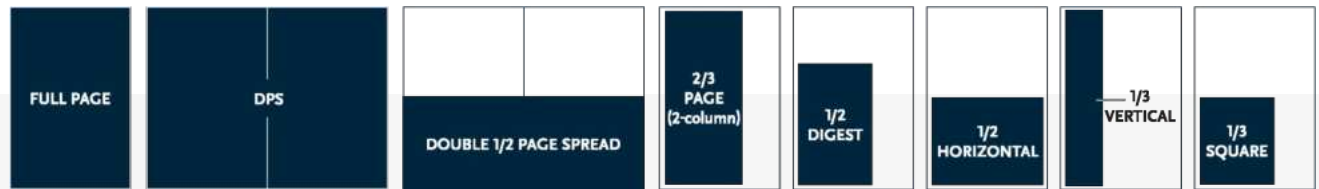
PEOPLE & CULTURE

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).

- 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).
- 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

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