Canadian Geographic magazine is a Canadian magazine that is unapologetic about celebrating Canada. We’re dedicated to uncovering and communicating the stories about Canadian people, places, frontiers and issues (past and present) that Canadian magazine readers want. Owned 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 Canada. The writing comes to visual life through stunning photography 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 dynamic supplement series that speaks to our audience’s growing appetite for service-oriented editorial about Canada.

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 for our nation.

**Media Reach**

- **4,317,000** readers/viewers per month
- **3,197,000** readers per issue (print)
- **1,048,000** viewers per issue (digital)
- **232,661** followers
- **16,400** unique monthly viewers
- **69,000** targeted emails sent monthly

**Social Media**

- **136,526** Instagram followers
- **54,512** Facebook followers
- **35,033** Twitter followers
- **4,490** YouTube subscribers

**Additional Reach**

- **14,000+** active members
- **26,000+** K-12 members
- **2**nd largest paid magazine in Canada
Who is the Canadian Geographic reader? In a nutshell, the Canadian Geographic audience represents all Canadians, for today and the future. We deliver a growing audience that is increasingly culturally diverse and willing to spend in order to enjoy the best experiences that are available in Canada and beyond.

**The Print Reader:**
- 58% Male/48% Female
- Average age: 47
- Average HHI $78,683
- High interest in the arts
- Photography
- Art Galleries/Museums

**The Digital Reader:**
- 57% Male/ 43% Female
- Average age: 35
- Active and outgoing
- Fitness Clubs
- Hiking

The growth of a Canadian brand requires connecting with new Canadians. Compared to the average Canadian adult, our audience is 28% more likely to have lived in Canada less than 5 years, and 23% more likely to belong to a visible minority.

Regardless of platform preferences, there is a consumer mindset that is consistent with their penchant for discovery and new experiences. Compared to the average Canadian adult, our audience is significantly more likely to:
- Be the first among friends to try a new product.
- Purchase a new brand for the sake of trying it.
- Make impulse purchases.
- Strongly agree it’s worth paying more for better quality.
- Place importance on equipping their homes with the latest technology.
- Be an early adopter of new technology.
- Have friends / family ask them for advice on purchases.

**Total Canada 14+:**
- **Print:** Average issue readership: 3,197,000
- **Digital:** Average monthly unique viewers: 1,048,000
- **Total Unduplicated Audience:** 4,317,000

**Why You Need Both:**
Only 8% of Canadian Geographic's audience will read the magazine and visit the website in the same month. They are largely exclusive audiences with similar consumer habits, but different media preferences for the content that Canadian Geographic delivers.
Our readers act on advertising. Compared to the average Canadian adult, both our print and digital audience rely on ads to help make consumer decisions. Simply put, your advertising dollar goes further with Canadian Geographic!

**DEMOGRAPHIC SUMMARY (ADULTS 18+)**

We cover all of Canada. All ages. Large markets. Small markets. Female. Male. Coast-to-coast.

**AVERAGE HOUSEHOLD INCOME**

- Print: $79,906
- Digital: $72,722

**PRINT DIGITAL COMBINED AUDIENCE**

<table>
<thead>
<tr>
<th>Issue Audience Month Audience Issue/Month</th>
<th>Average % of Total</th>
<th>Average % of Total</th>
<th>Average % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Adults 18+</td>
<td>2,955,000 100%</td>
<td>920,000 100%</td>
<td>3,835,000 100%</td>
</tr>
<tr>
<td>18-34</td>
<td>848,000 29%</td>
<td>507,000 55%</td>
<td>1,355,000 34%</td>
</tr>
<tr>
<td>35-49</td>
<td>564,000 19%</td>
<td>210,000 23%</td>
<td>774,000 20%</td>
</tr>
<tr>
<td>50-64</td>
<td>771,000 26%</td>
<td>127,000 14%</td>
<td>928,000 24%</td>
</tr>
<tr>
<td>65+</td>
<td>772,000 26%</td>
<td>77,000 8%</td>
<td>849,000 22%</td>
</tr>
<tr>
<td>Urban</td>
<td>1,973,000 67%</td>
<td>653,000 72%</td>
<td>2,626,000 68%</td>
</tr>
<tr>
<td>Non-Urban</td>
<td>988,000 33%</td>
<td>268,000 29%</td>
<td>1,256,000 33%</td>
</tr>
<tr>
<td>Male</td>
<td>1,552,000 53%</td>
<td>523,000 57%</td>
<td>2,075,000 54%</td>
</tr>
<tr>
<td>Female</td>
<td>1,403,000 47%</td>
<td>397,000 43%</td>
<td>1,800,000 46%</td>
</tr>
</tbody>
</table>

**Comparing to the average Canadian adult:**

- **Purchased a product/service after seeing an ad**: 32% (Print), 42% (Digital), 42% (Combined)
- **Recommended a product/service they bought that was advertised**: 47% (Print), 99% (Digital), 99% (Combined)
- **Talked about a product/service with others**: 28% (Print), 38% (Digital), 38% (Combined)
- **Shared information about an advertised product/service on social media**: 51% (Print), 139% (Digital), 139% (Combined)
- **Searched online for more information on an advertised product/service**: 15% (Print), 19% (Digital), 19% (Combined)
- **Visited a store/retail location that was advertised**: 30% (Print), 42% (Digital), 42% (Combined)
- **Strongly agree: “Advertising influences my purchase decisions.”**: 15% (Print), 84% (Digital), 84% (Combined)
- **Strongly agree: “Advertising plays a vital role in keeping me informed of new products and services.”**: 14% (Print), 40% (Digital), 40% (Combined)
- **Strongly Agree: “Friends/family come to me for advice on new products”**: 26% (Print), 31% (Digital), 31% (Combined)

**Mapping our audience**

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Issue</th>
<th>% of Total Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic</td>
<td>238,000</td>
<td>8%</td>
</tr>
<tr>
<td>Quebec</td>
<td>307,000</td>
<td>10%</td>
</tr>
<tr>
<td>Ontario</td>
<td>1,201,000</td>
<td>41%</td>
</tr>
<tr>
<td>Prairies</td>
<td>712,000</td>
<td>23%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>497,000</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Average Income**

- Print: $79,906
- Digital: $72,722
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.

**TRAVEL:**
Collectively, the average monthly Canadian Geographic audience accounted for:

<table>
<thead>
<tr>
<th><strong>Category</strong></th>
<th><strong>Count</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic vacations last year</td>
<td>6,257,000</td>
</tr>
<tr>
<td>International vacation trips last year</td>
<td>3,874,000</td>
</tr>
<tr>
<td>Hotel nights booked!</td>
<td>22,179,000</td>
</tr>
<tr>
<td>Round-trip flights last year</td>
<td>4,078,000</td>
</tr>
<tr>
<td>Travelled by car for vacation last year</td>
<td>1,832,000</td>
</tr>
<tr>
<td>Travelled by air for vacation last year</td>
<td>1,658,000</td>
</tr>
<tr>
<td>Stayed at a hotel or resort last year</td>
<td>1,564,000</td>
</tr>
</tbody>
</table>

**CANADIAN GEOGRAPHIC DRIVES TRAFFIC TO TRAVEL WEBSITES**

Compared to the average Canadian adult:

- 45% more likely to visit a travel website in an average day
- 18% more likely to have downloaded travel apps

The Million-Plus Club! In an average month, Canadian Geographic will reach over 1-million Canadians the following categories:
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 6,103,000 vehicles in their households. Compared to the average Canadian adult, the Canadian Geographic audience is:
- 18% more likely to purchase a vehicle costing $50,000+
- 31% more likely to purchase a new car within 12 months

FINANCE:
In an average month, the Canadian Geographic audience accounts for $63.4-Billion in total savings and investments. Compared to the average Canadian adult, the Canadian Geographic audience is:
- 12% more likely to have savings and investments of $500,000+
- 31% more likely to purchase a new car within 12 months

MAJOR LIFE EVENTS:
The Canadian Geographic audience is in the midst of major life changes that will define future purchase habits. Within the next 12 months, compared to the average Canadian adult, the Canadian Geographic audience is:
- 33% more likely to get married
- 40% more likely to become a parent
- 40% more likely to change jobs to increase income

VACATION HOMES / COTTAGES:
Compared to the average Canadian adult, the Canadian Geographic audience is significantly more likely to own a cottage / vacation home across Canada and beyond:
- 29% more likely to own a vacation home in Atlantic Canada
- 20% more likely to own a vacation home in Ontario
- 46% more likely to own a vacation home in the Prairies
- 43% more likely to own a vacation home in British Columbia
- 16% more likely to own a vacation home outside of Canada
Can Geo’s online readers are young, 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 features such as our cover votes, and we engage our readers in conversations that matter on Facebook, Twitter and Instagram.

**WEBSITE**
- 4th highest digital reach in Canada (Vividata, Spring 2020)
- 180,000+ unique visitors per month over multiple web platforms

**CAN GEO.CA**
- A home for timely news and feature content relating to wildlife, science, technology, geography, culture, and exploration.
- Average users per month: 160,000
- 66% desktop
- 55% female
- Predominantly ages of 18-34

**CAN GEO TRAVEL**
- Feature travel stories, from writers across the country including Can Geo staff. Home of gear, itineraries and must-do lists.
- Average users per month: 11,000
- 65% mobile
- 51% male
- Predominantly ages of 24-34

**SOCIAL MEDIA**
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 1,000. Open Rate 40%.

**DIGITAL SNAPSHOT**
- CanGeo.ca's key demographic is 25 to 34 years old
- Can Geo's digital users are 2 times more likely to be between the ages of 18 and 24 and 70% more likely to be between the ages of 25 and 34.
- Average age 35
  - National average: 47
- 61% more likely to download lifestyle apps (travel, cuisine, home).
- 74% more likely to pay for apps they download
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 1,000

OPEN RATE
- 40%

PODCAST
Season three Explore Podcast Series to air 26 episodes beginning September 2021. Hosted by David McGuffin, covering explorers, scientists, discovery and much more.
- 900 monthly listeners
- 15 or 30 second spots
- “Brought to you by” sponsorships

SOCIAL MEDIA
- Over 230,000 followers across all social platforms

INSTAGRAM
- 136,526 followers

FACEBOOK
- 54,512 followers

TWITTER
- 35,033 followers

YOUTUBE
- 4,490 subscribers

EMAILS
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: 31,000
- Open rate: 31%

CAN GEO TRAVEL
Features new stories from cangeotravel.ca
- Opt-in subscribers: 28,800
- Open rate: 27%

CAN GEO COVER VOTE (per issue)
- Opt-in subscribers: 25,077
- Open rate: 30%

CAN GEO EDUCATION
Features highlights from Canadian Geographic Education’s learning resource programs
- Opt-in subscribers: 18,399
- Open rate: 16.70%

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 cangeotravel.ca
- Opt-in subscribers: 28,800
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CAN GEO COVER VOTE (per issue)
- Opt-in subscribers: 25,077
- Open rate: 30%
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.

**2022 SPECIAL INTEREST PUBLICATIONS**
- Kids
- Wildlife
- Quiz
- Best of Can Geo

**EVENTS**
- Can Geo Talks
- Fellows Dinner
- 50,000 potential on site impressions + all marketing materials

**EDUCATION PROGRAM**
- Online classroom
- Giant floor maps
- Mail out to teachers

**SPECIAL EXECUTIONS**
- Themed issues
- Cover sponsorships
- Custom content
- Gatefolds
- Poly-bagging
- Versioning
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.

### 2022 ADVERTISING RATES

<table>
<thead>
<tr>
<th>NATIONAL AD SALES - PRINT</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$17,290</td>
<td>$16,770</td>
<td>$16,250</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>$32,845</td>
<td>$31,885</td>
<td>$30,875</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$13,830</td>
<td>$13,415</td>
<td>$12,995</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$12,965</td>
<td>$12,575</td>
<td>$12,190</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$8,640</td>
<td>$8,385</td>
<td>$8,120</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$38,035</td>
<td>$36,895</td>
<td>$35,750</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$22,470</td>
<td>$21,795</td>
<td>$21,125</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$20,745</td>
<td>$20,015</td>
<td>$19,415</td>
</tr>
<tr>
<td>Full Page Advertorial</td>
<td>$24,790</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Advertorial</td>
<td>$18,465</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3rd Vertical Advertorial</td>
<td>$13,140</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>REACH</th>
<th>FREQUENCY</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Network 20% SOV</td>
<td>1,300,000</td>
<td>Bi-monthly</td>
<td>$8,000</td>
</tr>
<tr>
<td>CanGeo.com ROS</td>
<td>1,300,000</td>
<td>Bi-monthly</td>
<td>$5,000</td>
</tr>
<tr>
<td>Online Advertorial</td>
<td>69,000</td>
<td>Monthly</td>
<td>$14,500</td>
</tr>
<tr>
<td>Newsletter Run of Network (Up to 5 Newsletters)</td>
<td>69,000</td>
<td>Monthly</td>
<td>$23,250</td>
</tr>
<tr>
<td>Individual Newsletter</td>
<td>300,000</td>
<td>Bi-monthly</td>
<td>$19,500</td>
</tr>
<tr>
<td>Light Social Media Campaign</td>
<td>300,000</td>
<td>Bi-monthly</td>
<td>$11,500</td>
</tr>
<tr>
<td>Podcast - Spots</td>
<td>400 - $900</td>
<td>Monthly</td>
<td>$5,500</td>
</tr>
<tr>
<td>Podcast - Sponsored</td>
<td>400 - $900</td>
<td>Monthly</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

### 2022 PUBLISHING SCHEDULE

<table>
<thead>
<tr>
<th>6 ISSUES ANNUALLY</th>
<th>EDITORIAL HIGHLIGHTS</th>
<th>AD CLOSE</th>
<th>IN MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2022</td>
<td>Celebrating the 60th anniversary of the Canadian Coast Guard; an exclusive photo essay on the Canada lynx, saving B.C. Fraser River salmon from a tragic landslide and a profile of Mark Pathy, Canada’s next private citizen astronaut.</td>
<td>November 5</td>
<td>January 3</td>
</tr>
<tr>
<td>March/April 2022</td>
<td>Recounting a critical scientific expedition to Canada’s tallest peak, Mount Logan, exploring the rights of a river in Quebec, a profile of a legendary Alberta cowboy, an exclusive excerpt from a new book on the Heroic Age of polar exploration and the winners of our annual photo competition.</td>
<td>January 7</td>
<td>February 14</td>
</tr>
<tr>
<td>May/June 2022</td>
<td>Can we coexist with bears? An exclusive cartographic essay on one of the world's largest wetlands, the Hudson Bay Lowland, celebrating Queen Elizabeth’s Platinum Jubilee, exploring Canada's dark history of unmarked residential school graves, plus a 20-plus-page special travel section.</td>
<td>March 4</td>
<td>April 11</td>
</tr>
<tr>
<td>July/August 2022</td>
<td>Exploring digital copies of the real world, remembering the 1992 cod fishing moratorium, a look at the evolution of Canadian fine art and diving into the world’s most invaded aquatic ecosystem, the St. Lawrence River.</td>
<td>May 6</td>
<td>June 13</td>
</tr>
<tr>
<td>September/October 2022</td>
<td>The latest edition of our popular annual quiz, exploring the latest science in bioacoustics, celebrating the narwhal’s uniqueness and an exclusive photo essay on a program to save birds.</td>
<td>July 8</td>
<td>August 15</td>
</tr>
<tr>
<td>November/December 2022</td>
<td>Investigating the controversial practice of culling wolves, the story of threatened sage grouse and their endangered grassland habitat, celebrating Canada’s snakes and the winners of our annual wildlife photo competition, plus a 20-page-plus special travel section!</td>
<td>September 2</td>
<td>October 11</td>
</tr>
</tbody>
</table>
**PRODUCTION REQUIREMENTS**

- Any image or background colour intended to bleed must extend a minimum of 0.125" past the trim dimensions on all four sides of the ad.
- Ads that are not intended to bleed must be sized to fit within the non-bleed dimensions 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 double page spread configurations, as not guaranteed.
- 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.
- 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).
- Ad Portal CANNOT accept TIFFITs or CT LW files, or native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- Do not use spot colours or RGB art. Keep all colours CMYK. Keep any black/grey type as one-colour black (no four-colour black text).

**REQUIRED MATERIAL FOR UPLOADING**

- The ad MUST be uploaded as a press-ready PDF-X-3a file. Information on creating a proper PDF file is available on the Magazines Canada website (magazinescanada.ca).
- Ad Portal CANNOT accept TIFFITs or CT LW files, or native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- Do not use spot colours or RGB art. Keep all colours CMYK. Keep any black/grey type as one-colour black (no four-colour black text).

**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

ROP WEB ADVERTISING

DISPLAY AD SIZES
- Leaderboard (728x90)
- Big Box (300x250)
- Skyscraper (160x600)

NEWSLETTER AD SIZES
- Horizontal banner (600x300)
- 1/2 column square ad (300x300)
- Double height 1/2 column square ad
  (300x600 ad size)

MATERIAL REQUIREMENTS
- 150 DPI photo +30 to 60 words

SOCIAL MEDIA
- Instagram (1080x1080)
- Facebook (1200x628)
- Twitter (900x450)

RATES
(refer to rate card - Digital)

CONTACT

NICOLE MULLIN
Director, Media Sales
647.554.6603
nicole.mullin@stjoseph.com

ALAN MILROY
Senior National Sales Executive
647.298.0568
alan.milroy@stjoseph.com

SUSAN MARTELEIRA
Business Administrator
416.524.5410
sue.marteleira@stjoseph.com

PETER ZEPHYRINE
Print Production Coordinator
peter.zephyrine@stjoseph.com