



CANADIAN
Geographic
ADVENTURES RATE CARD 2018

DATES




Canadian Geographic gives Canadians a deeper knowledge of their country — its people and places, its natural and cultural heritage and its environmental, social and economic challenges. The Adventures section offers an opportunity for small businesses and tour operators to reach the same quality market that is available to national advertisers. With *Canadian Geographic*, you'll reach one of the largest dual audiences in Canada — readers who are early influencers and discriminating decision makers. Offering six regular issues and two Travel issues a year.

CANADIAN GEOGRAPHIC

6 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
January/February 2018	The Great Trail — Edmonton, Cowichan Valley, Bay of Fundy, Lake Superior, Itijjagiq Trail, trail quiz	December 6, 2017	January 8, 2018
March/April 2018	Wolf dens in Yukon, B.C.'s volcano belt, Royal Alberta Museum in Edmonton, the Nile	January 24, 2018	February 20, 2018
May/June 2018	B.C.'s Cape Scott Provincial Park, mapping Canada's urban areas, suburbs, expeditions, fire ants	March 21, 2018	April 16, 2018
July/August 2018	Protecting marine areas, James Bay, Canadian culture in Germany, sustainable communities, ancient humans	May 23, 2018	June 18, 2018
September/October 2018	The Anthropocene Project, diving explorations, Earth's oceans, pronghorn antelopes, geography quiz	July 18, 2018	August 13, 2018
November/December 2018	The blue bear in Yukon, Machias Seal Island, giraffes, Tsilhqot'in horses in B.C., wildlife photography	September 19, 2018	October 15, 2018

CANADIAN GEOGRAPHIC TRAVEL

2 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
Spring/Summer 2018	Disney World, Toronto, Vancouver, Scottsdale, San Antonio, Newfoundland food, Guadeloupe, Key West	March 7, 2018	April 16, 2018
Fall/Winter 2018	To be determined	August 22, 2018	September 17, 2018

	AD SPACE	DIMENSIONS	1X TO 2X	3X TO 5X	6X
	1/24	2.125" x 1.0625"	—	—	\$605
	1/12	2.125" x 2.3125"	\$1,380	\$1,050	\$970
	1/6 vertical	2.125" x 4.75"	\$2,425	\$2,050	\$1,880
	1/6 horizontal	4.4375" x 2.3125"	\$2,425	\$2,050	\$1,880

ADVERTISEMENTS

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- ▶ Contract colour proof must be supplied to guarantee accurate colour reproduction.
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- ▶ Coupon ads are not available in Adventures.

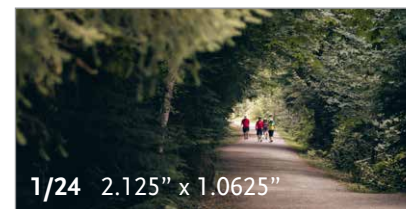
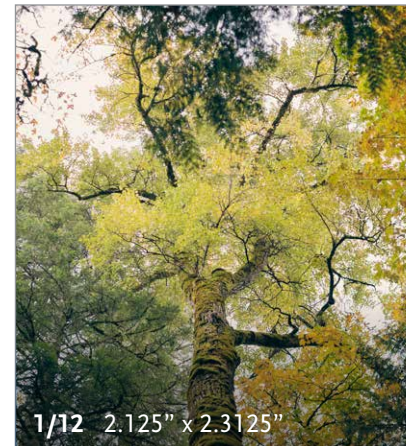
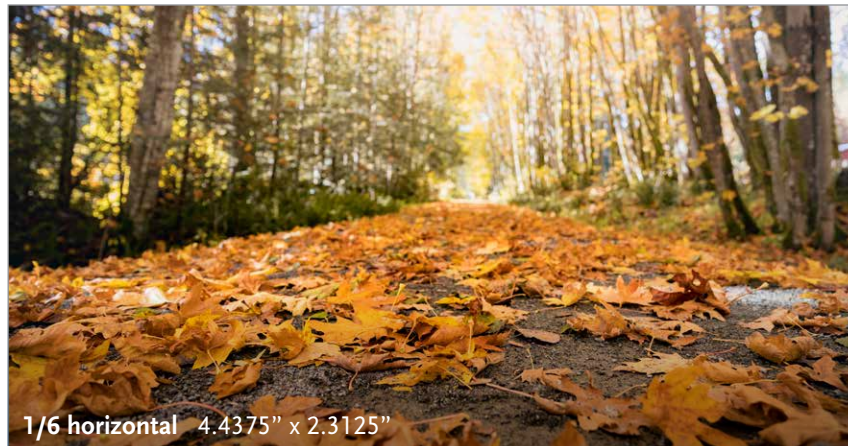
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TERMS

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ALL PHOTOS: ROBIN O'NEILL/CAN GEO



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