

A photograph of two penguins standing on a sandy beach. The penguin on the left is facing right, and the one on the right is facing forward. The background shows the ocean with waves and a cloudy sky. A white semi-transparent banner is overlaid across the middle of the image, containing text and a logo. A solid red rectangle is on the left side of the banner.

RATE CARD
2019

CANADIAN
Geographic

RATES & 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. 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 and two *Travel* issues a year.

CANADIAN GEOGRAPHIC

6 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
January/February 2019	Silver-blue haired black bear, Permafrost in Canada, Skeena Tenure, Nova Zembla, Best wildlife photography	November 14, 2018	January 2, 2019
March/April 2019	Nunavut's 20th Anniversary, Ring of Fire, Tofino B.C.'s greatest lodge resorts, East Coast wild game dinner	January 16, 2019	February 11, 2019
May/June 2019	Arctic's wildlife, Canada's first commuter suburbs, Cartography and mapping Thunder Bay, Royal Winnipeg Ballet	March 13, 2019	April 8, 2019
July/August 2019	Canada's grasslands, Louis Riel's 150th, Alpine Club's summer camp, Toronto's Yazidi community, Disappearing insects	May 8, 2019	June 3, 2019
September/October 2019	Canadian geography quiz, B.C.'s first First Peoples, effects of Cannabis, Gliders, Antarctic academics	July 10, 2019	August 5, 2019
November/December 2019	Wolf pack behavior, World's premier expert on giraffes, Capelin fish, Best wildlife photography	September 18, 2019	October 14, 2019

2019 NATIONAL ADVERTISING RATES

NATIONAL	1X	3X	6X	9X	12X
Full-page	\$17,290	\$16,770	\$16,250	\$15,730	\$15,210
Double-page spread (DPS)	\$32,845	\$31,855	\$30,875	\$29,885	\$28,910
2/3 page	\$13,830	\$13,415	\$12,995	\$12,585	\$12,170
1/2 page	\$12,965	\$12,575	\$12,190	\$11,790	\$11,405
1/3 page	\$8,640	\$8,385	\$8,120	\$7,865	\$7,595
Inside front cover (IFC) spread	\$38,035	\$36,895	\$35,750	\$34,610	\$33,465
Outside back cover (OBC)	\$22,470	\$21,795	\$21,125	\$20,450	\$19,780
Inside back cover (IBC)	\$20,745	\$20,015	\$19,415	\$18,840	\$18,265
EAST/WEST SPLIT RUNS	1X	3X	6X	9X	12X
Double-page spread (DPS)	\$24,685	\$23,950	\$23,215	\$22,530	\$21,880
Full-page	\$12,995	\$12,610	\$12,220	\$11,865	\$11,515

SIZES



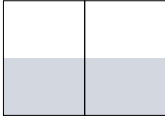
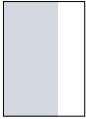
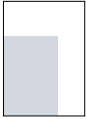
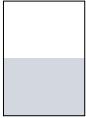
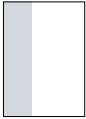
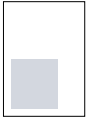
AD SPACE

BLEED ADS

- Build to dimensions listed below
- Add 0.125" bleed on all sides
- Keep important objects 0.25" from each edge

NON-BLEED ADS

- Build to dimensions listed below
- Keep important objects 0.25" from each edge

	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"

GENERAL BOOK SPECIFICATIONS

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

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 or Adobe InDesign CC 2019 (or earlier) for Mac with all support files and fonts included.
- ▶ 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.

UPLOADING

Ad material must be PDFX-1A:2001 files and emailed to the company or uploaded to our FTP:

Host: ftp.cangeo.ca
User ID: cgads
Password: CG7293

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.

CONTACT

All insertion orders and contracts to
 Canadian Geographic
 Attention: Advertising Sales Office
 111 Queen St. E., Suite 320, Toronto, Ont. M5C 1S2
 (416) 360-4151 ext. 380
 halldaigle@canadiangeographic.ca

Send inserts and outserts to
 St. Joseph Print Campus
 Attention: Canadian Geographic, issue date
 50 MacIntosh Boulevard, Concord, Ontario L4K 4P3

LATE FEES

Any material supplied after the published submission date will be subject to a charge of \$150.

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.

All spec-related questions and proofs to
 Canadian Geographic
 Attention: Tahini Moitra, production designer
 50 Sussex Drive, Ottawa, Ont. K1M 2K1
 moitra@canadiangeographic.ca

