



CANADIAN
Geographic

ADVENTURES
RATE CARD **2020**

DATES



2ND LARGEST
paid magazine
in Canada

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 issues a year.

2020 PUBLISHING SCHEDULE

6 ISSUES ANNUALLY	EDITORIAL HIGHLIGHTS	AD CLOSE	IN MARKET
January/February 2020	Canada's greatest explorers, embattled aquatic environments, protecting B.C.'s coast with the West Coast Marine Services, Toronto's Yazidi community	November 13, 2019	December 16, 2019
March/April 2020	Grizzly bears of Vancouver Island, The relocation of Oujé-Bougoumou, Que., The Royal Canadian Navy's war on illegal drugs, Canadian Geographic's annual photo competition	January 3, 2020	February 17, 2020
May/June 2020	Royal Canadian Geographical Society's Expeditions 2020, artists rethink plastic waste, HBC at 350, 24-page travel section: Kluane National Park, Bermuda, Montreal, Tuscany +more	March 6, 2020	April 20, 2020
July/August 2020	Canada's newest National Park: Thaidene Nëné National Park Reserve, The Mingan Archipelago, celebrating Toronto's Massey Hall, Far North food security	May 1, 2020	June 15, 2020
September/October 2020	Canadian geography quiz, wolf capital of the world, living at the top of the world, Canadian Geographic's 90th anniversary, Indigenous tattoo art	July 3, 2020	August 17, 2020
November/December 2020	Wapusk National Park polar bears, turtle trauma centre, the Right Whale crisis, Canadian Geographic Photo Club winners, 24-page travel section: Hong Kong, Arizona, London, Hawaii, Jordan +more	September 6, 2020	October 19, 2020



RATES & SPECS



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 horizontal	4.4375" x 2.3125"	\$2,425	\$2,050	\$1,880
1/6 vertical	2.125" x 4.75"	\$2,425	\$2,050	\$1,880

PRODUCTION REQUIREMENTS

- ▶ We will only accept PDFX-1a files that are 300DPI in CMYK
- ▶ Contract colour proof must be supplied to guarantee accurate colour reproduction
- ▶ *Canadian Geographic* will not assume responsibility for type reflow or accurate colour reproduction if all necessary fonts are not embedded or press-ready proofs are not included
- ▶ Coupon ads are not available in Adventures

ACCEPTABILITY

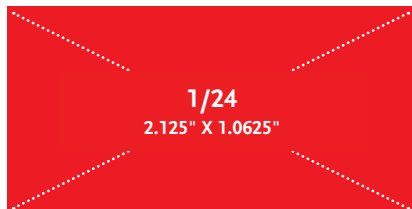
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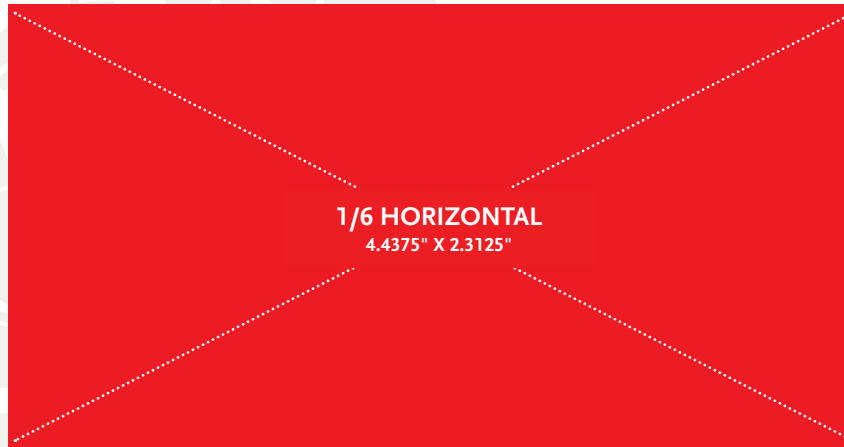
Payment must be included with initial order. For subsequent issues, payment must be received within 30 days of billing. If contract is not fulfilled, short rates apply. All rates are net rates. Rate does not include HST or GST. Where applicable the appropriate rate of HST or GST will be added to the price of all advertising in or services provided by *Canadian Geographic* at the time of invoice



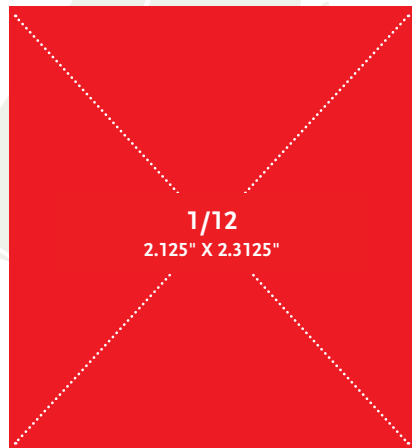
SAMPLE SIZES



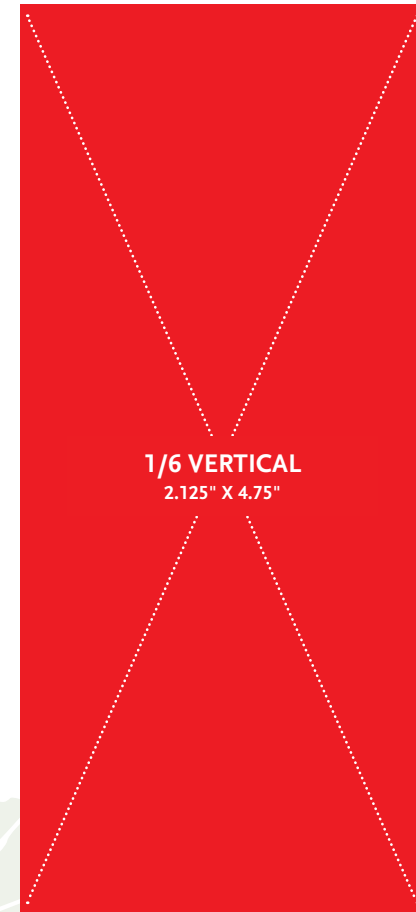
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