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 4-million Canadian readers across all platforms, who share our fascination for our nation.
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.

Regardless of the generational and media platform preferences, there is a consumer mindset that is consistent across both audiences.
- They have a “keen sense of adventure” — 38% more likely than the average Canadian to strongly perceive themselves this way.
- They enjoy the finer things in life. While their incomes are generally on par with the average Canadian, they are much more likely to:
  - Fly first-class or premium economy.
  - Stay at a resort or luxury hotel.
  - Own a premium vehicle costing over $50,000.
  - Spend $2,500+ per month on credit cards.
  - Entertain at home, prepare gourmet meals, and maintain a garden.
  - Attend live theatre, art galleries and museums.
  - Spend money on sports equipment, golf, and go sailing.
- However, they are not careless in their spending and make wise decisions. They are 27% more likely than the average Canadian to have $500,000+ invested or in savings.

**THE PRINT READER:**
- Male or female
- 10% more likely to be a “baby boomer”
- Married with a household income over $150,000

**THE DIGITAL READER:**
- Male or female
- 92% more like to be a “millennial”
- Married with young children
- While the majority of the digital audience is Caucasian, they are 74% more likely than the average Canadian adult to belong to a visible minority.

**TOTAL CANADA 14+:**
- **PRINT:** Average issue readership: 3,294,000
- **DIGITAL:** Average monthly unique viewers: 983,000
- **TOTAL UNDuplicated AUDIENCE:** 4,036,000

**WHY YOU NEED BOTH:**
Only 6% 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 (largely based on generational differences. Adults 18-34 are much more likely to read digital content than adults 35+). That said, both platforms reach a mass audience across all age groups.
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+)

<table>
<thead>
<tr>
<th></th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>COMBINED AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average Issue</td>
<td>% of Total Audience</td>
<td>Average Month</td>
</tr>
<tr>
<td>Total Adults 18+</td>
<td>3,028,000</td>
<td>100%</td>
<td>900,000</td>
</tr>
<tr>
<td>18-34</td>
<td>815,000</td>
<td>27%</td>
<td>518,000</td>
</tr>
<tr>
<td>35-49</td>
<td>387,000</td>
<td>19%</td>
<td>176,000</td>
</tr>
<tr>
<td>50-64</td>
<td>818,000</td>
<td>27%</td>
<td>123,000</td>
</tr>
<tr>
<td>65+</td>
<td>807,000</td>
<td>27%</td>
<td>82,000</td>
</tr>
<tr>
<td>Urban</td>
<td>1,974,000</td>
<td>65%</td>
<td>599,000</td>
</tr>
<tr>
<td>Non-Urban</td>
<td>1,054,000</td>
<td>35%</td>
<td>300,000</td>
</tr>
<tr>
<td>Male</td>
<td>1,624,000</td>
<td>54%</td>
<td>510,000</td>
</tr>
<tr>
<td>Female</td>
<td>1,404,000</td>
<td>46%</td>
<td>390,000</td>
</tr>
</tbody>
</table>

### Mapping our audience

<table>
<thead>
<tr>
<th>Province/Region</th>
<th>PRINT</th>
<th>DIGITAL</th>
<th>COMBINED AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland &amp; Labrador</td>
<td>50,000</td>
<td>2%</td>
<td>12,000</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>7,000</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>92,000</td>
<td>3%</td>
<td>25,000</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>62,000</td>
<td>2%</td>
<td>32,000</td>
</tr>
<tr>
<td>Quebec</td>
<td>241,000</td>
<td>8%</td>
<td>118,000</td>
</tr>
<tr>
<td>Ontario</td>
<td>1,234,000</td>
<td>41%</td>
<td>354,000</td>
</tr>
<tr>
<td>Manitoba</td>
<td>181,000</td>
<td>6%</td>
<td>107,000</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>122,000</td>
<td>4%</td>
<td>26,000</td>
</tr>
<tr>
<td>Alberta</td>
<td>445,000</td>
<td>15%</td>
<td>110,000</td>
</tr>
<tr>
<td>British Columbia</td>
<td>395,000</td>
<td>20%</td>
<td>116,000</td>
</tr>
</tbody>
</table>

**VIVDATA, SPRING 2019, 14+**
Canadian Geographic readers 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 Canadian Geographic audience, print and digital, accounted for:

- **4,504,000** domestic vacations last year
- **2,949,000** international vacation trips last year
- **3,511,000** round-trip flights last year
- **18,754,000** hotel nights booked!

**Compared the average Canadian adult, the Canadian Geographic audience is:**

- 12% more likely to book a domestic vacation
- 16% more likely to book a U.S. vacation
- 20% more likely to book a cruise
- 12% more likely to book a culinary/wine tour
- 18% more likely to use internet booking sites
- **14%** more likely to fly to their vacation destination
- 33% more likely to take 3+ round-trip flights per year
- 45% more likely to fly first class
- 15% more likely to fly premium economy
- 20% more likely to make in-flight purchases
- 10% more likely to travel with children
- 34% more likely to book a resort
- 13% more likely to book a luxury hotel
- 29% more likely to rent a car for personal reasons
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 19% more likely to agree they prefer to buy products with the latest tech available, 18% more likely to be the first among peers to buy new products and 12% more likely to be asked by others for product advice.

MEET OUR READERS

CUSTOMER REWARD PROGRAMS:
Canadian Geographic readers are loyal to companies that reward them. Compared to the average Canadian adult, the Canadian Geographic audience is:

- 29% more likely to belong to a frequent flyer program
- 14% more likely to belong to a bookstore loyalty program
- 40% more likely to belong to a car rental loyalty program
- 18% more likely to belong to a coffee shop loyalty program
- 10% more likely to belong to a drug store loyalty program
- 30% more likely to belong to a hotel loyalty program
- 11% more likely to belong to a credit card loyalty program

FINANCE:
Collectively, the Canadian Geographic audience accounts for $598-Billion in total savings and investments. Compared to the average Canadian adult, the Canadian Geographic audience is:

- 18% more likely to use financial planning services
- 27% more likely to have savings/investments of $500,000+
- 14% more likely to own a home line of credit
- 17% more likely to own mutual funds
- 15% more likely to have a will prepared by a professional advisor
- 11% more likely to spend $2,500+ on credit cards in an average month
- 18% more likely to belong to a coffee shop loyalty program
- 10% more likely to belong to a drug store loyalty program
- 30% more likely to belong to a hotel loyalty program
- 11% more likely to belong to a credit card loyalty program

AUTOMOTIVE:
Collectively, the Canadian Geographic audience accounts for 5,894,000 vehicles in their households. Compared to the average Canadian adult, the Canadian Geographic audience is:

- 25% more likely to purchase a new car within 12 months
- 24% more likely to purchase a car costing $50,000+
- 13% more likely to own a medium or large size premium vehicle
- 21% more likely to strongly agree, “I keep up on the latest in automobile technology.”
- 14% more likely to spend $1,000+ per year on automotive accessories
- 25% more likely to purchase a new car within 12 months
- 24% more likely to purchase a car costing $50,000+
- 13% more likely to own a medium or large size premium vehicle
- 21% more likely to strongly agree, “I keep up on the latest in automobile technology.”
- 14% more likely to spend $1,000+ per year on automotive accessories

LIFESTYLE/LEISURE ACTIVITIES:
Compared to the average Canadian adult, the Canadian Geographic audience is:

- 15% more likely to entertain at home 10+ times per year
- 23% more likely to prepare gourmet meals
- 23% more likely to maintain a garden
- 24% more likely to spend $376-million per year on sports equipment
- 13% more likely to spend $352-million per year on sports clothing
- 17% more likely to golf
- 27% more likely to go sailing
- 16% more likely to attend live theatre
- 18% more likely to attend art galleries
- 10% more likely to visit museums

Collectively spend $352-million per year on sports clothing
Collectively spend $376-million per year on sports equipment
CanGeo’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, 2019 14+)
- 250,000+ unique visitors per month over multiple web platforms
- Fully-integrated social media
- New and unique content added daily, expanding on the magazine’s reputation for storytelling, photography and cartography

**EMAILS**
- 66,000+ sent monthly to targeted, opt-in distribution lists
- E-Newsletters include Can GeoExtra and Photo Club

**SOCIAL MEDIA**
- 162,400+ followers across our social media platforms, including Facebook, Twitter, Instagram, YouTube and Pinterest
- Blog entries and gear reviews are promoted through social channels

**GEAR REVIEWS**
- Informative reviews of the best new products by Can Geo editors, writers, experts, explorers and photographers
- Features the newest gear from outdoor, technology, photography and travel brands

**DIGITAL SNAPSHOT**

**CanGeo.ca’s key demographic is 24 to 44 years old**

**Can Geo’s digital users are 48% more likely to be between the ages of 12 and 17, and two times (135%) more likely to be between the ages of 18 and 24 Compared to the national average**

**Average age 41**
- national average: 52

18- to 49-year-old CanGeo.ca readers spend an average of 15 hours per week accessing Internet from a mobile device
- Compared to 10 hours for the population

CanGeo.ca readers spend an average of 5 hours reading digital magazines
- Compared to 1 hour for the population
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.

2020 SPECIAL INTEREST PUBLICATIONS:
- Can Geo Kids: Ultimate Trivia
- Canada’s Wolves
- 150 Ultimate Canadian Instagram Photos
- Best Maps
- Canada in Space
- Best Wildlife Photography
- Ultimate Canadian Geography Quiz
- Best of Canadian Geographic
PRESENTING THE WINNING IMAGES FOR CANADIAN GEOGRAPHIC’S ANNUAL PHOTO COMPETITION.

YOUR CANADA, YOUR PICTURES

Canadian Geographic’s annual photo competition showcases the efforts of the Royal Canadian Navy in Operation CARIBBE, an international effort to prevent illegal drug trafficking in the Caribbean Sea and eastern Pacific Ocean. Over 13 years, Canadian forces have helped disrupt the transport of, or seized, more than 100 tonnes of cocaine and more than six tonnes of marijuana.

RELOCATION NATION

Canada is a relocation nation. Not only is it home to generation of immigrants from around the world, the nation's geography — and other factors — have forced communities to uproot and re-establish elsewhere. As part of this larger project in partnership with Heritage Canada, Canadian Geographic magazine features the relocation story of Oujé-Bougoumou, Que., the permanent village granted to local Cree who had been repeatedly relocated in the area for years. Designed by architect Douglas Cardinal, the community has become a pillar of contemporary design and economic and environmental sustainability.

OUT FOR A SWIM?

The mainland coast of British Columbia is renowned for its populations of grizzly bears. But the bears are rarely found on Vancouver Island. Until now. There are increasing reports of the apex predator wandering central and northern parts of the island, having made the long swim over. Veteran freelance writer Jake MacDonald reports on their journey and why they’re making it.

TO SERVE AND PROTECT THE COASTLINE

As the Royal Canadian Mounted Police celebrate 100 years, famed diver and Royal Canadian Geographical Society explorer-in-residence Jill Heinerth rides along with one of the force’s most unheralded divisions, the West Coast Marine Services, as they patrol far-flung communities on British Columbia’s coast.

A SEA LEGACY

World-renowned photographer Paul Nicklen made his career capturing stunning images of marine mammals. Now he’s set out to save the embattled aquatic environments that helped make him famous. In this exclusive interview, accompanied by his jaw-dropping photography, Nicklen shares why he’s committed to creating healthy and abundant oceans.

CANADA’S GREATEST EXPLORERS — EVER!

Canadian Geographic’s definitive list of the 90 greatest explorers in the nation’s history, as compiled with the help of an expert panel of the world’s greatest living explorers. From deep-sea divers to astronauts, from mountaineers to marathon trekkers, we rank the individuals who’ve helped reveal our nation, the world and beyond.

WORLDS APART

Author Susan McClelland has gained exclusive access to the Yazidi community of women in Toronto, refugees from Iraq in our nation fighting to preserve their cultures and traditions in their newfound home. This is their riveting story.
**JULY/AUGUST 2020**

**GROCERY BILLS GO FAR NORTH**

A 24-pack of water: $29.99. A package of spaghetti: $9.49. A carton of orange juice: $11.99. These are typical grocery item prices in Canada’s Far North, where food security is a real and growing problem. In this innovative feature, we let readers decide how to stretch the grocery budget.

**LAND OF THE MONOLITHS**

The Mingan Archipelago along the north shore of the Gulf of St. Lawrence in Quebec is home to about 40 islands that, during the last few thousand years, were slowly eroded by waves, changing sea levels and winds; and have formed the largest group of natural limestone monolith sculptures in Canada. *Canadian Geographic* explores this incredible geography — and the people and wildlife that call it home.

**CANADA’S CARNegie HALL**

Winston Churchill, Dalai Lama, George Gershwin, Maria Callas, Glenn Gould, Luciano Pavarotti, Bob Dylan, Bob Marley, Neil Young and Jerry Seinfeld. That’s but a small sampling of the legendary figures who’ve appeared on stage at Toronto’s Massey Hall, Canada’s oldest concert hall. Opened in 1894, it closed temporarily in 2018 for a two-year renovation. *Canadian Geographic* documented the work and showcases the hall’s grand traditions, and new-age additions, in this exclusive feature photo essay, with words by Dave Bidini.

**SEPTEmBER/OCTOBER 2020**

**THE ULTIMATE CANADIAN GEOGRAPHY QUIZ**

The latest edition of our popular test of your geographic knowledge.

**A HOWLING GOOD TIME**

Thompson, Manitoba, is the self-proclaimed Wolf Capital of the World, and is leading a global charge in developing new opportunities for wolf viewing. Indeed, the province itself is at the fore of wolf tourism — which is not only helping change attitudes toward wolves, but bolster conservation dollars dedicated to them — with emerging opportunities in Churchill and Riding Mountain National Park. *Canadian Geographic* dances with wolves.

**LIVING AT THE TOP OF THE WORLD**

In this exclusive feature, veteran journalist Matthew Fisher transports readers to Alert, Nunavut, the northernmost permanently inhabited place in the world, just 817 kilometres from the North Pole. Learn just what life is like living on an ice cap. Hint: the rope between buildings is so you can get from one to another in a snow storm.

**MAP YOUR JOURNEY**

In celebration of *Canadian Geographic*’s 90th anniversary, we asked our readers to create digital “story maps” of their lives to share with our online community. Here we present a selection of these maps and the amazing stories that accompany them.

**INDIGENOUS INK**

Perhaps it’s emerged as part of the nation’s reconciliation process, perhaps it’s simply been revived by individuals looking to reclaim their culture, but the traditional art of Indigenous tattooing is experiencing a revival. In this exclusive photo essay, *Canadian Geographic* highlights Indigenous ink art and its deep meanings.

**NOVEMBER/DECEMBER 2019**

**SHELL GAME**

Most of Canada’s turtle species are threatened. In central Ontario, the Kawartha Turtle Trauma Centre works day-in, day-out, to help save injured turtles. Writer Leslie Anthony and photographer Megan Lorenz showcase the amazing facility’s important work.

**THE RIGHT CRISIS**

North Atlantic right whales are highly endangered, with just about 400 individuals remaining. Two year ago, 12 were found dead in the Gulf of St. Lawrence. The federal government responded with drastic protection measures and the following year there were no reported deaths. Then protections were softened, and in 2019, six more whales died. An investigative report on what we’re doing (or not) to save this embattled species.

**BEST WILDLIFE PHOTOGRAPHY**

The winning entries from the latest *Canadian Geographic* photo club annual wildlife photo competition.

**PLUS**

Special 24-page travel section, including hidden gems in Hong Kong, Arizona getaways, London luxury, Hawaii highlights, Jordan and more!
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.

### 2020 ADVERTISING RATES

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

### 2020 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 2020</td>
<td>Canada’s greatest explorers, embattled aquatic environments, protecting B.C.’s coast with the West Coast Marine Services, Toronto’s Yazidi community</td>
<td>November 1, 2019</td>
<td>January 2, 2020</td>
</tr>
<tr>
<td>March/April 2020</td>
<td>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</td>
<td>January 3, 2020</td>
<td>February 10, 2020</td>
</tr>
<tr>
<td>May/June 2020</td>
<td>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</td>
<td>March 6, 2020</td>
<td>April 13, 2020</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>Canada’s newest National Park: Thaidene Nëné National Park Reserve, The Mingan Archipelago, celebrating Toronto’s Massey Hall, Far North food security</td>
<td>May 1, 2020</td>
<td>June 8, 2020</td>
</tr>
<tr>
<td>September/October 2020</td>
<td>Canadian geography quiz, wolf capital of the world, living at the top of the world, Canadian Geographic’s 90th anniversary, Indigenous tattoo art</td>
<td>July 3, 2020</td>
<td>August 10, 2020</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 areas.
- All live matter (text and images intended to be printed) must be kept at least 0.25" from each trim edge of the ad.
- 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 proofs 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.
- Any matter that extends past this safety area may be trimmed due to folding and bindery variations.
- Ad Portal (addirect.sendmyad.com).
- Log into Magazines Canada’s AdDirect™ ad portal.
- All ads must be delivered via Magazines Canada’s AdDirect™ ad portal.
- The ad MUST be uploaded as a press-ready 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/ITs 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-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (magazinescanada.ca).
- Ad Portal CANNOT accept TIFF/ITs 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.
ROP WEB ADVERTISING

- Can Geo deploys 3 monthly newsletters. Have your leaderboard and skyscraper advertisements located in the newsletter that is most fitting to your brand.
- MATERIAL REQUIREMENTS 150 DPI photo + 50 to 60 words
- CAN GEO EXTRA Opt-in subscribers: 27,000 Open rate: 37%
- CAN GEO PHOTO CLUB Opt-in subscribers: 75,000 Open rate: 45%
- 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 27,000

SOCIAL MEDIA

- 162,500+ total social media followers