

CANADA'S  
**HISTORY**

CANADA'S **PREMIER** NATIONAL HISTORY MAGAZINE  
**MEDIA KIT 2020**

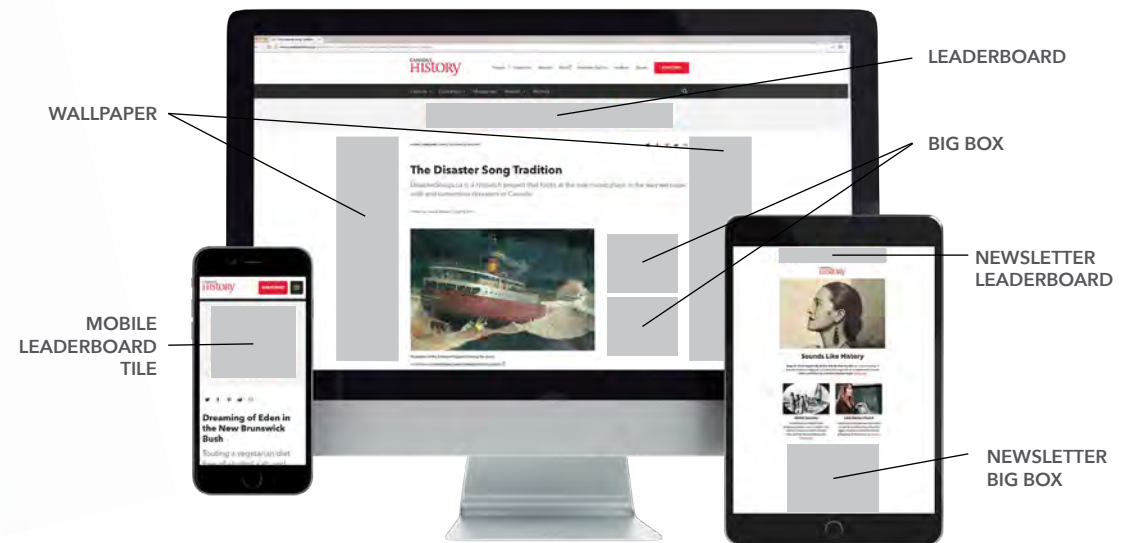
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# CANADA'S HISTORY

**POWERFUL CONTENT  
FOR TODAY'S CANADA.  
PRINT, DIGITAL AND BEYOND.**

Canada's History offers highly-visible and affordable options that ensure your message connects to our engaged and loyal community—whether they are at home or on the go. Award-winning content, print opportunities, newsletters, podcasts and webinars deliver your message to our targeted audience over many platforms.



## OUR ONLINE CONTENT INCLUDES



WEBSITE



PODCASTS



VIDEO



WEBINARS



SOCIAL MEDIA



ARCHIVES

Canada's History offers museums and heritage organizations a range of creative services to help share stories of history and culture. They represent a prestige market for cultural activities, tourism, and high-quality products and services.

### EDITORIAL SERVICES

Your next brochure, newsletter, exhibition catalogue, or publication will be its professional best with the skills of our team of writers, editors, and digital experts. We also offer translation services and print production.

### DESIGN SERVICES

You have the words and the images – now you need to put them together with polish. We offer design services for books, magazines, advertising, e-newsletters, exhibition panels, and more.

### DISTRIBUTION

Mail your publication or marketing material direct to the homes of people who value history and its relevance. Include it in the mailer with *Canada's History* magazine, or use our list for your own custom mailing.

### CHILDREN'S PUBLICATIONS

Imagine a professionally produced comic to tell the story of your town or heritage organization. We'll work with you to translate your local history into a graphic short story that children will love.

### PODCASTS & VIDEO

Video and podcasts are an increasingly popular way for new audiences to discover what you are about. Get access to Canada's History Society's award-winning audio and video team to tell your heritage stories in the sounds and images that engage audiences of all ages.

### EDUCATIONAL MATERIAL

Add to your organization's repertoire of resources with lesson plans and classroom activities developed by public historians at Canada's History Society and a network of award-winning educators. Our scholars will help connect the stories and artifacts in your collection to enhance your school visit programmes.

### AWARDS MANAGEMENT

Focus on what you do best and leave the paperwork to us. As experts in awards management, we can oversee any stage of your recognition program – from promotion to intake to assessment.



**READERSHIP**

**1.4 MILLION** TOTAL BRAND AUDIENCE\*

**CIRCULATION**

**35,834**

Total average (per issue)  
6 issues per year

**KEY CONSUMER MARKETS\***

Metro Toronto 274,000

Vancouver 127,000

Calgary 69,000

Montreal 63,000

Ottawa/Gatineau 55,000

**READER FAST FACTS**

**63%** MALE\*    **37%** FEMALE\*    **39.6** AVERAGE AGE\*

**\$72,819** AVERAGE HOUSEHOLD INCOME\*\*    **67.7%** OWN THEIR HOME (OVER 18)\*\*

**43.6%** LIVE IN CITIES WITH MORE THAN 1 MILLION RESIDENTS, CLOSE TO MUSEUMS, CULTURE AND SHOPPING\*

**149** INDEX MORE LIKELY THAN AVERAGE CANADIAN TO PURCHASE OR LEASE A CAR IN THE NEXT 12 MONTHS\*\*

\*VIVIDATA WINTER 2019, CANADIANS 14+  
\*\*VIVIDATA WINTER 2019, CANADIANS 18+

**CANADASHISTORY.CA +  
HISTOIRECANADA.CA**

**795,000+** UNIQUE VISITORS ANNUALLY

**2,000,000+** PAGEVIEWS ANNUALLY

**30,000+** ENGLISH NEWSLETTER RECIPIENTS

**8,000+** FRENCH NEWSLETTER RECIPIENTS

**DIGITAL ACCESS**

**58%** DESKTOP


**32%** MOBILE

**10%** TABLET

**67.9%** IN 18-49 CORE DEMOGRAPHIC

**SOCIAL MEDIA**

 **58,000+** FANS

 **14,000 +** FOLLOWERS

\*\* GOOGLE ANALYTICS

Canada's History has a diverse readership that shares a passion for history and culture. They represent a prestige market for cultural activities, tourism and high-quality products and services.

### 541,000 MILLENNIALS

This powerhouse of diverse, educated readers looks to *Canada's History* for meaningful discussion of contemporary issues in context. They are travelers who enjoy museums, historic sites, arts and culture. They make up 20% of the Canadian population, and 38% of our readership.

### 311,000 BOOMERS

Canada's most affluent generation has an insatiable desire to learn, travel, and see new things.

### 292,000 GEN Z

Gen Z will be the largest generation in Canadian history. Diversity is a fact of life, and in the next ten years, they will tip today's minority population into the majority.

### 475,000 EDUCATED CULTURE LOVERS

Almost half a million readers with a university degree or higher. These readers are avid museum goers, and attended 1,313,000 theatre performances and 1,948,000 concerts in the past year.

### 784,000 READERS IN FAMILY HOUSEHOLDS

45.5% of *Canada's History* readers live in households with children under 18, and family life is of primary importance. It's a valuable market segment where children influence decisions about leisure activities, travel and technology. 68% of our audience own their homes. With family life so important, renovating the family room is a top priority.

### 543,020 MULTICULTURAL

For museums and businesses, reaching diverse audiences is crucial for long-term success. 403,000 of our readers were born outside of Canada. More than 200,000 have lived in Canada less than 10 years and use a language other than English or French at home.

### 2,331,000 VACATIONS FOR ACTIVE CANADIANS

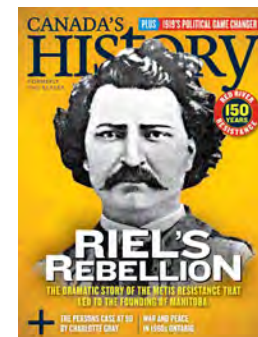
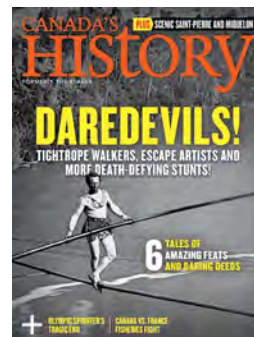
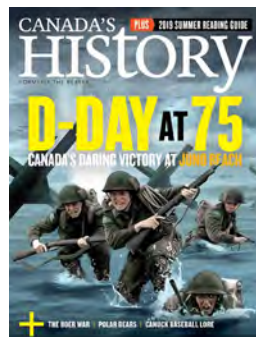
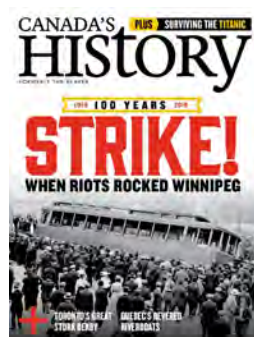
3.3 Canadian, 2.3 foreign vacations, and 4.4 business trips per year on average – our audience is on the move. They index high for outdoor activities such as sailing, canoeing, camping, hiking, and golf in addition to cultural activities. They index high for holiday cruises.





# 2020 EDITORIAL CALENDAR

FEB/MAR	APR/MAY	JUN/JUL	AUG/SEP	OCT/NOV	DEC/JAN
<p><b>Arctic Atlantis</b></p> <p>Arctic Atlantis: The fabled continent in the Far North</p> <p>How Lady Duff Gordon became the doyenne of Edwardian fashion</p> <p>Northern landscape paintings of Hilton Hassell</p> <p>Closing Date <b>November 29</b></p> <p>Material <b>December 5</b></p> <p>On Newsstands <b>January 15</b></p>	<p><b>350<sup>th</sup> Anniversary of the Hudson's Bay Company</b></p> <p>HBC 350: A special package exploring the story of the Hudson's Bay Company, founded in 1670</p> <p>Closing Date <b>January 31</b></p> <p>Material <b>February 6</b></p> <p>On Newsstands <b>March 11</b></p>	<p><b>Prohibition</b></p> <p>Why Canada rushed to enact prohibition, and why it was doomed to fail</p> <p>Legacy of the Group of Seven, founded a century ago</p> <p>Rights fight: An Indigenous group's successful attempt to gain title to their traditional land</p> <p>Closing Date <b>April 2</b></p> <p>Material <b>April 9</b></p> <p>On Newsstands <b>May 13</b></p>	<p><b>The War Ends</b></p> <p>Special editorial package on the 75<sup>th</sup> anniversary of the end of the Second World War</p> <p>The doomed voyage of the Franklin Expedition</p> <p>Creation of the United Nations</p> <p>Closing Date <b>June 5</b></p> <p>Material <b>June 11</b></p> <p>On Newsstands <b>July 15</b></p>	<p><b>The Beaver 100</b></p> <p><i>Canada's History</i> magazine turns 100 years old</p> <p>100 years of photography from the archives of <i>The Beaver</i>, with reflections on what those images mean today</p> <p>Closing Date <b>July 31</b></p> <p>Material <b>August 6</b></p> <p>On Newsstands <b>September 9</b></p>	<p><b>TBD</b></p> <p>The disastrous legacy of coal mining in Canada</p> <p>Closing Date <b>October 2</b></p> <p>Material <b>October 8</b></p> <p>On Newsstands <b>November 12</b></p>



(subject to change)

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## PRINT RATES

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### NATIONAL PRINT RATES (NET)

	1x	3x	6x
Double-page spread	11,390	10,820	10,250
Full page	6,325	6,010	5,695
1/2 page	3,795	3,600	3,420
1/3 page	2,530	2,400	2,280
1/4 page	2,095	1,980	1,875

### NOT-FOR-PROFIT PRINT RATES (NET)

	1x	3x	6x
Full page	6,000	5,700	5,400
1/2 page	3,600	3,400	3,250
1/3 page	2,400	2,300	2,150
1/4 page	2,000	1,850	1,750
1/6 page	1,320	1,255	1,185

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## CONTACT

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## DIGITAL RATES

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### WEB AD UNITS

Leaderboard 728w x 90h	\$650
Big Box 300w x 250h	\$500
Wallpaper 1600w x 770h	\$3,000

### MONTHLY RATE

### NEWSLETTER AD UNITS

Leaderboard 600w x 74h	\$475
Big Box 300w x 250h	\$350
Skyscraper 180w x 420h	\$350
Custom Sponsored Newsletter	\$3,000

