

# CANADA'S HISTORY

CANADA'S PREMIER NATIONAL HISTORY MAGAZINE

## MEDIA KIT 2026

Contact: Stacey Zita | [szita@canadashistory.ca](mailto:szita@canadashistory.ca)



Welcome to a new era of *Canada's History* magazine — signified by our elegant new look, larger book size, quarterly frequency and two new departments.

Our open, inviting design complements the rich and diverse stories our readers love and expect from us. And we've added more. "The Dish," our new food column, tells the tale (and shares the recipe) behind a well-loved food. "Restoration" looks at heritage buildings that have been given new and meaningful purpose. Favourite regular departments, such as Books and Destinations, meanwhile, have been given appealing visual upgrades. The result is an elegant, curated collection of the amazing stories that make up this country.

And the timing couldn't be better. Now more than ever, Canadians want to know their history and need a factual, intelligent and accountable source. It's a role that *Canada's History* magazine has embraced since its inception more than a hundred years ago and is proud to continue to do so today.

We hope you will join us in bringing Canada's history to Canadians.

Jacqueline Kovacs  
Editorial Director

### SELECTIONS FROM THE NEW AND IMPROVED CANADA'S HISTORY:



Now & Then



Destinations

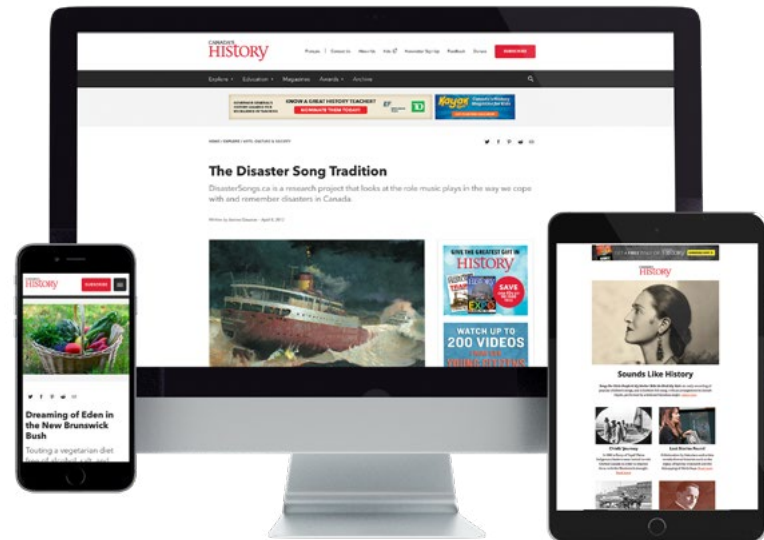
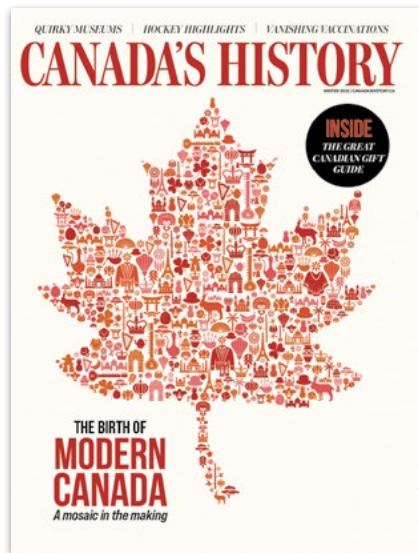


The Dish



Restoration

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 audiences over many platforms.



### OUR ONLINE CONTENT INCLUDES



NEWSLETTERS



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. Our audiences 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 directly 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's award-winning audio and video team to tell your heritage stories with 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 and a network of award-winning educators. Our scholars will help to connect the stories and artifacts in your collection to enhance your school-visit programs.

## 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

# 2.6 MILLION

TOTAL  
BRAND  
AUDIENCE\*\*

### KEY CONSUMER MARKETS\*\*

Metro Toronto 597,000

Montreal 231,000

Vancouver 263,000

Ottawa-Gatineau 117,000

Calgary 114,000



**59.5%** **39.7%** **36.6**  
MALE\* FEMALE\* AVERAGE AGE\*\*

**\$82,837** **59%**  
AVG. HOUSEHOLD INCOME\* OWN THEIR HOME  
(OVER 18)\*

**55%** live in cities with more than 1 million residents,  
close to museums, culture and shopping\*

**192** index more likely than average Canadian to  
purchase real estate in the next 12 months\*

**39%** likely to purchase/lease a vehicle  
in the next 12 months\*

**161** index as having personal income of \$100,000+\*

**279** index as likely to do a kitchen renovation in the  
next 12 months\*

## CANADASHISTORY.CA & HISTOIRECANADA.CA

**1,053,000+** UNIQUE VISITORS ANNUALLY

**3,700,000+** PAGE VIEWS ANNUALLY

**24,400+** GENERAL NEWSLETTER RECIPIENTS

**25,400+** TEACHER NEWSLETTER RECIPIENTS

### SOCIAL MEDIA

We have a total of **136,300+** followers (English and French) on Bluesky, Facebook, Instagram, LinkedIn, Spotify, Threads, X and YouTube.

### PAID PRINT CIRCULATION

**22,181** AVERAGE

**4** ISSUES PER YEAR



Canada's History has a diverse group of readers who share a passion for history and culture. They represent a prestige market for cultural activities, outdoor pursuits and high-quality products and services.

### 962,000 MILLENNIALS

This powerhouse of diverse, educated readers looks to Canada's History for meaningful discussion of contemporary issues in a historical context. Our readers are travellers who enjoy museums, historic sites, arts and culture. They make up 27.4% of the Canadian population and 36.9% of our readership.

### 300,000 BOOMERS

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

### 967,000 GENERATION Z

Generation Z will be the largest generation in Canadian history. Diversity is a fact of life, and in the next 10 years they will tip today's minority population into the majority. Gen Z is 21.8% of the Canadian population and more than 37.1% of our audience.

### EDUCATED CULTURE LOVERS

45% of the Canada's History audience has a bachelor's degree or higher. For readers born outside of Canada, 54% hold a bachelor's degree or higher.

### 998,000 READERS IN FAMILY HOUSEHOLDS

42% 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. 59% of our audience own their homes and index at 191 for having a weekend or vacation home.

### 1,354,000 MULTICULTURAL

Canada is a diverse nation, and reaching those diverse audiences is crucial for long-term success. 1.4 million of our readers were born outside of Canada. 497,000 have lived in Canada fewer than 10 years, and more than 407,000 use a language other than English or French at home.

### LEISURE TIME IN A CHANGED WORLD

Staycations and local outdoor activities are more popular than ever. Canada's History's audience has taken an average of 3.3 trips in the past year and 24.2% travelled with children. They are particularly active, enjoying camping, hiking, canoeing, skiing and fishing.



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# 2026 EDITORIAL CALENDAR

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## SPRING

A look at Canada's rib-tickling contributions to the world of comedy.

How four epic floods altered urban history.

How recent fossil discoveries are changing our thinking about dinosaurs.

The founding of the Canadian Centre for Mental Health and the evolution of mental health care.

Closing Date

**January 9**

Material

**January 15**

In-market

**February 10**

## SUMMER

The role of the canoe in the creation of Canada.

Newfoundland's journey from cod fisheries to tourism magnet.

The rise and fall of Eve adult theatres in Toronto.

The story behind notorious criminal "Red" Ryan.

Closing Date

**April 3**

Material

**April 9**

In-market

**May 5**

## AUTUMN

50th anniversary of the Montreal Olympics and the Corridart Affair.

A cross-country look at heritage architecture.

Special: "The Beaver" section including the 150th anniversary of the Indian Act and reflections on the Friendship Centre movement.

Closing Date

**July 3**

Material

**July 9**

In-market

**August 4**

## WINTER

Winter winners: how we embrace the cold.

A history of children's television programming.

A look at Canada's long-time relationship with the Caribbean.

Special: Our annual Gift Guide.

The American Civil War and the (false) start of the Canadian wine industry.

Closing Date

**October 2**

Material

**October 8**

In-market

**November 3**

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**PRINT RATES**

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**NATIONAL PRINT RATES (NET)**

	<b>1x</b>	<b>3x</b>	<b>6x</b>
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)**

	<b>1x</b>	<b>3x</b>	<b>6x</b>
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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**DIGITAL RATES**

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**WEB AD UNITS\*****MONTHLY RATE**

Leaderboard 728w x 90h	670
Big Box 300w x 250h	515

\*30,000 minimum impressions guaranteed

**NEWSLETTER AD UNITS****PER EDITION**

Leaderboard 600w x 74h	650
Big Box 300w x 250h	475
Custom Dedicated Newsletter	Contact us
Sponsored Content	Contact us

Canada's History has a general audience of 25,000 newsletter subscribers (English and French). For our educational partners, we have an audience of 25,000+ teachers segmented as primary/middle years, middle years/senior and French K-CÉGEP.

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**CONTACT**

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**Stacey Zita**  
**szita@canadashistory.ca**



## AD SIZES

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Page	Width x Height (inches)
Type page	6.888 x 9.333
Trim size	8.375 x 11
DPS	16.75 x 11
1/2v (back of book)	3.319 x 9.333
1/2h	6.888 x 4.527
1/3sq (back of book)	4.509 x 4.527
1/3v	2.130 x 9.333
1/4v	3.319 x 4.527
1/4h (back of book)	4.527 x 3.319
1/6v	2.130 x 4.527

## INSERTS AND OUTSERTS

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Bind-ins, blow-ins and polybag inserts are available on a limited basis. Please contact Stacey Zita at [szita@canadashistory.ca](mailto:szita@canadashistory.ca) for a quotation.

## FILE DELIVERY

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Email: Please send zipped files to Danielle Chartier ([dchartier@canadashistory.ca](mailto:dchartier@canadashistory.ca)).

File Formats: PDF, fonts embedded, no trapping, with all fonts included, and all images in CMYK.

JPEG or TIFF files flattened and saved in CMYK at 300 PPI.

Images: 300 PPI in CMYK (RGB files not accepted).

Bleed: 0.125 in. bleed on full pages and spreads.

Type: 0.25 in. from trim size on full pages and spreads.

Line screen: 150 LPI

Match print: If you are concerned with colour reproduction, a match print proof meeting SWOP standards must be supplied.

Additional charges: Material requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

### Terms and Conditions

All advertisements must be clearly identifiable as such. Advertisements that, in the opinion of Canada's History, resemble editorial features in the magazine shall be labelled "Advertisement" at the top of the page.

Canada's History may at any time refuse to publish an advertisement, regardless of whether this advertisement has been previously accepted or published, without prior notice to the client or advertising agency and without liability.

ONLINE ADS

CanadasHistory.ca is Canada’s premier hub for history enthusiasts and professionals from coast to coast to coast. We offer highly visible and affordable options that ensure your message is upfront and relevant.

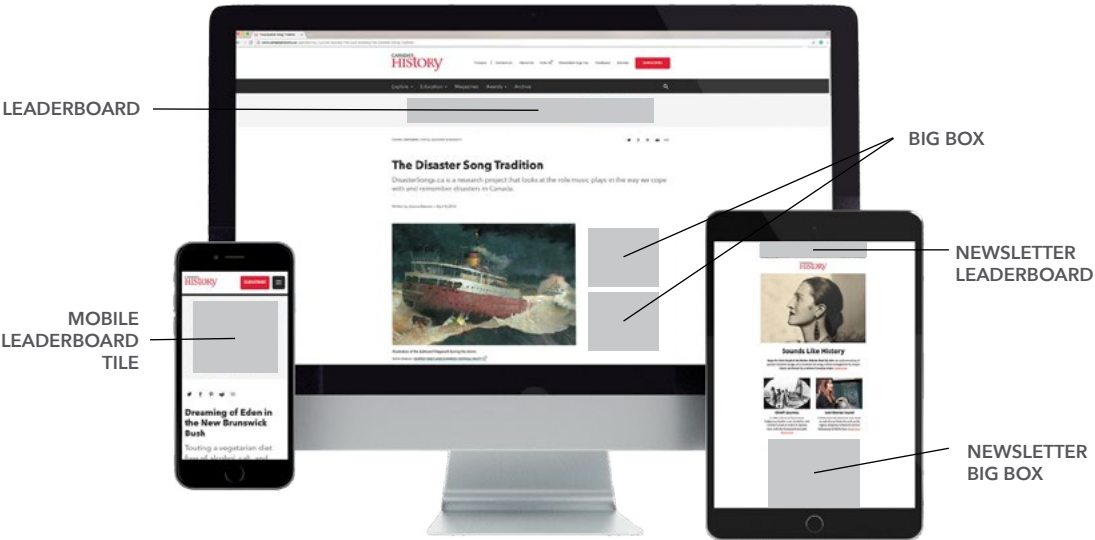
FILE DELIVERY

Ad creative must be delivered to Tanja Hütter:  
**thutter@canadashistory.ca**

Deadline is three business days before the live date. Acceptable formats are JPEG, PNG, or GIF (static or animated). Images must be RGB colour and flattened.

SPONSORED CONTENT

Integrate your story into the editorial environment of CanadasHistory.ca. Sponsored content pieces are available on a limited basis and are positioned among stories from our editors and contributors. A listing for your story stays on the website for a specified time and can be matched with banner advertising to strengthen the relationship with your brand.



AD SIZES

Size	Width x Height (pixels)
Website leaderboard	728 x 90
Website big box	300 x 250
Mobile leaderboard	300 x 250
Newsletter leaderboard	600 x 74
Newsletter big box	300 x 250