

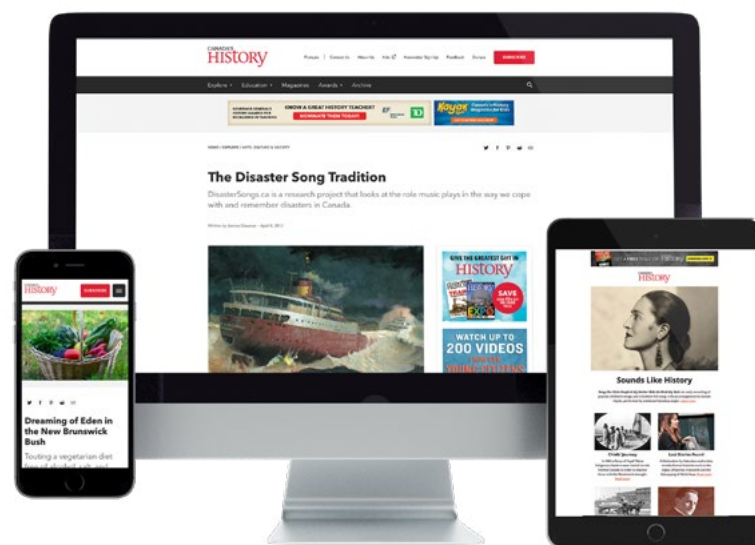


CANADA'S **PREMIER** NATIONAL HISTORY MAGAZINE

MEDIA KIT 2024

Contact: Danielle Chartier | dchartier@canadashistory.ca | 204-988-9300 ext. 214

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



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 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'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

2.3 MILLION

TOTAL
BRAND
AUDIENCE**

KEY CONSUMER MARKETS**

Metro Toronto 626,000
Vancouver 213,000
Calgary 112,000
Montreal 228,000
Ottawa-Gatineau 99,000



READER FAST FACTS

60% MALE* **40%** FEMALE* **36.5** AVERAGE AGE**

\$77,700 AVERAGE HOUSEHOLD INCOME* **60%** OWN THEIR HOME (OVER 18)*

58.5% LIVE IN CITIES WITH MORE THAN 1 MILLION RESIDENTS, CLOSE TO MUSEUMS, CULTURE, AND SHOPPING*

174 PRINT READERS – INDEX MORE LIKELY THAN AVERAGE CANADIAN TO PURCHASE REAL ESTATE IN THE NEXT 12 MONTHS*

24.3% LIKELY TO PURCHASE/LEASE A VEHICLE IN THE NEXT 12 MONTHS*

CANADASHISTORY.CA & HISTOIRECANADA.CA


1,000,000+ UNIQUE VISITORS ANNUALLY


2,100,000+ PAGE VIEWS ANNUALLY

24,000+ GENERAL NEWSLETTER RECIPIENTS

24,000+ TEACHER NEWSLETTER RECIPIENTS

SOCIAL MEDIA

 **100,000+** FANS

 **18,000+** FOLLOWERS

PAID PRINT CIRCULATION

25,603 AVERAGE

6 ISSUES PER YEAR

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

893,000 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 25.9% of the Canadian population and 38% of our readership.

238,000 BOOMERS

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

782,000 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.

EDUCATED CULTURE LOVERS

51% of the *Canada's History* audience has a bachelor's degree or higher. For readers born outside of Canada, 74.7% hold a bachelor's degree or higher.

1.1 MILLION READERS IN FAMILY HOUSEHOLDS

47.8% 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. 60% of our audience own their homes. With family life so important, renovating the family room is a top priority.

1,086,000+ MULTICULTURAL

For museums and businesses, reaching diverse audiences is crucial for long-term success. 727,000 of our readers were born outside of Canada. 481,000 have lived in Canada fewer than 10 years, and more than 321,000 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* print audience indexes at 148 for heavy travel in Canada over the past 12 months. They are particularly active, enjoying camping, hiking, canoeing, skiing, and fishing.



2024 EDITORIAL CALENDAR

FEB-MAR

Comedian Mary Walsh riffs on 75 years of Newfoundland in Confederation.

Behind Barbed Wire: A Second World War prisoner in Canada.

Black Schoolteachers: Education in an era of segregation.

The artistic life of Doris Slater Titus.

Closing Date
December 1

Material
December 7

APR-MAY

RCAF 100th anniversary package: Canadian airmen in the Battle of Berlin.

RCAF 100th anniversary package: The pilot who walked 500 km to freedom.

NATO vs Russia: A 75-year standoff.

A restored Virgin-and-child engraving brings ancient secrets to light.

Closing Date
February 2

Material
February 8

JUN-JUL

How the Quebec Act of 1774 sparked the American Revolution.

Pioneering astrophysicist Allie Vibert Douglas inspired women in science.

The baseball team that defied a U.S. embargo and took on Fidel Castro.

Antique and contemporary photography showcase a rare ornithological collection.

Closing Date
April 5

Material
April 11

AUG-SEP

Photo essay: The enduring romance of lighthouses.

Orcas: from reviled predators to beloved icons.

Inside Parks Canada's controversial decision to rewrite historic plaques.

How Martin Luther King's assassin went on the run in Canada.

Closing Date
June 7

Material
June 13

OCT-NOV

The sinking of the Second World War troopship *Empress of Asia*.

How four feisty restaurateurs saved Toronto's Chinatown.

After the War of 1812, intrepid surveyors mapped the Canada-U.S. border.

The Treaty of Niagara marked the true founding of Canada.

Arctic explorer John Rae investigated the flora and fauna of polar regions.

Closing Date
August 9

Material
August 15

DEC-JAN

Bison revival: Bringing back the Great Plains' most symbolic beast.

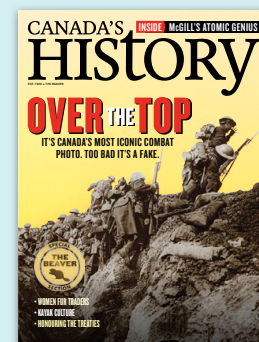
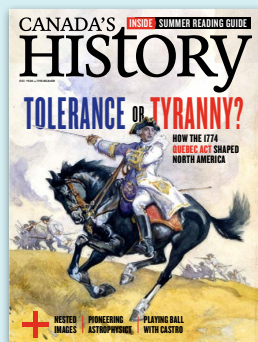
The Chin brothers were a Chinese-Canadian sensation on ice.

The revolutionary aircraft that never got off the ground.

The enterprising sisters who ran the CPR's Banff Springs Hotel.

Closing Date
October 4

Material
October 10



PRINT RATES

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

CONTACT

Danielle Chartier
dchartier@canadashistory.ca
204.988.9300 ext. 214

DIGITAL RATES

WEB AD UNITS*

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

*30,000 minimum impressions guaranteed

MONTHLY RATE

NEWSLETTER AD UNITS

Leaderboard 600w x 74h	625
Big Box 300w x 250h	450
Skyscraper 180w x 420h	450
Custom Dedicated Newsletter	Contact us

PER EDITION



Ad Sizes

Page	Width x Height (inches)
Type page	7 x 9.5
Trim size	8.125 x 10.75
DPS	15 x 9.5
1/2v	4.625 x 7.25
1/2h	7 x 4.625
1/3sq (back of book)	4.625 x 4.625
1/3v	2.125 x 9.5
1/4v	3.375 x 4.625
1/4h (back of book)	4.625 x 3.5
1/6v	2.125 x 4.625

Inserts and Outserts

Bind-ins, blow-ins and polybag inserts are available on a limited basis. Please contact Danielle Chartier at dchartier@canadashistory.ca or (204) 988-9300 ext. 214 for a quotation.

File Delivery

Email: Please send zipped files to Danielle Chartier (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" bleed on full pages and spreads.

Type: 0.25" 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. We offer highly visible and affordable options that ensure your message is upfront and relevant.

File Delivery

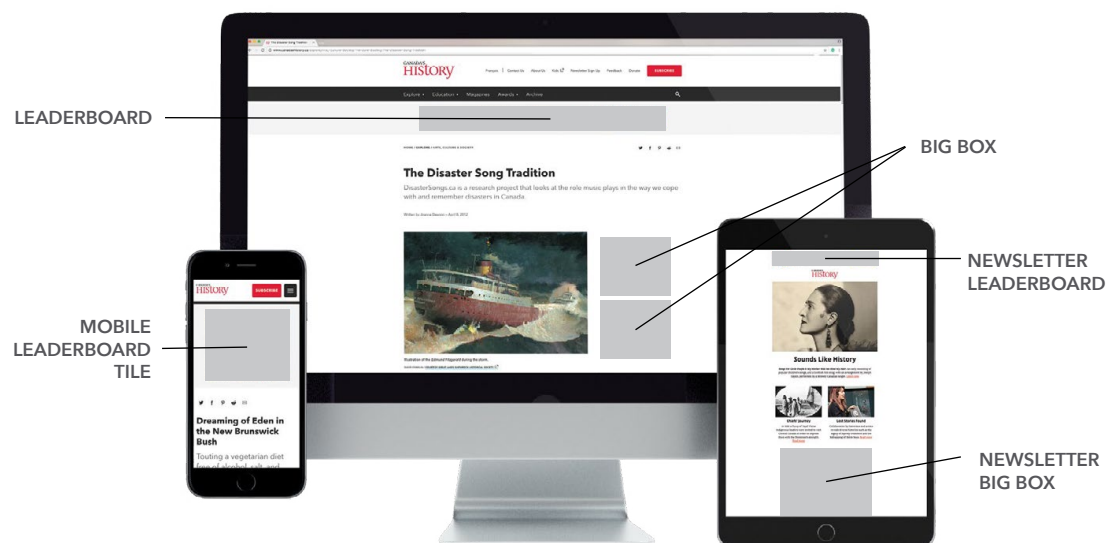
Ad creative must be delivered to:

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 home page 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
Newsletter leaderboard	600 x 74
Newsletter big box	300 x 250
Newsletter skyscraper	180 x 420