

CANADA'S **PREMIER** NATIONAL HISTORY MAGAZINE

MEDIA KIT **2018**



CANADA'S
HISTORY

Driving the Golden Spike, by Hon. D.

EDITOR'S MESSAGE

In 2018, *Canada's History* will explore seminal moments from our country's past, from the end of the First World War, to Viking voyages to Vinland. We'll soar with stories of Canada's early women pilots, and recall the efforts to stop child labour during the industrial age.

Founded in 1920 as *The Beaver*, *Canada's History* has evolved into Canada's premier national history magazine. We highlight the range of Canadian history – exploration, discovery, business, war and culture. Contributors have included writers such as Charlotte Gray,

Lawrence Hill, Peter Mansbridge, Adrienne Clarkson, Pierre Berton, Will Ferguson, Jack Granatstein, Tim Cook, Lysiane Gagnon, and Ken Dryden.

Canada's History is the flagship publication of Canada's History Society, a national charity whose mandate is to increase public engagement in our country's past. The Society also produces the Governor General's Awards for History, creates school educational materials, publishes bestselling books as well as *Kayak: Canada's History Magazine for Kids*.

2018 ISSUES

Feb/Mar
Apr/May
June/July
Aug/Sept
Oct/Nov

FEATURES

Vikings
Red Baron
Women Pilots
Immigration Nation
End of First World War

TRAVEL

Saskatchewan, Saskatoon
Nova Scotia, Balmoral Grist Mill
Québec, Rivière-du-Loup
Newfoundland, Bonavista
Vimy Ridge, First World War sites

CANADA'S HISTORY HAS THE LARGEST HERITAGE-and HISTORY- LOVING READERSHIP IN CANADA

Total Readership:

1.3 million+ print & digital *

Total Circulation: **35,544**

Magazine Winner GOLD

for audience engagement from Circulation Management Association of Canada in 2017 for a combination of readership growth, excellent newsstand results and stellar media coverage.

Over 50% of our readers live in big cities, close to museums, galleries, tourism, shopping and cultural events.

Key Consumer Markets across Canada*

Metro Toronto: **300,000+**

Vancouver: **110,000**

Calgary: **59,000**

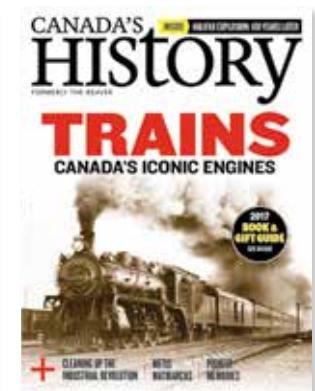
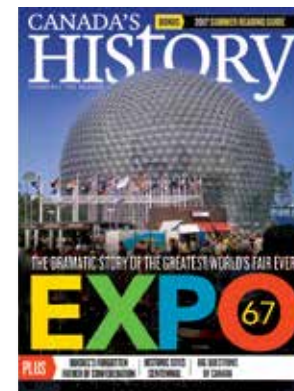
Montreal: **55,000**

Ottawa/Gatineau: **53,000**

Available on Newsstands from Coast to Coast:

Chapters/Indigo Books, Shoppers Drug Mart, Loblaws, Walmart, Sobey's, Superstores, Rexall, Gateway Newsstands and many more.

*Vividata Q4 2017 Research



OUR COMMUNITY

Canada's History readers are **intelligent families** who are **passionate about history and culture**. They are a prestige market for **Canadian tourism, cultural tourism** and high-quality services and products.

FAMILIES: 50% of HH have children under 18 and almost half of readers are under 35

EDUCATED: over 61% have post-secondary degrees

MUSEUM GOERS: More than 77% visited museums 3-9 times in the past 12 months

AVID TRAVELLERS: Averaged 3.8 trips a year within Canada, with a total of 1,831,000 total trip in the last 12 months

HOMEOWNERS: 63% own their own home

CONSUMERS OF CULTURE: Readers attended over a million live theatre events, 220,000 jazz performances, 700,000 concerts, and over 160,000 ballet performances

AFFLUENT: 1/3 have HH incomes over \$100,000

NEW CANADIAN: 25% were not born in Canada



OUR PLATFORMS

Canada's History offers **highly-visible** and **affordable** options that ensures your message connects to our engaged and **loyal community**—whether they are at home or on the go.

**MAXIMUM
IMPACT
ADS—DESKTOP
TO MOBILE**

WEBSITE

NEWSLETTER

MOBILE

LEADERBOARD

WALLPAPER

WALLPAPER

BIG BOX

BIG BOX

BIG BOX

BIG BOX

Bigbox ad available below the fold

BIG BOX

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PRINT RATES AND DATES

CANADA'S PREMIERE PUBLICATION FOR BRINGING HISTORY TO LIFE!

NATIONAL PRINT RATES (NET)				ISSUE DEADLINE	SPACE DEADLINE	MATERIAL DATE	IN MARKET
	1x	3x	6x	Feb/Mar	Nov 24	Nov 30	Jan 29
Double-page spread	11,390	10,820	10,250	April/May	Feb 2	Feb 8	Mar 26
Full page	6,325	6,010	5,695	June/July	Apr 5	April 12	May 28
1/2 page	3,795	3,600	3,420	Aug/Sept	June 8	June 14	July 30
1/3 page	2,530	2,400	2,280	Oct/Nov	Aug 3	Aug 9	Sept 24
1/4 page	2,095	1,980	1,875	Dec/Jan	Oct 5	Oct 11	Nov 26

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

**CONNECT TO
OUR PASSIONATE,
TARGETED
COMMUNITY**

DIGITAL RATES AND DATES

CanadasHistory.ca features **awarding-winning** content, podcasts and webinars in a clear and **user-friendly mobile-optimised environment**. And our award-winning weekly newsletters deliver your message directly into the inboxes of **our growing, targeted, loyal audience**.

**700,000
DEDICATED
USERS**



1.8 Million

Pageviews and Growing *

25,000+

targeted newsletter subscribers

31,000+

Facebook followers

12,000+

Twitter followers

Sponsored Content

Integrate your story into our online editorial environment. Contact Jill Thorp Shepherd for more info: jthorp-shepherd@canadashistory.ca

*Google Analytics 2018

WEB AD UNITS MONTHLY RATE

Leaderboard	\$650
Big Box	\$500
Wallpaper	\$3,000

NEWSLETTER AD UNITS MONTHLY RATE

Leaderboard	\$475
Big Box	\$250