

# CAA MAGAZINE

MEDIA KIT **2020**



The Dark Sky Preserve at  
Grasslands National Park  
covers 729 square kilometres  
of prime stargazing





# CANADA'S #1 CIRCULATED MAGAZINE\*

CAA Magazine opens Members' eyes to the world—both at large and close to home—through travel, automotive and lifestyle stories.

**ADVERTISING IN** CAA Magazine connects you to a coveted readership of 3.3 million. The Canadian Automobile Association (CAA) is one of the largest established consumer-based organizations in Canada and represents trust, dependability and security—a reputation that is reinforced by the magazine's expert advice on travel destinations and insightful takes on automotive trends. CAA Magazine is an exclusive and tangible benefit for Members, offering insider information and exclusive access to special offers and CAA partner promotions.



\* CCAB Spring 2019



# CAA MAGAZINE AT A GLANCE

Advertising in *CAA Magazine* connects you to a readership of more than 3.3 million active Canadian consumers.

TOTAL CIRCULATION  
**1,850,726\***  
+4.6% VS. MARCH 2018

CAA NORTH &  
EAST ONTARIO  
209,647

CAA  
ATLANTIC  
165,877

CAA SOUTH  
CENTRAL  
ONTARIO  
1,396,805

CAA  
NIAGARA  
87,794

ONTARIO READERSHIP **2,985,000\*** + ATLANTIC READERSHIP **350,000\***



**11.4%**  
OF CANADIAN  
ADULTS†

**3.3+ million**  
READERSHIP†

**[ 3,363,000 ]**



**1.8**  
READERS PER COPY†



**4**  
ISSUES PER YEAR

\*Source: March 2019 CCAB Brand Report  
†Source: Vividata Spring 2019, Total 14+



# MEET OUR READERS

CAA Magazine readers are established in their lives and have higher-than-average household incomes.



**\$92,819**

AVERAGE  
HOUSEHOLD INCOME

**13%**  
HIGHER  
THAN NATIONAL  
AVERAGE

**54%**

HOUSEHOLD INCOME  
\$75,000+

INDEX 116

**38%**

(1,260,000)  
INDEX 61

**18-54  
YEARS OLD**

**34%**

(1,148,000)  
INDEX 69

**25-54  
YEARS OLD**

**54%**

(1,789,000)  
INDEX 106

**35-64  
YEARS OLD**

**62%**

(2,075,000)  
INDEX 162

**55+  
YEARS OLD**

AVERAGE AGE

**58**

YEARS OLD

**52%**

FEMALE



**48%**

MALE



**73%**

ARE MARRIED

INDEX 118



**46%**

ADULTS WITH  
CHILDREN AT HOME





# MEET OUR READERS

Our readers are influential and well educated, and our reach is extensive.



## CAA MAGAZINE READERS

In general:

- **80%** have a post-secondary education (INDEX 110)
- **71%** have university+ education (INDEX 117)
- **85%** own their home (INDEX 117)
- **84%** are the head of their household
- **77%** are the principal wage earner

Influence on household purchases:

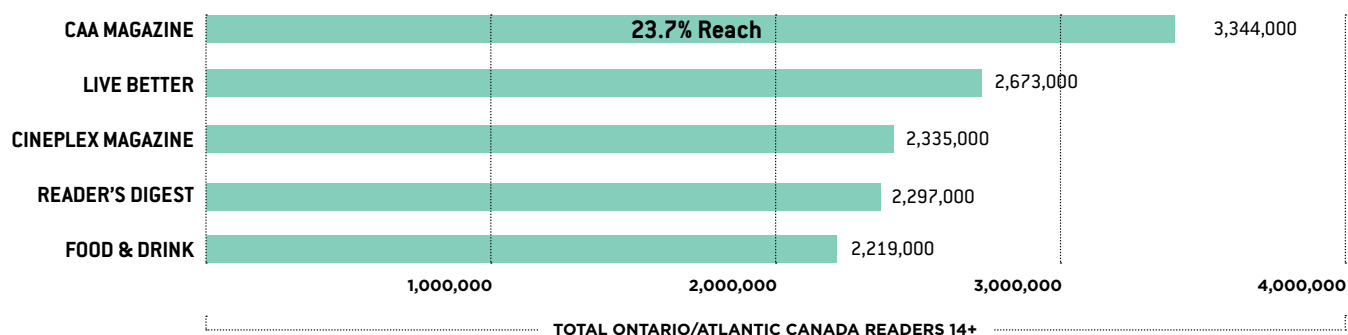
- home improvements: **93%**
- vehicles: **93%**
- electronics: **94%**

In response to advertising:

- **71%** take actions after seeing magazine advertising
  - Searched online as a result of an ad (INDEX 129)
  - Purchased a product/service (INDEX 140)
  - Visited a retail location (INDEX 138)
  - Attended an event (INDEX 131)
  - Commented about a product on social media (INDEX 120)

## COMPETITIVE REACH

*CAA Magazine* is the most widely read print publication in Ontario/Atlantic Canada and has consistently grown **12.9%** the past 4 quarters





# CAA READERS: VACATION TRAVEL

## ANY VACATION

- Collectively accounted for **7,571,000** vacation trips in the past year (4.4 million in Canada, 3.2 million international)
- **16,969,000** hotel nights booked
- **2,997,000** round-trip flights booked
- Almost **\$12.4 BILLION** spent on travel per year
- **67% (2,225,000)** took an overnight vacation in the past 12 months (INDEX 111)
- **54% (1,803,000)** travelled by car (INDEX 118)
- **42% (1,497,000)** travelled by air (INDEX 112)
- **17% (560,000)** took a cruise in past 3 years (INDEX 125)
- **63% (2,118,000)** stayed at a hotel for 1+ nights (INDEX 113)
- **17% (563,000)** stayed at a luxury hotel (INDEX 135)
- **19% (622,000)** rented a car (INDEX 118)
- Compared to the average Canadian, our readers are more likely to do a variety of activities while on vacation:
  - Shopping: **13%** more likely
  - Sightseeing: **17%** more likely
  - Attend sporting events: **18%** more likely
  - Take in nightlife: **27%** more likely
  - Visit museums/galleries: **12%** more likely
  - Golf: **10%** more likely

## WITHIN CANADA

- **39% (1,310,000)** took a Canadian vacation in the past 12 months (INDEX 114)
- **28% (927,000)** took two or more trips (INDEX 116)
- Collectively accounted for **4.4 MILLION** domestic vacation trips in the past year
- **\$3.6 BILLION** spent on Canadian travel in the past 12 months
- **29%** took short vacations of seven days or less (INDEX 116)
- **20% (661,000)** stayed in hotel or resort on last Canadian trip (INDEX 121)

## OUTSIDE CANADA

- **41% (1,385,000)** took an international vacation in the past 12 months (INDEX 118)
- **23% (764,000)** took two or more trips (INDEX 123)
- Collectively accounted for **3.2 MILLION** international vacation trips in the past year
- **\$8.9 BILLION** spent on international travel in the past 12 months
- **27% (918,000)** stayed in hotel or resort on last international trip (INDEX 118)
- Travelled to the following locations in the past 12 months:
  - USA: **26%** (INDEX 126)
  - Caribbean: **12%** (INDEX 162)
  - UK/Europe: **11%** (INDEX 152)



# CAA READERS: LIFESTYLE



## FINANCE

- Readers collectively hold **\$687 BILLION** in savings and investments
- Average per reader: **\$204,339** (**41%** higher than national average)
- \$500,000 or more: **60%** more likely
- \$1,000,000 or more: **63%** more likely
- Used a financial planner in past 12 months: **36% (1,195,000)** (INDEX 118)
- Have an RRSP: **56% (1,867,000)** (INDEX 116)
- Have mutual funds: **31% (1,050,000)** (INDEX 133)
- Have a line of credit: **54% (1,813,000)** (INDEX 113)
- Own stocks/bonds: **20% (665,000)** (INDEX 125)
- Online investing: **8% (283,000)** (INDEX 113)
- Have 3+ credit cards: **25%** more likely
- Have a will prepared by third-party: **47%** more likely
- Have a will that includes a trust: **46%** more likely

## AUTOMOTIVE

- Collectively own **5,929,000** vehicles
- Collectively spent over **\$23 BILLION** on vehicle purchases last year
- Collectively spent over **\$2.3 BILLION** on automotive supplies and accessories last year
- **78%** of readers are the primary driver of at least one vehicle
- Compared to the average Canadian adult:
  - **33%** more likely to own a premium luxury vehicle
  - **13%** more likely to have 2+ vehicles in household
  - **15%** more likely to be the primary driver of at least one vehicle
  - **25%** more likely to purchase a new vehicle within the next 12 months
  - **17%** more likely to purchase a new SUV within the next 12 months
  - **17%** more likely to have their vehicle serviced at a dealership
  - **40%** more likely to spend \$1,000+ per year on automotive supplies and accessories



# CAA READERS: LIFESTYLE



## HEALTH & WELLNESS

- **88% (2,847,000)** are active in jogging, hiking, biking, aerobics, yoga, swimming, attending fitness clubs
- Take multi-vitamins:
  - 1+ a month: **34% (1,143,000)** (INDEX 117)
  - Daily: **27% (895,000)** (INDEX 121)
- Take vitamins, minerals, herbal supplements:
  - 1+ a month: **44% (1,484,000)** (INDEX 122)
  - Daily: **37% (1,244,000)** (INDEX 126)
- Have medical conditions:
  - Arthritis: **44%** more likely
  - Diabetes: **19%** more likely
  - Hair loss: **19%** more likely
  - High blood pressure: **32%** more likely
  - High cholesterol: **45%** more likely
  - Irritable bowel syndrome: **20%** more likely
  - Overactive bladder: **40%** more likely
  - Ulcers: **22%** more likely
- Used in past 30 days:
  - Pain relievers: **61% (2,067,000)**—an average of 20.5 million usage occasions per month
  - For arthritis: **27%** more likely
  - For back pain: **23%** more likely
  - For body/muscle pain: **12%** more likely
- Agree:
  - I think always think of the calories in what I eat: **26%** more likely
  - I always check the nutritional content of food: **11%** more likely





# IN EVERY ISSUE

# compass

Travel Auto People Leisure

## WHERE ARE YOU?

### A WORLD IN RUINS

I'm 25 kilometres south of Rome scrutinizing an ancient town square. With the help of mosaics, I think I've found the baker, the shipper and someone who might have helped me procure exotic animals, circa AD 62. On the advice of a friend, I skipped the crowds in Pompeii and instead came here, to the amphitheatre. It's an excavated port town that few bother to visit, so I'm sharing the 84 acres of ruins with only a dozen others.

Ostia Antica lay covered in the Tiber's silt for roughly 1000 years, until the early 19th century. But at its peak, an estimated 50,000 Romans called this bustling town home, with its pub, its temples and its public baths. I walk tree-lined streets, sit in the amphitheatre, and eavesdrop at the local bar. Just like Romans past. —Leslie Garrett

**LOCATION** 41.7603° N 12.3005° E

**POPULATION** 50,000 (around AD 200)

**DID YOU KNOW?** In the town's heyday, the floor of the amphitheatre was sometimes flooded for performances that featured sea gods and goddesses.

**SUMMER 2019** 7

## SHOP TALK

C&A auto expert Ryan Peterson answers your questions

### SHOP TALK

Q: I'm a 2019 Toyota Venza. I've been having issues with the infotainment system. It's freezing up and I have to restart it. Is this a common issue?

A: Yes, it is a common issue. The infotainment system can freeze up due to a software glitch. A software update should resolve the issue. Check for updates in the settings menu.

### SHOP TALK

Q: I'm looking for a car that's good for a long drive. What should I look for?

A: Look for a car with a large fuel tank, good mileage, and a comfortable interior. A car with a large fuel tank will give you more range between refuels. Good mileage will save you money on gas. A comfortable interior will make your drive more enjoyable.

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## on the list

Discovering a World Heritage Site is like finding a treasure chest. It's a place where the past is alive and well. It's a place where you can see the way things were and learn about the people who lived there. It's a place where you can feel the history and the culture of a place. It's a place where you can find a sense of wonder and awe. It's a place where you can find a sense of connection to the past and the future.

### PHOTOGRAPHY

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## PLUGGED IN

A PEEK UNDER THE HOOD OF CANADA'S ELECTRIC VEHICLE MARKET

Only for the 2019 model year, the 2019 Nissan Leaf is the only EV in Canada with a range of over 150 miles.

**THE INNOVATORS**

### Singles Cruise

With the 2019 Nissan Leaf, you can cruise in style. The 2019 Nissan Leaf is the only EV in Canada with a range of over 150 miles. It's the perfect car for singles who want to cruise in style.

**THE OPTIONS**

**MARKET PLACE**

A look at some of the best-selling EVs in Canada.

VEHICLE	2019 EPA EST. RANGE (miles)	2019 EPA EST. MPG (city/hwy)	2019 EPA EST. PRICE (starting)
NISSAN LEAF	150	126/113	\$27,400
HYUNDAI IONIQ	124	124/108	\$24,900
NISSAN LEAF	150	126/113	\$27,400
CHEVROLET BOLT	119	119/102	\$26,500

## AUTOMOTIVE FEATURES

In-depth stories covering automotive issues, technology and trends as well as tips and how-tos.

## TASTES OF THE IRISH

A ROAD TRIP THROUGH NORTHERN IRELAND YIELDS ALL THE FLAVOURS OF THE LAND—AND ALL THE REASONS THAT GOES INTO PRODUCING THEM

**MY APPETITE FOR MEAT AND POTATOES KNOWS NO BOUNDS. DITTO BREAD AND BUTTER.**

Discover the flavors of Northern Ireland in this special feature. It's a road trip through the land of the bogs and the mountains, where the flavors of the land are as diverse as the people who live there. It's a road trip that will take you to the heart of the land and the people who live there. It's a road trip that will give you a taste of the land and the people who live there. It's a road trip that will give you a taste of the land and the people who live there.

## TRAVEL FEATURES

Inspiring reads that highlight great destinations, travel information and tips to provide the tools for a safe and memorable journey.

## MAKING A SPLASH

Up your backyard game with an in-ground pool that's just right for you.

Discover the joys of having an in-ground pool in your backyard. It's a place where you can relax and enjoy the sun. It's a place where you can have a party. It's a place where you can make memories. It's a place where you can have a great time. It's a place where you can have a great time.

## SMALL PLEASURES

Discover the joys of having an in-ground pool in your backyard. It's a place where you can relax and enjoy the sun. It's a place where you can have a party. It's a place where you can make memories. It's a place where you can have a great time. It's a place where you can have a great time.

## COMPASS

Our upfront section features a mix of travel, automotive, home and lifestyle content—delivering short pieces with engaging visuals.

Layouts shown are for presentation purposes only

## LIFESTYLE FEATURES

Practical ideas to make readers' lives easier, from the hottest trends in smart-home tech to expert tips on travelling with your pets.



# IN THE LOOP

**DAY 1**

Check in to **The Robey**, a hip boutique hotel breathing new life into an art deco office building in **Wicker Park**, one of Chicago's creative epicenters. The pork *carnitas* at **Antique Taco (4)** down the street should fortify you for a full afternoon of shopping along **North Damen Avenue**, but you can also plan to pause for a seasonal dessert at the always-packed **Mindy's Hot Chocolate**.

The best place in town for pre-dinner cocktails is right above your nose—at The Robey's popular rooftop bar, **The Up Room**. Walk to **Clever Rabbit** for a family-style feast of squash ravioli, carrot dumplings and roast chicken. Afterwards, take a cab to **Logan Square** for a bit of bar-hopping along **North Milwaukee Avenue**, with stops at **Billy Sunday**, **Estereo**, and **The Pink Squirrel**.



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Wander up to the **Chicago Architecture Center (5)** to play with its massive interactive model of the city before boarding an **architecture river cruise (3)** or strolling along the **Riverwalk** to get even more acquainted with its most famous buildings. (This town invented the skyscraper, after all.) If you're still downtown at happy hour, sharing a good cocktail at authentic tiki bar **Three Dots and a Dash (7)** will set you up perfectly for homemade pasta or the brick chicken at **Siena Tavern**.

**DAY 3**

Start with a run on the **606 Bloomingdale Trail** (6), an elevated park along a former railway line. Keep the sporting theme going by heading to **Wrigley Field**, which just got a facelift, for a Cubs baseball game. Depending on your game time, drop into **Smoke Daddo** across the street for the house-smoke ribs or catch a show at one of the many comedy clubs in the area. After the last at-bat, pick up something at **Pastoral Artisan Cheese, Bread & Wine** to snack on later or opt for a sublime southern Italian feast at the neighbourhood bolite **Coda di Volpe** (1). ■

**8** DOUG WALLACE **9** DAN BRANSFELD

TAKE A CRUISE FOR  
A WATER-LEVEL LOOK  
AT THE SKYLINE

6

THIRSTY?  
A CLASSIC TINI  
TIPPLE SHOULD  
DO THE TRICK

**WHERE TO STAY** The Robey is a great choice, but the Moxy Chicago Downtown is equally stylish. If you're looking for location, Hotel Zachary is across the street from Wrigley Field, and the upscale Hotel at Midtown is attached to one of the city's biggest gyms.

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Service-style travel content that takes readers to a specific location with a suggested itinerary.

# EAT WHAT YOU SOW

**T**HERE IS NOTHING QUITE AS SATISFYING as picking a sweet, juicy cherry tomato from the vine or snipping lettuce right into a salad bowl. Fortunately, even small spaces can host a veggie garden, provided they get six to eight hours of sunlight a day.

While you can plant in everything from clay pots to paint buckets, there are a few modern options worth trying.

Self-watering containers are a great invention, especially if you plan to travel in the summer. The Nest from Crescent Garden, for example, features a self-watering system that only needs to be refilled every two to six weeks, depending on conditions and plants.

If you're concerned about space, portable fabric containers are a great solution. These lightweight, permeable pots come in various sizes and can help produce strong root systems in plants. Best of all, containers like the Smart Pot

can be emptied and folded away for winter.

To get started with any container, fill it with potting soil formulated for vegetables. Look for patio varieties of beans, peas, tomatoes and peppers; these types of plants are more compact and perfect for pots.

Plant seeds like peas and lettuce outside, but start heat lovers, like tomatoes, indoors. You can also purchase seedlings from nurseries—they'll have a head start in a greenhouse.

Now all you have to do is add water and wait. Bon appetit!

**WARM-WEATHER  
VEGETABLES**

**IN EARLY SPRING**  
Members of the  
brassica family:  
brussels sprouts,  
kale, broccoli

**Root vegetables:**  
beets, carrots

**Salad greens:**  
spinach, lettuce,  
mustard

**Peas**

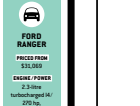
**IN LATE SPRING**  
Tomatoes  
Squash

**PROTEOLYTIC CAPABILITY OF MAMMARY FLUIDS**

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**happy  
medium**

More mid-size **pickup trucks** are coming to market



**JEEP  
GLADIATOR**


**PRICES FROM**  
\$45,495

**ENGINE/POWER**  
3.6-liter V6/  
285 hp,  
260 lb.-ft. of torque

**CHEVY COLORADO**  
Offered in a wide array of configurations, from the two-wheel-drive base trim to macho off-road models, the Colorado can fit many different budgets. Popular four-door Crew Cab 4x4s include a 308-horsepower V6 engine, but a torque-y diesel is also available. The mighty ZR2 trim deploys technology developed for Formula One cars in its suspension dampers, allowing off-roaders to explore with ease. ■

**CAA READY FOR ANYTHING** 

CAA Insurance provides excellent coverage, outstanding claims services and competitive rates. Even better, Members save up to 20% on auto insurance. Visit [caainc.org/ca/insurance](http://caainc.org/ca/insurance) for details.

  
**FORD  
RANGER**  
PRICED FROM  
\$31,069  
ENGINE/POWER  
2.3-litre  
turbocharged I4/  
270 hp.

**JEEP  
GLADIATOR**

**PRICES FROM**  
\$45,495

**ENGINE/POWER**  
3.6-liter V6/  
285 hp,  
260 lb.-ft. of torque

442 lb-ft of torque  
—  
**CHEVY  
COLORADO**  
—  
**PRICED FROM**  
**\$27,000**  
—  
**ENGINE/POWER**  
2.5-litre I4/  
200 hp,  
250 lb-ft of torque

2.8-litre diesel 14/  
181 hp.

Examining a home or lifestyle trend using a how-to approach.

A car review that complements the automotive content in the Compass section.

Layouts shown are for presentation purposes only



# 2020 EDITORIAL CALENDAR

## SPRING

**IN HOME**  
Feb. 7

**AD CLOSE**  
Nov. 15

**MAT'L. CLOSE**  
Dec. 6



### (SLIGHTLY) OFF THE BEATEN PATH

Saving money and avoiding the crowds at lesser-known destinations around the world that are well worth the visit.

### MEXICO'S WINE AND WELLNESS TRAIL

Starting in San Miguel de Allende, the trail heads off toward hot springs, organic farms, hiking trails and wineries.

### CAR-BUYING GUIDE

Tips for what buyers should know going in, new technology to look for and the pros and cons of buying new versus used.

### FOOD SAFETY

Bringing Members up to speed on the recent legalization of cannabis edibles: what products will be available, where they're made and the food-safety protocols in place.

### COLOUR CONFIDENCE

Highlighting Dulux's 2020 Colour of the Year (Chinese Porcelain) and suggestions from a Dulux colour expert for ways to integrate the colour with paint and decor.

## SUMMER

**IN HOME**  
May 8

**AD CLOSE**  
Feb. 21

**MAT'L. CLOSE**  
Mar. 13



### TOP DESTINATIONS TO PUT ON YOUR CANADIAN BUCKET LIST

A roundup of must-see places across the country.

### MICRO TRIPS

Destinations that are up to six hours away by plane or car and make for a great shorter getaway.

### 72 HOURS: MONTREAL

The city comes alive in the summer as patios fill up and festivals add a buzz of activity. We curate the best ways to make the most of a long weekend.

### CAPE COD AND THE ISLANDS ROAD TRIP

Chasing sunshine and salt air on the coast of Massachusetts, with stops in Cape Cod, Martha's Vineyard and Nantucket.

### GREAT LAKES WATERFRONT TRAIL BIKE TRIP

Cycling the Niagara Circle Route South, a picturesque section of the trail that's easily accessible from the GTA.





# 2020 EDITORIAL CALENDAR

## FALL

**IN HOME**  
Aug. 14

**AD CLOSE**  
May 29

**MAT'L. CLOSE**  
Jun. 19



### HOW TO BE A WINTER TRAVELLER

Where to go, what it costs and what you need to consider to escape winter.

### MEKONG RIVER CRUISE

Experiencing the sights, food and on-shore activities on a cruise along the Mekong River through Vietnam and Cambodia.

### 72 HOURS: ANNAPOLIS VALLEY, N.S.

Visiting wineries, catching the end of the whale-watching season and more in this lush region on Nova Scotia's Bay of Fundy coast.

### THE IMPORTANCE OF CAR MAINTENANCE

Find out how keeping your car in tip-top shape can not only improve your daily drive, but also increase your vehicle's lifespan and help maintain its value.

### SPEED LIMITS EXPLAINED

A look at the history and effectiveness of speed limits as Ontario starts a pilot project to increase speed limits to 110 km/h on three highways.

## WINTER

**IN HOME**  
Nov. 13

**AD CLOSE**  
Aug. 28

**MAT'L. CLOSE**  
Sept. 18



### LOVE FOOD, WILL TRAVEL

The destinations where it's best to go hungry! Find out where to head for superlative street food, fine dining and cooking classes.

### GETTING TO KNOW ANDALUCÍA

This quiet region of Spain is a destination for quaint farmland, Moorish architecture and farm-to-table cuisine.

### 72 HOURS: FLORIDA KEYS

Starting from Miami and driving to Key West and back again, this road trip will include stops for scuba diving, watersports and boating, and great food.

### THE NEW CAR COLLECTORS

The next wave of car collectors is seeking out first-generation SUVs as well as early '90s Hondas and Datsuns.

### HOW AGING AFFECTS YOUR DRIVING

Explaining how and why the driving experience shifts as reflex, mobility and vision changes occur with age.



# SPONSORED CONTENT OPPORTUNITIES

## TAILORED STORIES

Our creative team can work with you to craft engaging content that spotlights your brand, using the magazine's editorial tone.

## AVAILABLE SIZES

Choose ad sizes that range from a column to a double-page spread, increasing the story's prominence and depth.

Designed to complement the magazine's style



Your logo here

Position sponsored content with related stories



Reach more than 3 million readers with stories that are associated with your brand and aligned with our editorial content.

## LET'S WORK TOGETHER

Contact our team for more information on all of our paid content opportunities.



# CAA MAGAZINE ONLINE

Readers can access *CAA Magazine's* website via **caasco.com**, the CAA South Central Ontario (SCO) homepage, which has 5 million annual visits.



## AT A GLANCE\*



**92,799**  
AVERAGE MONTHLY  
PAGEVIEWS\*



**3:10 MIN.**  
AVERAGE TIME  
ON PAGE\*



**1.37**  
AVERAGE PAGES  
PER VISIT\*

## ONLINE NET RATES†

### RUN OF SITE

BIG BOX  
**\$65** CPM

LEADERBOARD  
**\$65** CPM

### ROAD BLOCK

BIG BOX +  
LEADERBOARD  
**\$130** CPM

*CAA Magazine* readers spent more than \$6.7 billion total online within the past 12 months.\*

## DIGITAL DISPLAY ADVERTISING

Combine digital with your print campaign to build your brand and drive CAA Members to action with a variety of digital display media options through various channels.

## BRANDED, SPONSORED AND INTEGRATED CONTENT OPPORTUNITIES

Use an editorial approach to show off your products and build your brand through integrated sponsored content.

## CONTESTS AND PROMOTIONS

Be tactical, drive awareness and satisfy direct marketing mandates through contests and promotions.

## LEARN MORE

Speak to our sales team for more information on our digital opportunities.

\*Source: Google Analytics (Aug. 1 to Dec. 31, 2018). Source: Vividata Summer 2018, Total 14+  
†Prices are subject to change with expected traffic increases. Please confirm rates at time of booking.





# CAA MAGAZINE ONLINE



## AD UNITS AND SPECIFICATIONS

### Big box (300 × 250) and 728 × 90 leaderboard

Standard max file size: 40kb

Rich media max file size: 40kb

- Initial load, 2.2 MB progressive load
- Applies to Standard and Rich Media

Animation: Up to 30 seconds automatic Unlimited during interaction. *English only*

## CREATIVE/TAG NAMING CONVENTIONS

In order to make sure creative is properly trafficked and reported, please use the following naming conventions for ad creative and ad tags:

- **Naming Convention: Ad creative**  
language\_size\_client\_campaign\_creativeversion  
**Example:** en\_300x250\_hilton\_weekends\_c01.swf
- **Naming Convention: Ad tags** language\_size\_client\_campaign\_tagversion  
**Example:** en\_300x250\_hilton\_weekends\_t01.txt

NOTE: THE C01 OR T01 AT THE END OF EITHER AN AD CREATIVE OR AD TAG STANDS FOR "CREATIVE VERSION ONE" OR "AD TAG VERSION ONE." ANY TIME AD CREATIVE IS REVISED AND RE-SENT TO THE PUBLISHER AD OPERATIONS, THE VERSION SHOULD BE CHANGED TO C02, C03, ETC. SO THAT PUBLISHER AD OPERATIONS CAN TRAFFIC THE CORRECT AD.

## TERMS AND CONDITIONS

- CAA has final approval of all ads and ad creative
- All creative must click through to another page and open in a new window
- All creative must have a border
- All Flash (.swf) creative must have click TAG in place of the click-through URL
- All Flash (.swf) creative must have backup image (.jpg or .gif) files and must be coded to specifications
- No extensive blinking or flashing elements
- No ad can spawn or pop from another ad unit
- No geo-targeting or frequency capping through creatives
- No automatic downloads or executable files
- No spyware removal ads, pop-up blockers or spam filters

## ADDITIONAL CONDITIONS

- Ensure that your ad material is delivered by the material deadline
- Strategic Content Labs will not assume responsibility for proofreading creative
- Strategic Content Labs will not assume responsibility for any ad revisions
- Strategic Content Labs will request new ad material if an ad is not supplied to our specifications or requires any changes

## SUBMISSION PROCESS

### STEP #1

#### Production Approval

Advertising material is subject to Strategic Content Labs and CAA approval five working days prior to final material deadline.

### ONLINE AD CREATIVE DUE DATES

- Standard creative must be submitted seven days prior to live date.
- Rich media and video creative must be submitted 14 days prior to live date.

### STEP #2

#### Submitting your ad

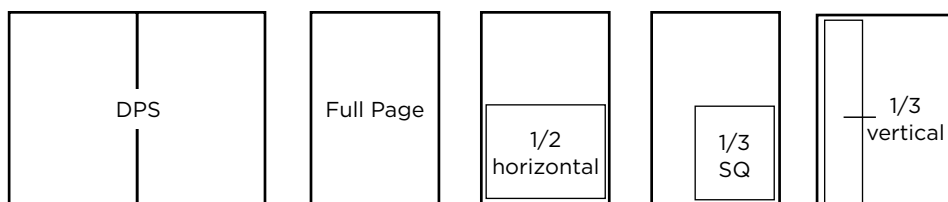
Please forward all creative files, including all ad assets, Flash files, URL, etc. to:  
[laura.cerlon@stjoseph.com](mailto:laura.cerlon@stjoseph.com)

	CREATIVE DUE DATE	FLIGHT DATES
SPRING 2020	JAN. 25, 2020	FEB. 8 TO MAY 9, 2020
SUMMER 2020	APR. 18, 2020	MAY 10 TO AUG. 15, 2020
FALL 2020	JULY 26, 2020	AUG. 16 TO NOV. 14, 2020
WINTER 2020	OCT. 25, 2020	NOV. 15 2020 TO FEB. 6, 2021



# PRINT RATES AND DATES

## SIZES



## PRODUCTION SCHEDULE

ISSUE	AD CLOSE	AD MATERIAL DUE	IN HOME (ESTIMATE)
<b>SPRING 2020</b>	NOV. 15, 2019	DEC. 6, 2019	FEB. 7, 2020
<b>SUMMER 2020</b>	FEB. 21, 2020	MARCH 13, 2020	MAY 8, 2020
<b>FALL 2020</b>	MAY 29, 2020	JUNE 19, 2020	AUG. 14, 2020
<b>WINTER 2020</b>	AUG. 28, 2020	SEPT. 18, 2020	NOV. 13, 2020

## 2020 AD RATES [CAA PUBLICATION NET RATES]

	1X	2X	4X
<b>DPS</b>	\$59,613	\$58,124	\$54,841
<b>FULL PAGE</b>	\$31,381	\$30,597	\$28,872
<b>1/2 PAGE HORIZONTAL</b>	\$20,403	\$19,892	\$18,791
<b>1/3 PAGE SQUARE/VERTICAL</b>	\$11,919	\$11,623	\$10,967
<b>INSIDE FRONT COVER SPREAD</b>	\$71,534	\$69,745	\$65,811
<b>INSIDE FRONT/BACK COVER</b>	\$36,092	\$35,190	\$33,204
<b>OUTSIDE BACK COVER</b>	\$37,659	\$36,716	\$34,648

### GENERAL POLICY:

All programs and creative are subject to CAA and editorial approvals.

Terms: Net 30 days. Rates: Rates are quoted for space only. Rates do not include HST.

Guaranteed Positioning: A 20% premium will apply. Insert quotes available upon request.

## CONTACT US



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**Director, Media Sales**  
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T 416.364.3333 ext. 3051

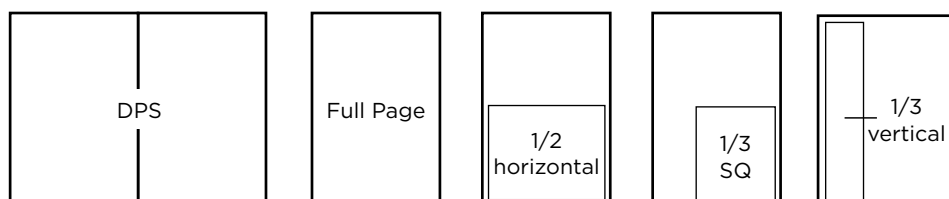
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# PRODUCTION SPECIFICATIONS



## MECHANICAL REQUIREMENTS

ADVERTISING UNIT	TRIM SIZE	BLEED REQUIREMENTS
<b>FULL PAGE</b>	8.125" X 10.5"	.125" ALL SIDES
	16.25" X 10.5"	
<b>DOUBLE PAGE SPREAD</b>	SUPPLY AS SINGLE-PAGE FILES	.125" ALL SIDES
<b>1/2 PAGE HORIZONTAL</b>	7" X 4.5"	NONE
<b>1/3 PAGE SQUARE</b>	4.5" X 4.5"	NONE
<b>1/3 PAGE VERTICAL</b>	2.1875" X 9.625"	NONE

## PRODUCTION SPECIFICATIONS

- CAA has final approval of all ads and ad creative
- CAA Magazine is printed web offset at a resolution of 300 dpi/150 px, and saddle stitched
- All material must adhere to dMACS standards
- All ads should adhere to type safety of .25" in from the trim size
- All ads with bleeds should have a .125" minimum bleed on all four sides and crop/registration marks should be included, set to the ad trim size
- Save all art/images as high resolution (300 dpi) in four-colour process CMYK
- All type should be minimum 8 pt for best reproduction

## PRODUCTION & AD PORTAL TECH SUPPORT

**Glenn Pritchard**  
*Production Coordinator*  
[glenn.pritchard@contentlabs.ca](mailto:glenn.pritchard@contentlabs.ca)  
T 416.364.3333 ext. 4017

## USING THE ADDIRECT AD PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ ad portal.

Log into Magazines Canada's AdDirect™ Ad Portal ([addirect.sendmyad.com](http://addirect.sendmyad.com)).

**Note:** A user account will have to be set up upon the first visit. Please contact Laura Cerlon at [laura.cerlon@stjoseph.com](mailto:laura.cerlon@stjoseph.com) or 416.955.4952.

1. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
2. Follow the on-screen preflight process.
3. Approve your ad.

## 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](http://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).