

An aerial photograph of a coastal scene in Crete, Greece. The image shows a rugged, rocky shoreline with a small beach area. The water is a vibrant turquoise color, and several small white boats are anchored near the shore. The sky is a deep blue, and the overall scene is bright and sunny.

CAA

MAGAZINE

SOUTH CENTRAL ONTARIO
MEDIA KIT 2023

CRETE, GREECE

CAA Magazine & AMA Insider



CAA Magazine reflects on its connection to the communities it serves. People are what Canada is made up of, what good stories are made up of, what CAA is made up of. We believe that people's stories are what matters — from travel, to auto, to food and beyond.

Inside every issue, you will find [inspirational travel](#), [rewards](#) and valuable content on [mobility](#), [finance](#), driver education, insurance, sustainability and community initiatives.



OUR COMMUNITY

Meet Our Readers

LONDON, ENGLAND

THE AUDIENCE

Who Are They?



87% have 1+ vehicles in the household

68.2% intend to take a trip in the next 12 months

56.5% HHI \$75,000+

55.8% are 25-64 years of age

34% agree advertising influences their purchase

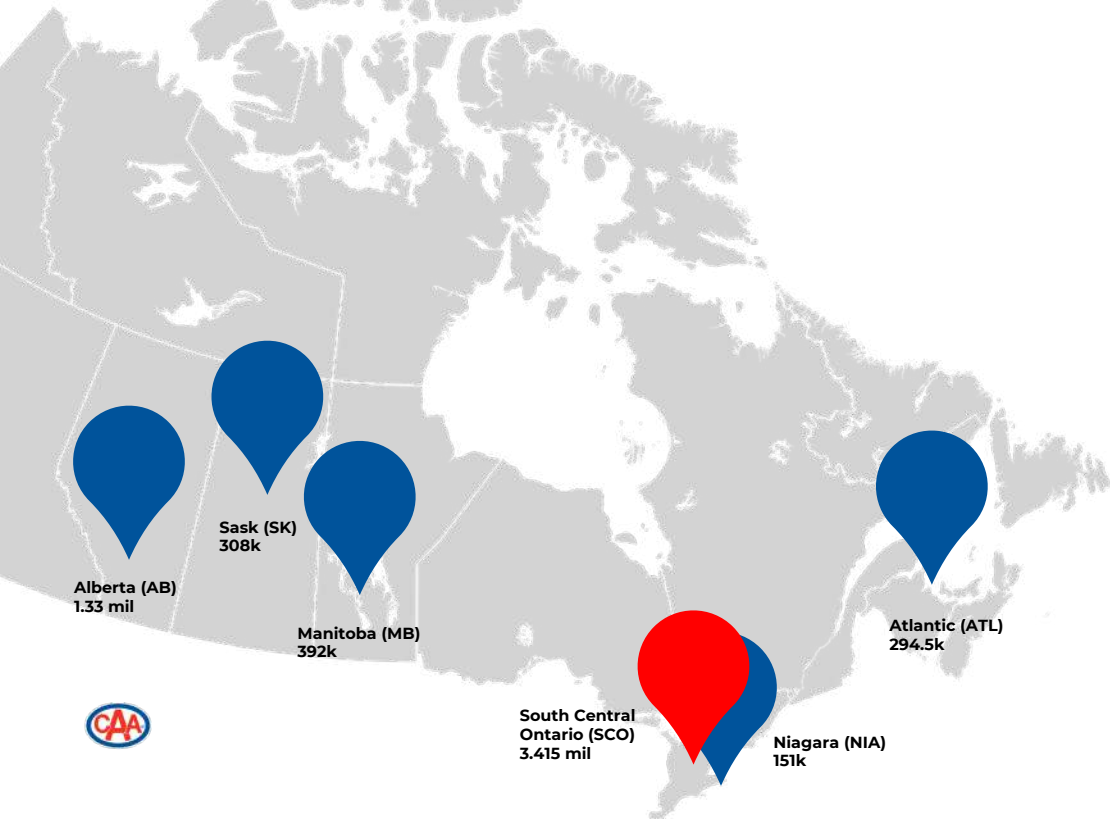
Source: Vividata Spring 2023 Study, CAA South Central Ontario Readers



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OUR REACH

Canada's *Community* Media



3.415 million readers

CAA South Central Ontario Magazine has a deep community reach spanning the province.

Published in print and online: 4x per annum

Source: Vividata, Spring 2023 Study, A14+ (any print or digital in past year)



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YOUR OPTIONS

Marketing Opportunities

GRINDAVÍK, ICELAND

Print & Digital Editions



65.2% of readers search online for a brand after seeing an ad. In the past 12 months, they have spent more than **\$6.7B** online.

Source: Vividata Spring 2023 Study, CAA South Central Ontario Readers

- **Covers**
- **Full pages**
- **Double Page Spreads**
- **Advertorials**
- **Sponsored Content**
- **Inserts**

A collaboration with our creative team can bring your brand to life and put it in the spotlight, using the magazine's editorial tone for seamless integration.

Our award-winning roster of writers, editors, photographers and designers put their passions to work for your brand. Plus, our experience and expertise in branded content means that your brand is always top of mind and our proven creative process ensures that it stays there — from the first draft to final publication.



An aerial photograph of two large, irregularly shaped rocks in the middle of a deep blue sea. The rocks are covered in green moss or algae, with some white foam visible at their base where they meet the water. The water's surface shows subtle ripples and textures.

THE DETAILS

Deadlines, Rates and Specs

VIETRI SUL MAR, ITALY

2023 Print Deadlines

	AD CLOSE	MATERIAL DUE	IN-HOME
SPRING 2023	January 31, 2023	February 9, 2023	March 28, 2023
SUMMER 2023	April 4, 2023	April 13, 2023	May 30, 2023
FALL 2023	July 4, 2023	July 13, 2023	August 29, 2023
WINTER 2023	September 12, 2023	September 21, 2023	November 7, 2023



THE DETAILS

2023 Page Rates

*Note: Advertorials are \$2,500 per page, includes all production
Other fractional rates available upon request*

	Nat'l (6 CLUBS)	East (SCO, NIA + ATL)	SCO
Circulation/Issue	2,338,800	1,588,000	1,494,000
Readership (digital + print)	5,450,000	3,566,000	3,415,000
Double Page Spread (DPS)	\$72,565	\$52,063	\$48,918
Full page 4 Colour (FP4C)	\$42,685	\$30,625	\$28,775
Inside Front Cover Spread (DPS)	\$83,449	\$59,872	\$56,255
Inside Back Cover (FP4C)	\$49,088	\$35,219	\$33,091
Outside Back Cover	\$51,222	\$36,750	\$34,530
Half page horizontal	\$27,745	\$19,906	\$18,704
One third page vertical	\$17,074	\$12,250	\$11,510

Source: Vividata, Spring 2023 Study, A14+ (any print or digital in past year)



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Specs

- **MAGAZINE TRIM SIZE**
8.125" x 10.5"
- **PRINTS**
4 colour process
- **LINESCREEN**
133 dpi
- **BINDING**
Saddlestitch

FP4C display ads:

Trim size: 8.125" x 10.5" (8.375" x 10.75" with bleed)

Single page type safety live area: 6.875" x 9.25"

Add 1/8" bleed outside of trim size on all four sides

DPS ads:

Trim size: 16.25" x 10.5" (16.5" x 10.75" with bleed)

DPS type safety live area: 15" x 9.25"

Allow 1/8" gutter allowance for type running across the spine

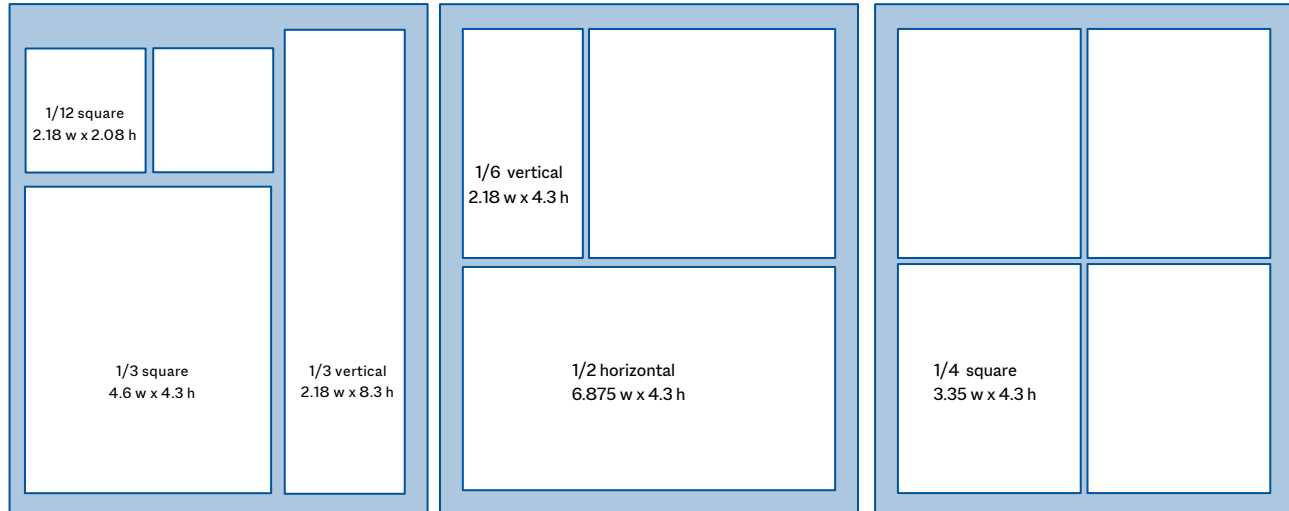
Files accepted: PDF/X-1a files <https://magazinescanada.ca/pdf/dmac-specifications/>

Please send all ad material to: adops@finallycontent.com

Fractional Specs

SIZES

1/12 square 2.8 w x 2.08 h
1/3 square 4.6 w x 4.3 h
1/3 vertical 2.18 w x 8.3 h
1/6 vertical 2.18 w x 4.3 h
1/2 horizontal 6.875 w x 4.3 h
1/4 square 3.35 w x 4.3 h





OUR DETAILS

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ALGONQUIN PARK, ONTARIO