

CAA MAGAZINE

MEDIA KIT **2020**



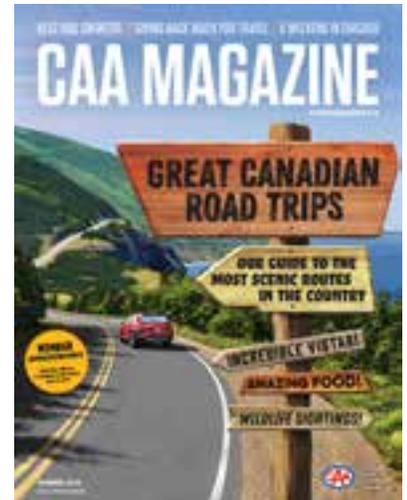
The Dark Sky Preserve at
Grasslands National Park
covers 729 square kilometres
of prime stargazing



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 SOUTH CENTRAL ONTARIO
1,396,805

CAA NORTH & EAST ONTARIO
209,647

CAA NIAGARA
87,794

CAA ATLANTIC
165,877

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⁺



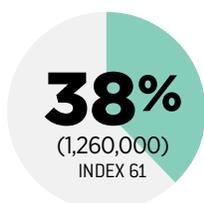
4
ISSUES PER YEAR

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

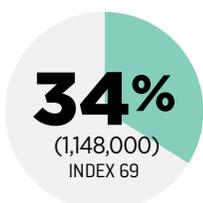


MEET OUR READERS

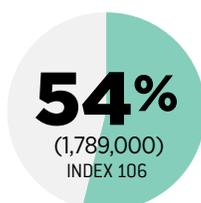
CAA Magazine readers are established in their lives and have higher-than-average household incomes.



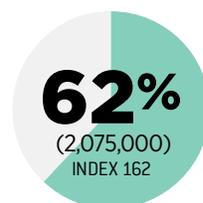
18-54 YEARS OLD



25-54 YEARS OLD



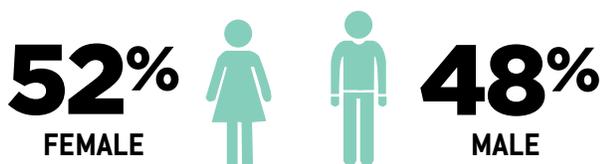
35-64 YEARS OLD



55+ YEARS OLD

AVERAGE AGE

58
YEARS OLD





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:

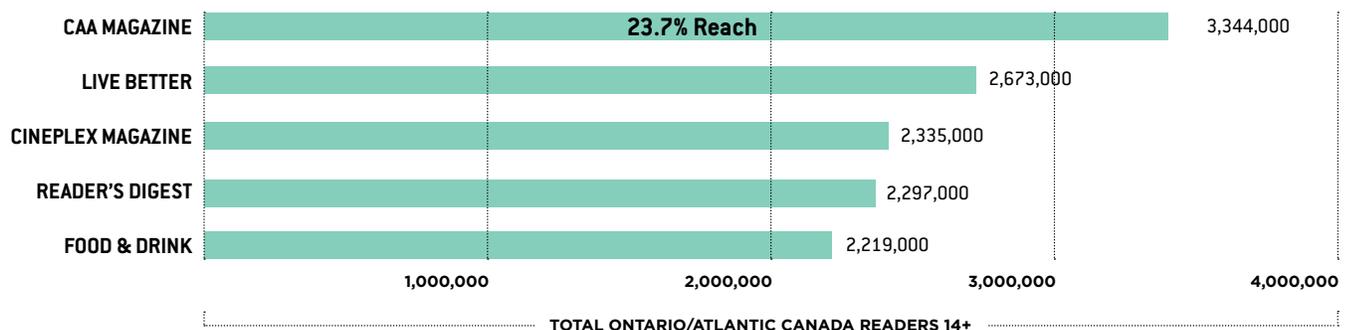
- home improvements: **93%**
- vehicles: **93%**
- electronics: **94%**

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

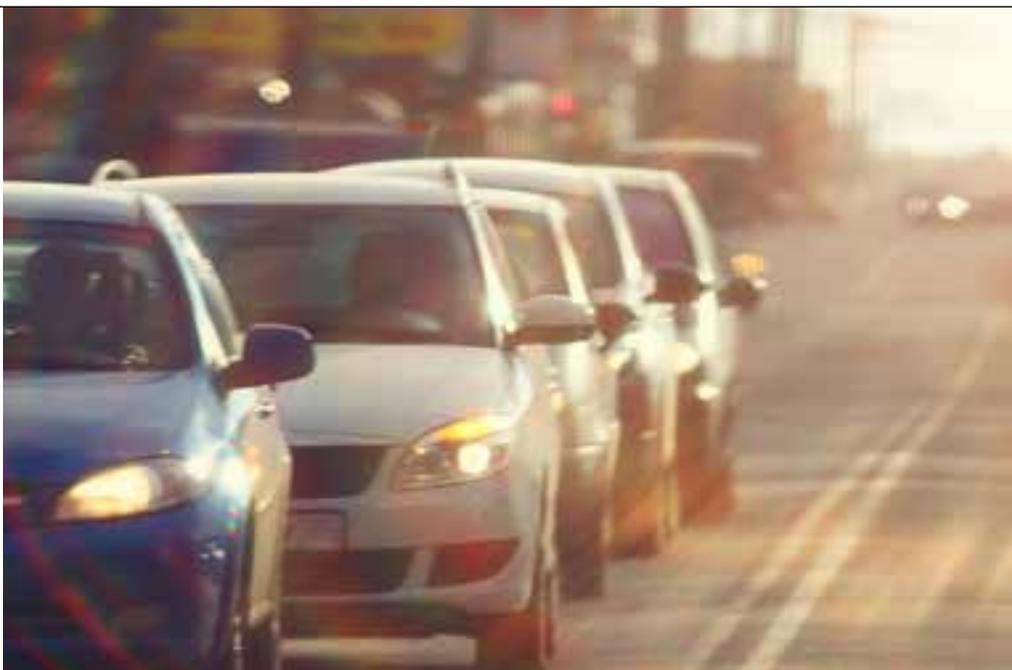
- **39% (1,310,000)** took a Canadian vacation in the past 12 months (INDEX 114)
- **28% (927,000)** took two or more trips (INDEX 116)
- Collectively accounted for **4.4 MILLION** domestic vacation trips in the past year
- **\$3.6 BILLION** spent on Canadian travel in the past 12 months
- **29%** took 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 Ostia Antica. 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 1,000 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 Rome 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

CAA auto expert Ryan Peterson answers your questions

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COMPASS

SUMMER 2019 9

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

PLUGGED IN

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

THE INNOVATORS

Singles Cruise

With the three-wheel Tesla, Volkswagen's shared Protonics is looking to quantify the shared subscription engine.

TESLA MODEL 3 35 kWh battery, 250 hp, 0-100 km/h in 3.1 sec, 358 km range.

HYUNDAI IONIQ 30 kWh battery, 136 hp, 0-100 km/h in 7.9 sec, 385 km range.

NISSAN LEAF 30 kWh battery, 107 hp, 0-100 km/h in 7.3 sec, 370 km range.

CHEVROLET BOLT 30 kWh battery, 150 hp, 0-100 km/h in 6.5 sec, 360 km range.

MARKET PLACE

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

36 | **car** | 37

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.

40 | **car** | 41

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

Tip your backyard games with an in-ground pool that's just right for you

SMALL PLEASURES

Small pleasures are the best. They're the little things that make life more enjoyable. They're the things that you don't want to miss.

22 | **car** | 23

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.



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.

Embrace the North Instead of Heading South This Winter
Visit Montreal for an urban adventure the whole family will enjoy

WHEN EVERYONE ELSE is hibernating, plan a trip to Montreal to play in the snow. What can you do on a long weekend in the snow? From free art installations to outdoor festivals, there's no time to the far you can have. Every weekend from **January 15 to February 15, 2019**, you can step out of Jean-Drapeau metro station and into a winter wonderland at Parc Jean-Drapeau with **Fête de la neige**. Get your adrenaline pumping with activities like dog sledding, snow tubing, and you won't even feel the cold. At Parc Jean-Drapeau, you'll also find family-friendly performances, heated hot steps, and even a baby carriage with roasting chestnuts and nutmeg pillows. While park admission and most activities are free, save on the snow that event by purchasing an Accesspass. When the sun goes down, Montrealers don't go home, and neither should you. After dinner, swing by Old Montreal for **Clubs Montréal**, one of the world's largest projection events. This free art installation features 25 multimedia tables and projector onto various spots in the area. Use an app to download your favourite circuit on the free Montréal art festival app. Stay out a little longer and get in your dancing boots for **lightsof!**, the coldest-and-coolest-music festival in the world. Running from **January 17 to February 2, 2019**, these nine nights of heart-thumping beats gather DJs from around the world, giving the green with a chance to play outside. Get another side of the city by zip lining over **Montreal's skyline**. The thrill ride runs from **February 21 to March 3, 2019** and includes views, a Farm wheel, music, theatre, dance and interactive art installations. For the gourmet, a fine-dining program features hundreds of chefs and wine producers. The highlight of the event is **Fête de la Neige** on **March 2**, an urban adventure that attracts around 100,000 nightwalkers to explore 200 (mostly free) cultural experiences from 11 o'clock until dawn. But not looking the city ahead, catch a glimpse of the **Jeepers Cruise**. **Bridge** to see if its mood matches yours. Traffic, weather and social media data collected throughout the day determine how the bridge comes to life at night, reflecting the pulse of the city through lights and animation. The bridge also responds to mentions of Montreal on social media—light it up using the hashtag #MontrealTL. For more ways to spend a weekend in Montreal, go to caamagazine.ca.

Designed to complement the magazine's style

A WORLD AWAY
MONTEAL DESIRES TO INSPIRE, DISCOVER THE UNUSUAL BEAUTY AND CULTURE OF SWISS HELVETICA

SWIFT JOURNEY
A new app helps digitize the guest experience

Your logo here

Position sponsored content with related stories

HILTON INNOVATION IS OPENING DOORS
A new app helps digitize the guest experience

AFTER 100 YEARS OF hospitality innovation, and Hilton is happy to deliver. The company is using technology to make travel easier for its hotel guests by allowing them to securely check in, access their room and check out with the Hilton Honors app.

HOW IT WORKS
Digital Check-In, available at most Hilton hotels around the world, allows guests to check in, choose their room and upgrade it from a range of the hotel prior to arrival. **Digital Key**, now at more than 4,000 Hilton hotels, lets guests go straight to their room and use their phone to open the door. Lastly, **Digital Check-Out** allows guests to check out with the app and have their receipt emailed to them. Hilton has these app-enabled capabilities at thousands of properties across its portfolio of brands. Customer satisfaction ratings show that guests crave the level of personalized service, and Hilton is happy to deliver.

WHAT'S NEXT
Connected Room features are opening throughout Hilton's U.S. hotels. Guests can use the Hilton Honors app to control in-room settings like lighting and climate, as well as access premium cleaning services including **DISCOVER**, thanks to Hilton's industry first partnership with the media company.

As the Hilton legacy continues, the world can't wait to see what the next 100 years will bring.

EXPLORE CANADA WITH HILTON
CAA Members save up to 12%. Visit caa.hilton.com or call 1-877-655-5694 for details.

EXPECT BETTER EXPECT HILTON
CAA Members Save up to 15%

Hilton Honors members also receive perks like:

- Free Wi-Fi
- Digital Check-In
- Priority Check-In
- Priority Check-Out

877-655-5694 | CAA.COM/HILTON | VISIT YOUR LOCAL CAA BRANCH

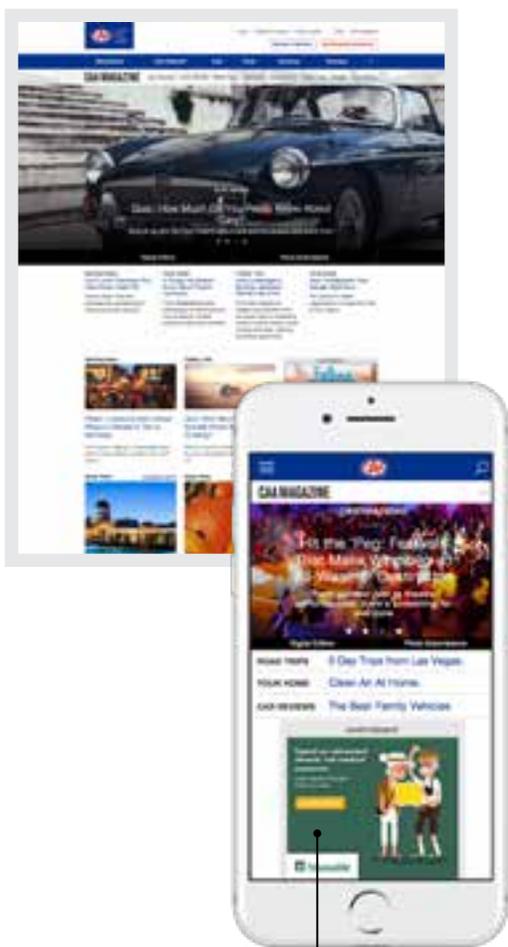
Reach more than 3 million readers with stories that are associated with your brand and aligned with our editorial content.

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.

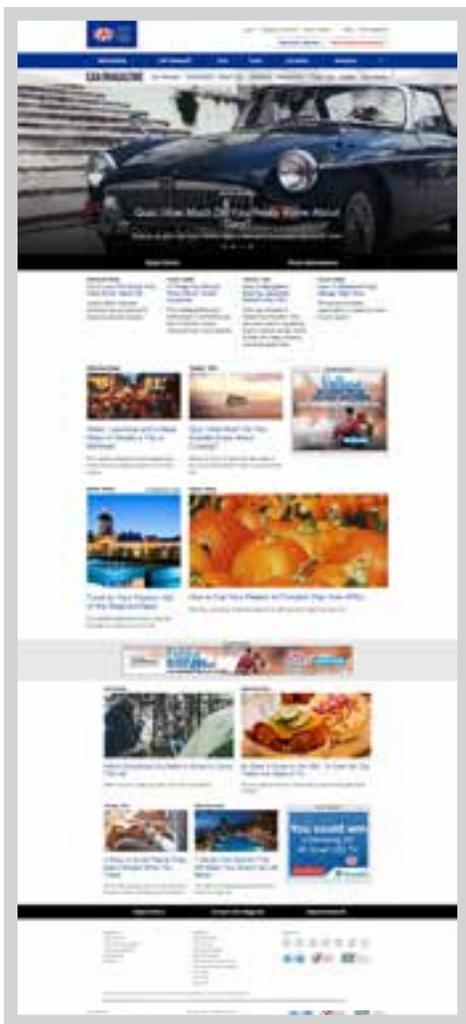
LEARN MORE

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 x 250) and 728 x 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.

STEP #2

Submitting your ad

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

ONLINE AD CREATIVE DUE DATES

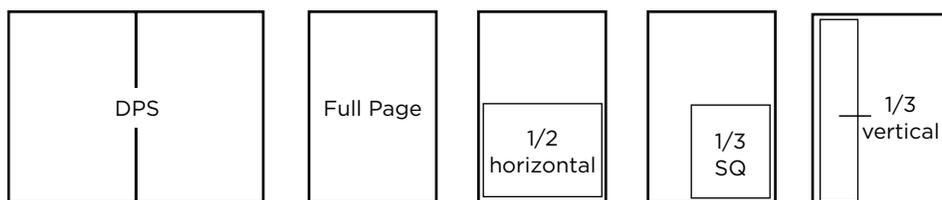
- Standard creative must be submitted seven days prior to live date.
- Rich media and video creative must be submitted 14 days prior to live date.

	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)
SPRING 2020	NOV. 15, 2019	DEC. 6, 2019	FEB. 7, 2020
SUMMER 2020	FEB. 21, 2020	MARCH 13, 2020	MAY 8, 2020
FALL 2020	MAY 29, 2020	JUNE 19, 2020	AUG. 14, 2020
WINTER 2020	AUG. 28, 2020	SEPT. 18, 2020	NOV. 13, 2020

2020 AD RATES [CAA PUBLICATION NET RATES]

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



111 Queen Street East, Suite 320
 Toronto, ON M5C 1S2
contentlabs.ca/media-kits
 T 416.364.3333

Nicole Mullin
Director, Media Sales
nicole.mullin@stjoseph.com
 T 416.364.3333 ext. 3051

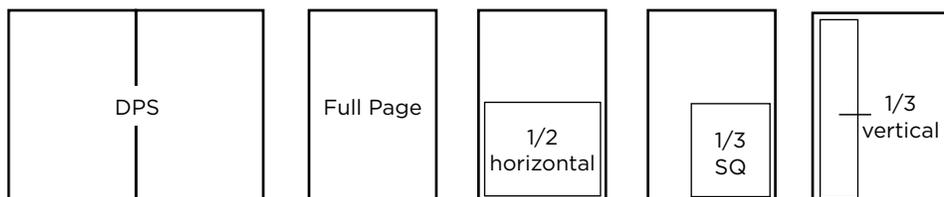
Alan Milroy
Senior National Sales Executive
alan.milroy@stjoseph.com
 T 416.364.3333 ext. 3017

Andrew Wright
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Project Manager
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PRODUCTION SPECIFICATIONS



MECHANICAL REQUIREMENTS

ADVERTISING UNIT	TRIM SIZE	BLEED REQUIREMENTS
FULL PAGE	8.125" X 10.5" 16.25" X 10.5"	.125" ALL SIDES
DOUBLE PAGE SPREAD	*SUPPLY AS SINGLE-PAGE FILES	.125" ALL SIDES
1/2 PAGE HORIZONTAL	7" X 4.5"	NONE
1/3 PAGE SQUARE	4.5" X 4.5"	NONE
1/3 PAGE VERTICAL	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
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 (adirect.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 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).
- Ad Portal **CANNOT** accept TIFFITS 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).