

# CAA MAGAZINE

MEDIA KIT **2020**



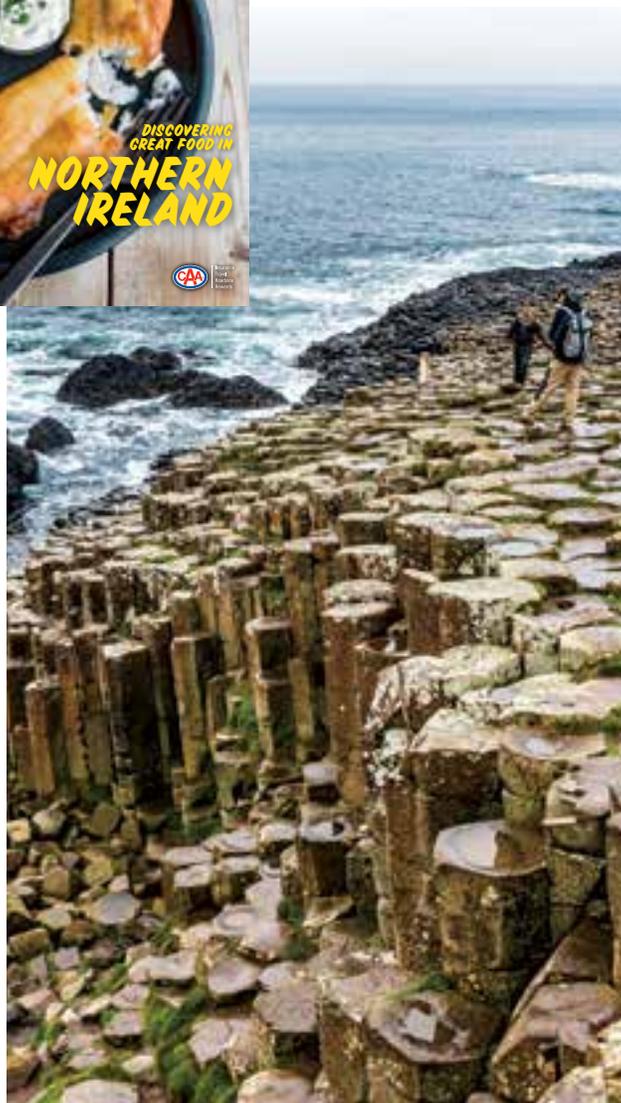
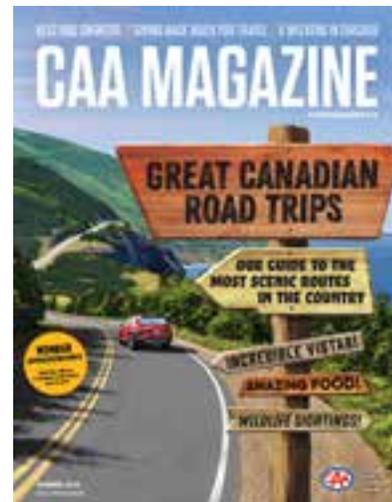
The Dark Sky Preserve at  
Grasslands National Park  
covers 729 square kilometres  
of prime stargazing



# 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<sup>†</sup>

[ **3,363,000** ]



**1.8**  
READERS PER COPY<sup>†</sup>



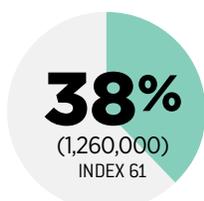
**4**  
ISSUES PER YEAR

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

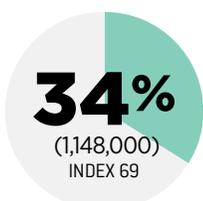


# MEET OUR READERS

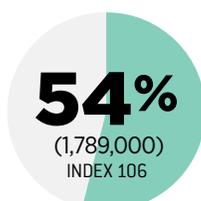
CAA Magazine readers are established in their lives and have higher-than-average household incomes.



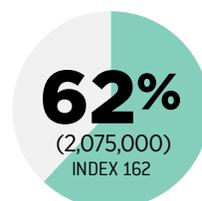
**18-54 YEARS OLD**



**25-54 YEARS OLD**



**35-64 YEARS OLD**



**55+ YEARS OLD**

AVERAGE AGE

**58**  
YEARS OLD

**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:

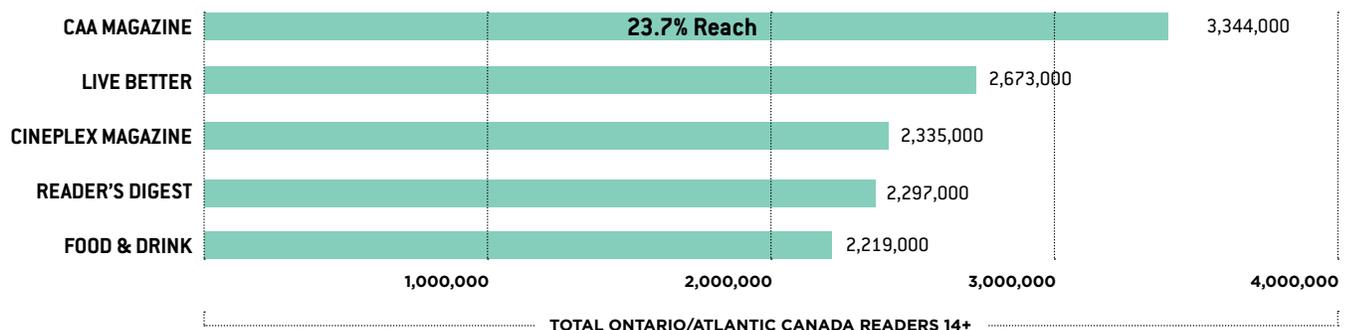
- home improvements: **93%**
- vehicles: **93%**
- electronics: **94%**

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

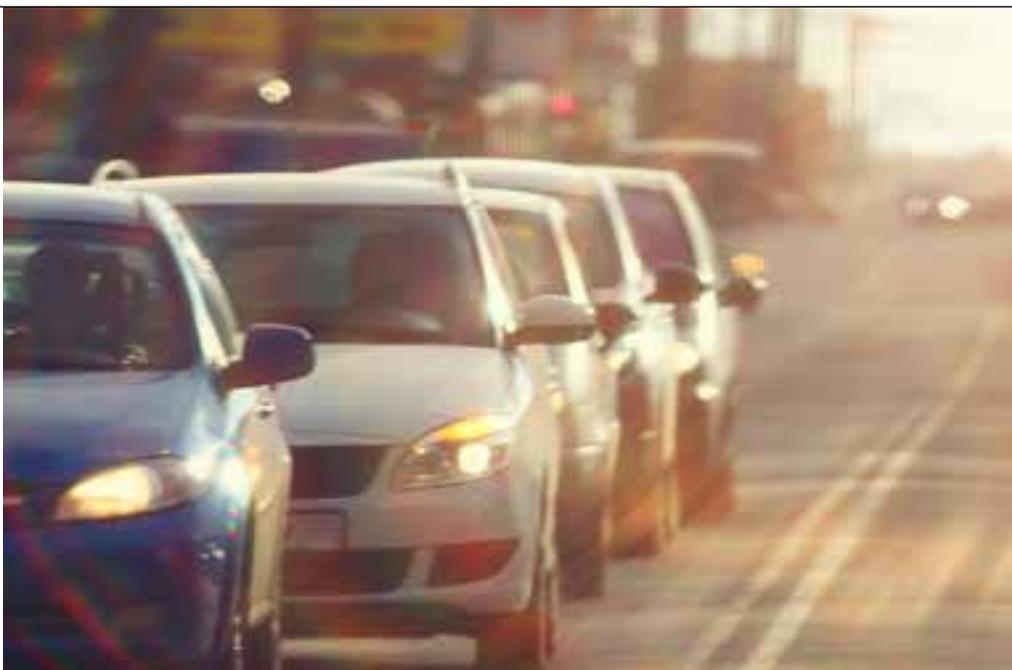
- **39% (1,310,000)** took a Canadian vacation in the past 12 months (INDEX 114)
- **28% (927,000)** took two or more trips (INDEX 116)
- Collectively accounted for **4.4 MILLION** domestic vacation trips in the past year
- **\$3.6 BILLION** spent on Canadian travel in the past 12 months
- **29%** took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

**72 HOURS**

## IN THE LOOP

It may be the Second City, but **Chicago** is a first-rate spot for a weekend trip. Tap into the restaurants, bars and sports generating buzz in and around downtown.

**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 park comes 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-picked **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 **Clavier 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**.

**DAY 2**

Tuck into the duck hash at **Café Robey** and head to **Millennium Park** on the L. Take the requisite selfie of your reflection in the famous mirrored "**Cloud Gate**" sculpture (a.k.a. "The Bean"), then spend at least a couple of hours among the nearly 300,000 works in **The Art Institute of Chicago (2)**. 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 group cocktail at authentic fish bar **Three Dots and a Dash (7)** will set you up perfectly for homemade pasta for **Sienna 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 Daddy** across the street for the house-smoked 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 bolle **Coda di Volpe (1)**.

**WHEN TO GO** The Windy City's streets are liveliest in summer, plus baseball is in full swing.

**WHERE TO STAY** The Robey is a great choice, but the Marq 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.

**AT HOME**

## EAT WHAT YOU SOW

How to plant a container garden for pick-your-own summer produce.

**THERE'S SOMETHING ABOUT SOWING** as pick-your-own produce, juicy cherry tomatoes from the vine or asparagus spears 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 start in everything from clay pots to paint buckets, there are a few modern options worth trying.

**THE SELF-WATERING SYSTEMS ARE THE WAY TO GO** for container gardening. These self-watering systems are a great invention, especially if you plan to travel in the summer. The best from Current 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 hold produce along most systems in plants. Best of all, containers like the Smart Chik can be emptied and folded away for storage.

To get started with any container, fill with nutrient soil formulated for vegetables. Look for soils varieties of home, peat, perlite and vermiculite, which have a variety of benefits, 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 had a head start in a greenhouse.

Now all you have to do is add water and watch 'em sprout!

**TEST DRIVE**

## happy medium

More mid-size pickup trucks are coming to market.

**SOMETIMES YOU DON'T NEED** to go to a big-box store when a smaller one will do just fine. It's a growing trend in the pickup-truck market, too.

Manufacturers have crafted mid-size machines that can tow trailers or haul gear in their own beds without overly punishing owners at the gas pump or being hard to park. Here are three options that are getting attention from truck fans.

**FORD RANGER**

This nameplate truck is back in the modern era with a turbocharged four-cylinder engine. This time around, the Ranger is packed with tech like adaptive cruise control, which is part of an optional technology package. When factoring in a properly equipped Ranger can haul 2,400 kilograms. In Canada, the 2019 Ranger is offered only in four-wheel drive.

**JEEP GLADIATOR**

More than a Wrangler with a bed attached, the Gladiator utilizes a robust frame that stretches a full 75 centimeters longer than a four-door Wrangler. In tow, Jeep form, it has the off-road abilities of a Ram truck, especially in full-trim form. For maximum fun, go ahead and remove the roof. Take off the drive and hold down the accelerator. And, yes, you can get a manual transmission.

**CHEVY COLORADO**

Offered in a wide array of configurations, the Colorado has the best-in-class towing capacity of any mid-size pickup. The Colorado can fit many different bodies, including a four-door Crew Cab 4x4, a 308-horsepower V6 engine, but a four-door diesel is also available. The mighty 2019 trim displays technology developed for Formula One cars in its suspension dampers, allowing off-roaders to explore with ease.

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

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



# 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 des Neiges**. Can your adrenaline pumping with activities like dog sledding, snow tubing, and snowshoeing? Even feel the cold. At Parc Jean-Drapeau, you'll also find family-friendly performances, heated hot steps, and even a baby carriage with warming blankets and nursing 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 **Old Montréal**, one of the world's largest projection events. This free art installation features 25 multimedia tablescau projected onto various spots in the area. Use an app to download your favourite circuit on the free Montreal art festival app. Stay out a little longer and get in your dancing boots for **lightshow**, 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. See 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 movies, 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 **Food & Wine** on **March 2**, an urban adventure that attracts around 100,000 (mostly local) cultural spectators from all over the world. Don't miss the city's art, chefs, chefs of glasse of the **Jeune Garde**. **Bridge** to see if its mood matches yours. Traffic, weather and social media data collected throughout the day determine how the bridge opens 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](http://caamagazine.ca).

Designed to complement the magazine's style

**A WORLD AWAY**  
MONTREAL DESIRES TO BRING YOU THE SWIFTS OF THE WORLD AND CULTURE OF SWIFT HOMES

**SWIFT JOURNEY**  
THE SWIFTS OF THE WORLD

**DAY ONE**  
**DAY TWO**  
**DAY THREE**

Your logo here

Position sponsored content with related stories

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

**AFER 100 YEARS OF** hospitality innovation, Hilton has no plans to rest on its laurels. 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 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 **DISNEY**, 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 [ca.hilton.com](http://ca.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
- Mobile Key

877-655-5694 | CAA/CA/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.

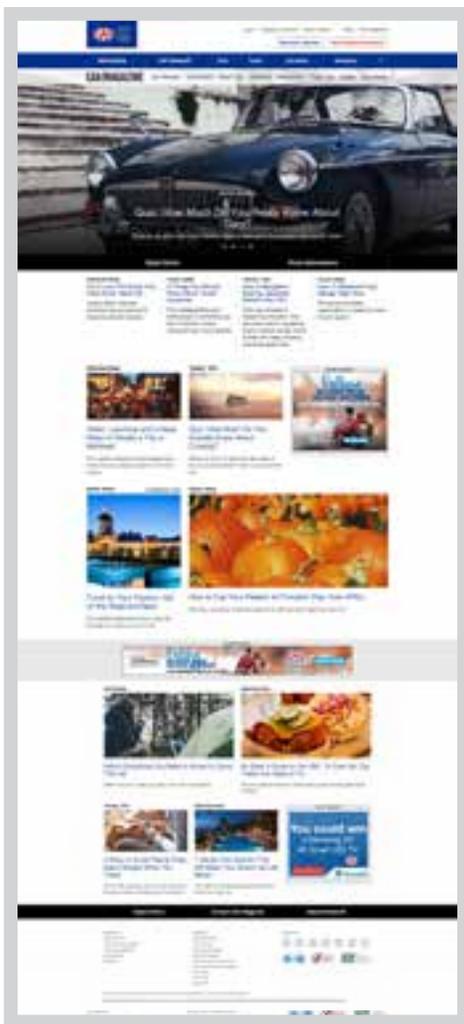
### LEARN MORE

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](mailto:laura.cerlon@stjoseph.com)

### ONLINE AD CREATIVE DUE DATES

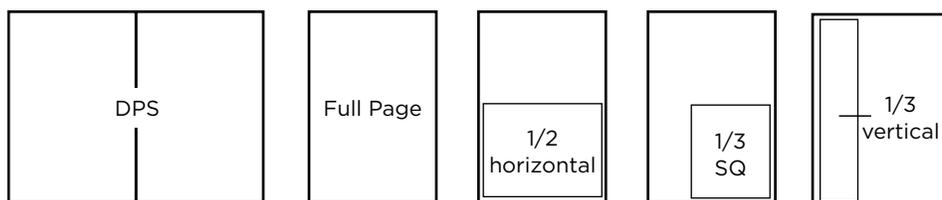
- Standard creative must be submitted seven days prior to live date.
- Rich media and video creative must be submitted 14 days prior to live date.

	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)
<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



111 Queen Street East, Suite 320  
 Toronto, ON M5C 1S2  
[contentlabs.ca/media-kits](http://contentlabs.ca/media-kits)  
 T 416.364.3333

**Nicole Mullin**  
**Director, Media Sales**  
[nicole.mullin@stjoseph.com](mailto:nicole.mullin@stjoseph.com)  
 T 416.364.3333 ext. 3051

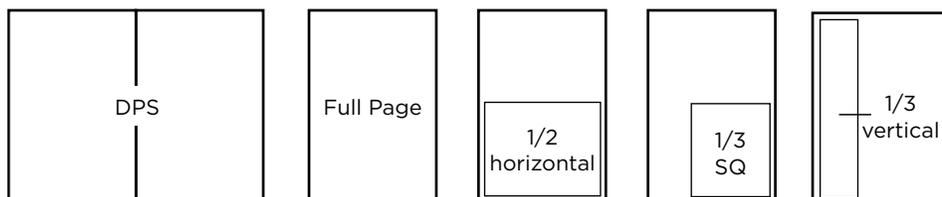
**Alan Milroy**  
**Senior National Sales Executive**  
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**Andrew Wright**  
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**Asmahan Garrib**  
**Project Manager**  
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 T 416 364 3333 Ext. 4023



# PRODUCTION SPECIFICATIONS



## PRODUCTION & AD PORTAL TECH SUPPORT

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

### MECHANICAL REQUIREMENTS

ADVERTISING UNIT	TRIM SIZE	BLEED REQUIREMENTS
<b>FULL PAGE</b>	8.125" X 10.5"	.125" ALL SIDES
<b>DOUBLE PAGE SPREAD</b>	16.25" X 10.5" *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

### 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 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).

### 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