

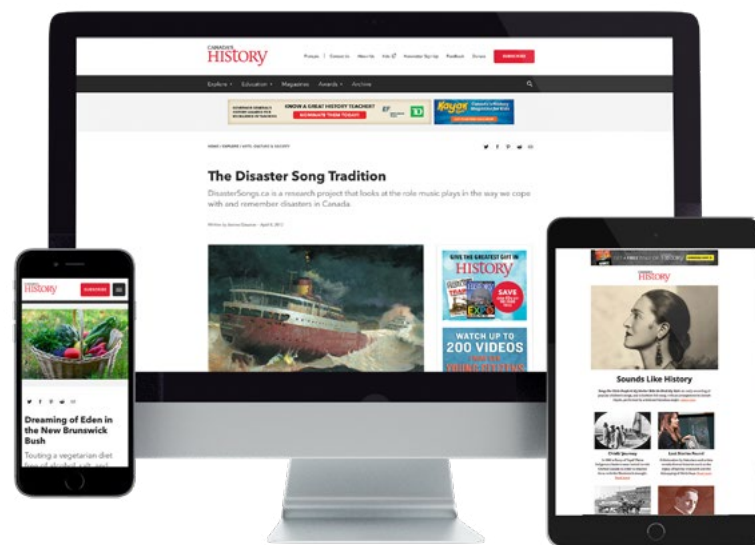


CANADA'S **PREMIER** NATIONAL HISTORY MAGAZINE

MEDIA KIT 2023

Contact: Melony Ward | mward@canadashistory.ca | 204-988-9300 ext. 212

Canada's History offers highly visible and affordable options that ensure your message connects to our engaged and loyal community – whether they are at home or on the go. Award-winning content, print opportunities, newsletters, podcasts, and webinars deliver your message to our targeted audiences over many platforms.



OUR ONLINE CONTENT INCLUDES



WEBSITE



PODCASTS



VIDEO



WEBINARS



SOCIAL MEDIA



ARCHIVES

Canada's History offers museums and heritage organizations a range of creative services to help share stories of history and culture. Our audiences represent a prestige market for cultural activities, tourism, and high-quality products and services.

EDITORIAL SERVICES

Your next brochure, newsletter, exhibition catalogue, or publication will be its professional best with the skills of our team of writers, editors, and digital experts. We also offer translation services and print production.

DESIGN SERVICES

You have the words and the images – now you need to put them together with polish. We offer design services for books, magazines, advertising, e-newsletters, exhibition panels, and more.

DISTRIBUTION

Mail your publication or marketing material direct to the homes of people who value history and its relevance. Include it in the mailer with *Canada's History* magazine, or use our list for your own custom mailing.

CHILDREN'S PUBLICATIONS

Imagine a professionally produced comic to tell the story of your town or heritage organization. We'll work with you to translate your local history into a graphic short story that children will love.

PODCASTS & VIDEO

Video and podcasts are an increasingly popular way for new audiences to discover what you are about. Get access to Canada's History Society's award-winning audio and video team to tell your heritage stories in the sounds and images that engage audiences of all ages.

EDUCATIONAL MATERIAL

Add to your organization's repertoire of resources with lesson plans and classroom activities developed by public historians at Canada's History Society and a network of award-winning educators. Our scholars will help to connect the stories and artifacts in your collection to enhance your school-visit programs.

AWARDS MANAGEMENT

Focus on what you do best and leave the paperwork to us. As experts in awards management, we can oversee any stage of your recognition program—from promotion, to intake, to assessment.



READERSHIP

2 MILLION

TOTAL
BRAND
AUDIENCE**

KEY CONSUMER MARKETS**

Metro Toronto 488,000

Vancouver 176,000

Calgary 86,000

Montreal 164,000

Ottawa-Gatineau 80,000



READER FAST FACTS

63%

MALE*

37%

FEMALE*

36.1

AVERAGE AGE**

\$72,500

AVERAGE HOUSEHOLD INCOME*

64%

OWN THEIR HOME
(OVER 18)*

55%

LIVE IN CITIES WITH MORE THAN
1 MILLION RESIDENTS, CLOSE TO
MUSEUMS, CULTURE AND SHOPPING*

136

INDEX MORE LIKELY THAN AVERAGE
CANADIAN TO PURCHASE REAL ESTATE IN
THE NEXT 12 MONTHS*

151

INDEX MORE LIKELY TO PURCHASE/LEASE
A VEHICLE IN THE NEXT 12 MONTHS*

**CANADASHISTORY.CA &
HISTOIRECANADA.CA**

1,000,000+ UNIQUE VISITORS ANNUALLY

2,100,000+ PAGE VIEWS ANNUALLY

23,000+ GENERAL NEWSLETTER RECIPIENTS

23,000+ TEACHER NEWSLETTER RECIPIENTS

SOCIAL MEDIA



100,000+ FANS



18,000+ FOLLOWERS

PAID PRINT CIRCULATION

27,681 AVERAGE

6 ISSUES PER YEAR

Canada's History has a diverse group of readers that share a passion for history and culture. They represent a prestige market for cultural activities, outdoor pursuits, and high-quality products and services.

802,000 MILLENNIALS

This powerhouse of diverse, educated readers looks to Canada's History for meaningful discussion of contemporary issues in a historical context. They are travellers who enjoy museums, historic sites, arts, and culture. They make up 25% of the Canadian population and 40.4% of our readership.

248,000 BOOMERS

Canada's most affluent generation has an insatiable desire to learn, to travel, and to see new things.

634,000 GENERATION Z

Generation Z will be the largest generation in Canadian history. Diversity is a fact of life, and in the next 10 years they will tip today's minority population into the majority.

EDUCATED CULTURE LOVERS

46.7% of the Canada's History audience has a bachelor's degree or higher. For readers born outside of Canada, 53.2% hold a bachelor's or higher.

950,000 READERS IN FAMILY HOUSEHOLDS

51.6% of Canada's History readers live in households with children under 18, and family life is of primary importance. It's a valuable market segment where children influence decisions about leisure activities, travel, and technology. 64.8% of our audience own their homes. With family life so important, renovating the family room is a top priority.

1,097,000+ MULTICULTURAL

For museums and businesses, reaching diverse audiences is crucial for long-term success. 547,000 of our readers were born outside of Canada. 352,000 have lived in Canada fewer than 10 years, and more than 300,000 use a language other than English or French at home.

LEISURE TIME IN A CHANGED WORLD

Staycations and local outdoor activities are more popular than ever. The Canada's History audience indexes at 183 for heavy travel in Canada over the past 12 months. They are particularly active, enjoying camping, hiking, canoeing, skiing, and fishing.



2023 EDITORIAL CALENDAR

FEB-MAR

A secret Second World War commando unit evolved into an elite Canadian fighting unit.

Black fashion in the 1980s

Abolishing the death penalty

Closing Date
December 2

Material
December 8

APR-MAY

Hunting Lincoln's killer
India and Canada:
Colonial Parallels

Anne of Green Gables in
the Second World War

The wreck of the
SS Atlantic

Closing Date
February 3

Material
February 9

JUN-JUL

A doomed quest to find
the Northwest Passage
PEI: Confederation 150
Chuckwagon at the rodeo
Artist JJ Lee: Paintings
and drawings from a
Halifax laundry

Closing Date
April 7

Material
April 13

AUG-SEP

Folklore of Canadian
monsters
Black school teachers
in Ontario
Diary of a German POW
in Canada
A history of the Kayak

Closing Date
June 2

Material
June 8

OCT-NOV

Over the Top: An iconic
First World War photo
Fossils in Gaspé
Special section –
The Beaver: Women of
the fur trade, Iroquois
Confederacy, Numbered
Treaties, and the
Founding of Nunavut

Closing Date
August 4

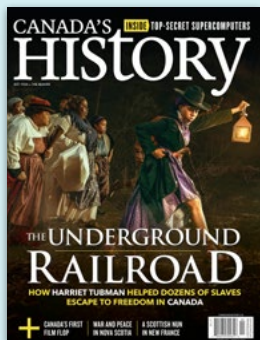
Material
August 10

DEC-JAN

Quebec pulp fiction
The Cuban Missile Crisis
Western Alienation:
Is Canada falling apart?
Dr. Allie Vibert-Douglas:
Pioneering astrophysicist
and Nazi resister

Closing Date
October 6

Material
October 12



PRINT RATES

NATIONAL PRINT RATES (NET)

	1x	3x	6x
Double-page spread	11,390	10,820	10,250
Full page	6,325	6,010	5,695
1/2 page	3,795	3,600	3,420
1/3 page	2,530	2,400	2,280
1/4 page	2,095	1,980	1,875

NOT-FOR-PROFIT PRINT RATES (NET)

	1x	3x	6x
Full page	6,000	5,700	5,400
1/2 page	3,600	3,400	3,250
1/3 page	2,400	2,300	2,150
1/4 page	2,000	1,850	1,750
1/6 page	1,320	1,255	1,185

CONTACT

Melony Ward
mward@canadashistory.ca
204.988.9300 x212

DIGITAL RATES

WEB AD UNITS

	MONTHLY RATE per 30,000 impressions
Leaderboard 728w x 90h	\$650
Big Box 300w x 250h	\$500
Wallpaper 1600w x 770h	\$3,000

NEWSLETTER AD UNITS

	PER EDITION
Leaderboard 600w x 74h	\$525
Big Box 300w x 250h	\$395
Skyscraper 180w x 420h	\$395
Custom Sponsored Newsletter	\$4,250



Ad Sizes

Page	Width x Height (inches)
Type page	7 x 9.5
Trim size	8.125 x 10.75
DPS	15 x 9.5
1/2v	4.625 x 7.25
1/2h	7 x 4.625
1/3sq (back of book)	4.625 x 4.625
1/3v	2.125 x 9.5
1/4v	3.375 x 4.625
1/4h (back of book)	4.625 x 3.5
1/6v	2.125 x 4.625

Inserts and Outserts

Bind-ins, blow-ins and polybag inserts are available on a limited basis. Please contact Danielle Chartier at dchartier@canadashistory.ca or (204) 988-9300 ext. 214 for a quotation.

File Delivery

Email: Please send zipped files to Danielle Chartier (dchartier@canadashistory.ca).

File Formats: PDF, fonts embedded, no trapping, with all fonts included, and all images in CMYK.

EPS with fonts rasterized or outlined.

JPEG or TIFF files flattened and saved in CMYK at 300 PPI.

Images: 300 PPI in CMYK (RGB files not accepted).

Bleed: 0.125" bleed on full pages and spreads.

Type: 0.25" from trim size on full pages and spreads.

Line screen: 150 LPI

Match print: If you are concerned with colour reproduction, a match print proof meeting SWOP standards must be supplied.

Additional charges: Material requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

Terms and Conditions

All advertisements must be clearly identifiable as such. Advertisements that, in the opinion of Canada's History, resemble editorial features in the magazine shall be labelled "Advertisement" at the top of the page.

Canada's History may at any time refuse to publish an advertisement, regardless of whether this advertisement has been previously accepted or published, without prior notice to the client or advertising agency and without liability.

Online Ads

CanadasHistory.ca is Canada's premier hub for history enthusiasts and professionals from coast to coast. We offer highly visible and affordable options that ensure your message is up front and relevant.

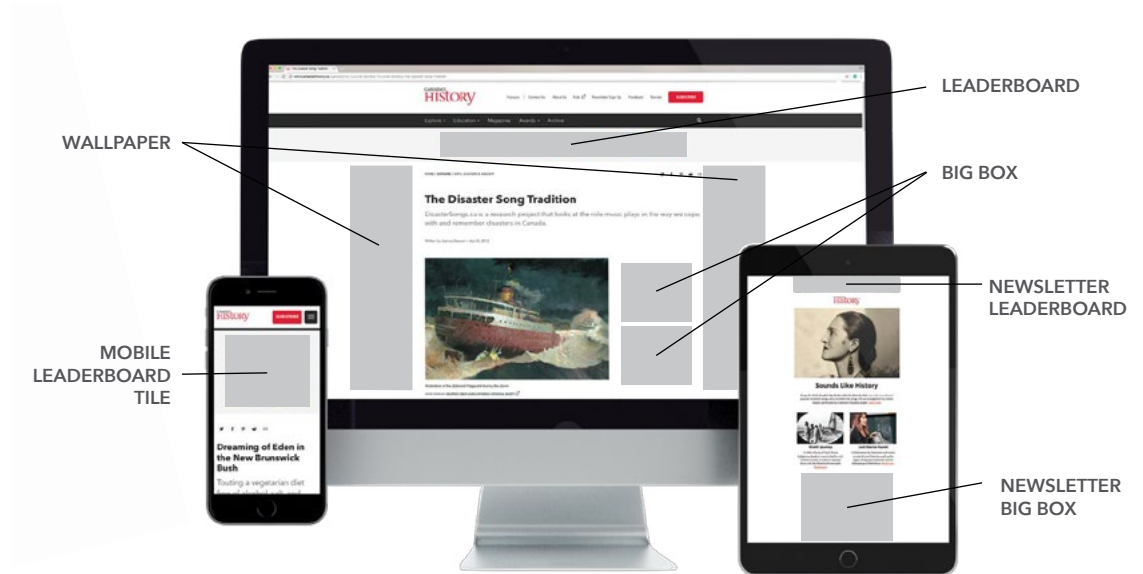
File Delivery

Ad creative must be delivered to:
thutter@canadashistory.ca

Deadline is three business days before the live date. Acceptable formats are JPEG, PNG, or GIF (static or animated). Images must be RGB colour and flattened.

Sponsored Content

Integrate your story into the editorial environment of CanadasHistory.ca. Sponsored content pieces are available on a limited basis and are positioned among stories from our editors and contributors. A listing for your story stays on the home page for a specified time and can be matched with banner advertising to strengthen the relationship with your brand.



Ad Sizes

Size	Width x Height (pixels)
Website leaderboard*	728 x 90
Website big box*	300 x 250
Website wallpaper*	1400 x 768
Newsletter leaderboard	600 x 74
Newsletter big box	300 x 250
Newsletter skyscraper	180 x 420

*30,000 minimum impressions guaranteed