

MEDIA PLANNER **2019**

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

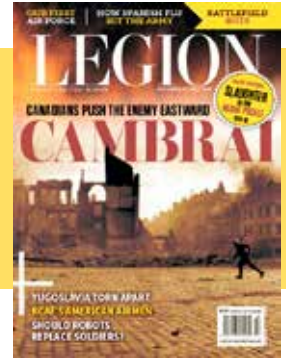
ABOUT US

LEGION MAGAZINE IS CANADA'S
PREMIER MAGAZINE FOR **REACHING 55+**
READERS ON A NATIONAL LEVEL.

190,738*
CIRCULATION

2.68**
READERS PER COPY

511,177
TOTAL READERS



A DEVOTED READERSHIP**

80% spend over one hour reading their copy

81% rated the magazine as good/excellent at serving their needs overall

Nearly half keep their copy for future reference

EXCLUSIVE TO *LEGION MAGAZINE***

79% on average rarely/never read competitor publications

READERS THAT TAKE ACTION**

89% find advertising in *Legion Magazine* relevant

41% visited a website for more information after reading an issue



Sources: **CCAB March 2019; ***Legion Magazine* 2018 Reader Survey; *** MPA, Magazine Media Factbook 2018/19

Devoted magazine readers like ours start more conversations about products, as well as recommend products and services to others more than other media users (including finance, automotive, vacation travel, healthcare, food)***

OUR READERS

REACH **OVER HALF A MILLION READERS**
WHO ARE INVOLVED, HEALTH-AWARE
AND ENJOY A VIBRANT LIFESTYLE.



80%
ARE 55+*

90%
OF READERS
PLAN TO TRAVEL
WITHIN THE
NEXT 2 YEARS*

97%
OF *LEGION* MAGAZINE
READERS ARE INTERESTED
IN MILITARY HEALTH MATTERS*

68% use prescription drugs
30% are interested in home care
nearly half would like
more information on
retirement communities

78%
OF READERS ARE
LEGION MEMBERS*

41% have served
in the military
94% of those have
retired from service

Sources: **Legion Magazine* 2018 Reader Survey; ** MPA, Magazine Media Factbook 2018/19

HEALTH INFLUENCERS

Devoted print readers are more engaged in healthcare than other media users and more likely to have friends come to them for healthcare advice**

LEGIONMAGAZINE.COM IS CANADA'S ONLINE DESTINATION FOR MILITARY HISTORY.



AVERAGE MONTHLY TOTAL PAGE VIEWS:
1,162,999*

AVERAGE MONTHLY TOTAL VISITS:
116,485*

AN ONLINE COMMUNITY THAT ENGAGES READERS

- Visitors view an average of 10 pages per visit*
- The average visitor goes to the site more than twice a month*

ENHANCE YOUR IMPACT

- On average, magazine ads that integrate print and digital have an 11% ROI**

Sources: *Webalizer Jan 2018 - Jun 2018, **MPA, Magazine Media Factbook 2018/19



Feature Banner 950 x 250

\$31.06

Special
120 X 600

\$12.55

Leaderboard (Prime Position) 728 x 90

\$20.92

Banner Standard 468 x 60

\$4.92

Small Square
200 X 200

\$6.90

Medium Rectangle
300 X 250

\$13.07

Skyscraper Standard
120 X 240

\$5.02

All ads must be RBG, JPEG, or GIF format. No rotation on feature ads. Skyscraper and banner ads have maximum rotation of six. Based on a minimum buy of 2 months. Rates are based on CPM of 80,000 impressions.

Devoted magazine readers have a wider social network than others**

EDITORIAL CALENDAR

We Blend military heritage and Canadian history with articles by noted historians and journalists. We report on items of interest to veterans, the military, current issues, seniors and health.

MILITARY HEALTH MATTERS

Medical trends and research

FACE TO FACE

Debates over controversial questions from our history

HEROES AND VILLAINS

Celebrated and notorious adversaries

ARTIFACTS

Fascinating relics from military history deconstructed historic events, day-by-day

O CANADA

Tales of deeds and people who shaped our country

HUMOUR HUNT

Amusing stories from our readers

ON THIS DATE

Highlights of historic events, day by day

IN THE NEWS

In-depth coverage of Canadian communities, veterans benefits and today's military

ISSUE	SPACE CLOSING DATE	MATERIAL DUE DATE
January/February 2019	November 19, 2018	November 23, 2018
March/April 2019	January 14, 2019	January 18, 2019
May/June 2019	March 18, 2019	March 22, 2019
July/August 2019	May 13, 2019	May 17, 2019
September/October 2019	July 15, 2019	July 19, 2019
November/December 2019	September 16, 2019	September 20, 2019
January/February 2020	November 18, 2019	November 22, 2019

*Subject to change

AWARD-WINNING

Legion Magazine has received the following distinguished, highly coveted awards in recent years:

- 2017 Communication Arts Award of Excellence
- 2017 Canadian Online Publishing Awards - 2017 Independent Publisher of the Year
- 2017 Canadian Online Publishing Awards - (Gold) Best Canada 150 Feature
- 2017 Canadian Online Publishing Awards - (Gold) Best Interactive Story
- 2016 Canadian Online Publishing Awards - (Silver) Best Interactive Story
- 2016 National Magazine Awards - (Finalist) Best Single Issue in Canada
- 2016 Canadian Cover Awards - SIPs & New Magazines (Gold Winner)

**Ads in magazines drive consumer healthcare actions
more than ads in any other media**

Source: MPA, Magazine Media Factbook 2018/19

ADVERTISING RATES

National Rates (gross rates)

Regional Rates (gross rates)

Four colour	A RATE 1-2x	B RATE 3-5x	C RATE 6+ Times	Western (Manitoba and points west)	Eastern (Ontario and points east)	Atlantic Provinces and Quebec	Ontario
Double page spread	\$25,128	\$23,349	\$22,334	\$18,781	\$19,542	\$17,258	\$18,020
1 page	\$13,228	\$12,291	\$11,757	\$9,887	\$10,287	\$9,085	\$9,486
2/3 or 1/2 page island	\$9,925	\$9,223	\$8,822	\$7,418	\$7,719	\$6,817	\$7,117
1/2 page	\$8,602	\$7,993	\$7,645	\$6,429	\$6,690	\$5,908	\$6,168
1/3 page	\$5,952	\$5,530	\$5,290				
1/6 page	\$3,274	\$3,042	\$2,910				
Black + one process colour	1-2x	3-5x	6+x				
Double page spread	\$23,719	\$22,040	\$21,082	\$17,728	\$18,447	\$16,290	\$17,009
1 page	\$12,483	\$11,600	\$11,095	\$9,330	\$9,708	\$8,574	\$8,952
2/3 or 1/2 page island	\$9,364	\$8,701	\$8,323	\$6,999	\$7,283	\$6,431	\$6,715
1/2 page	\$8,113	\$7,538	\$7,211	\$6,063	\$6,309	\$5,572	\$5,818
1/3 page	\$5,618	\$5,220	\$4,993				
1/6 page	\$3,089	\$2,871	\$2,746				
Black and White	1-2x	3-5x	6+x				
Double page spread	\$21,334	\$19,824	\$18,962	\$15,945	\$16,592	\$14,652	\$15,299
1 page	\$11,230	\$10,435	\$9,981	\$8,393	\$8,733	\$7,713	\$8,053
2/3 or 1/2 page island	\$8,414	\$7,818	\$7,478	\$6,288	\$6,543	\$5,779	\$6,034
1/2 page	\$7,298	\$6,782	\$6,487	\$5,455	\$5,676	\$5,013	\$5,234
1/3 page	\$5,058	\$4,700	\$4,496				
1/6 page	\$2,812	\$2,613	\$2,499				
1/12 page	\$1,444	\$1,342	\$1,283				

Legion Magazine conforms to the recommended standard specifications for advertising material for magazines printed wet-process web offset, as outlined in Canadian Advertising Rates & Data.

Dimensions (width x height)

Ad Format	Measurements
Double Page spread	Trim - 15" x 10.875" Bleed - 15.25" x 11.125"
Full page	Trim - 7.5" x 10.875" Bleed - 7.75" x 11.125"
2/3 page	Trim - 4.275" x 9.725"
1/2 page island	4.275" x 7.375"
1/2 page	6.5" x 4.475"
1/3 page vert.	2.0425" x 9.725"
1/3 page sq.	4.275" x 4.75"
1/3 page horiz.	6.5" x 3.25"
1/6 page vert.	2.0425" x 4.75"
1/6 page horiz.	4.275" x 2.4375"
1/12 page	2.0425" x 2.4375"

Online Advertising Rates

Banner Ads		
Feature Banner	950 x 250	CPM \$31.06 net
Leaderboard top of page, prime position	728 x 90	CPM \$20.92 net
Small Square	200 x 200	CPM \$6.90 net
Medium Rectangle	300 x 250	CPM \$13.07 net
Standard	468 x 60	CPM \$4.92 net
Skyscraper Ads		
Standard	120 x 240	CPM \$5.02 net
Special	120 x 600	CPM \$12.55 net

All ads must be RGB, JPEG or GIF format. No rotation on Feature ads, while Skyscraper and Banner ads have maximum rotation of six. Based on a minimum buy of two months.

Marketplace Rates (net rates)

Black and White	1-2X	3-5X	6+X
1/6 page (2.0425" x 4.75")	\$1,970	\$1,830	\$1,751
1/12 page (2.425" x 2.4375")	\$1,012	\$940	\$899
1/24 page (2.0425" x 1.1875")	\$525	\$488	\$467

TERMS & CONDITIONS

AGENCY COMMISSION

Fifteen percent (15%) of gross to recognized agencies.

TERMS

Net 30 days. One percent (1%) per month interest on overdue accounts.

TAXES

Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

PUBLISHER CONDITIONS

Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. Cancellations and space changes not accepted after closing date. Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905-886-6640 Fax: 905-886-6615

E-MAIL legion@dvtail.com WEBSITE www.dvtail.com

MECHANICAL REQUIREMENTS

ELECTRONIC MATERIAL

Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

FILE TRANSFER MEDIA

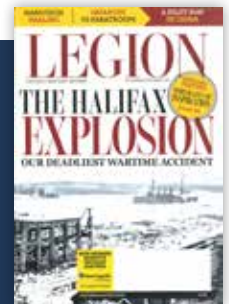
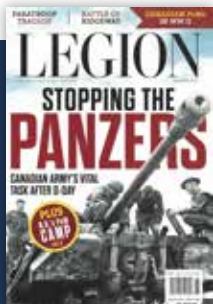
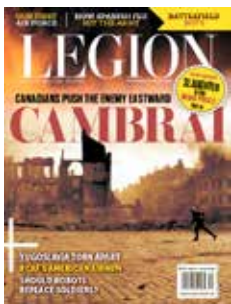
DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and chimes@dvtail.com.

FTP SITE

[ftp.dvtail.com](ftp://dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for the *LEGION* FTP site.

DESIGN SERVICES

Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com, Tel: 905-886-6640



SALES CONTACT

Beth Kukkonen

Director, Sales Operations

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Fax: 905-886-6615

bkukkonen@dvtail.com

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30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

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Canvet Publications Ltd.

86 Aird Place

Kanata, ON K2L 0A1

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Fax: 613-591-0146

magazine@legion.ca

  @Legion_Magazine

DOVETAIL

COMMUNICATIONS

Advertising:

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202-30 East Beaver Creek

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www.dvtail.com

 @DvtailMags