

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

2022 MEDIA PLANNER



ABOUT US

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

A TRUSTED RESOURCE FOR MORE THAN 90 YEARS.

Published since 1926, *Legion Magazine* is Canada's premier magazine for reaching the 55+ market on a national level. It's content engages readers through articles commemorating the efforts, bravery and sacrifice of those who served in Canada's military.

Legion Magazine delivers an unparalleled reach across multiple platforms including print, online and marketplace in English and French.

Circulation

175,516*

Readers per copy

2.68**

Total Readers

470,382



6 ISSUES ANNUALLY



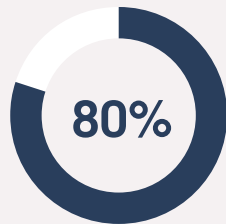
89%
OF READERS
FIND
ADVERTISING
RELEVANT**



READERS AT A GLANCE

REACH ALMOST HALF A MILLION 55+ CONSUMERS ON A NATIONAL LEVEL

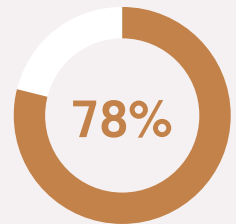
79%
RARELY/
NEVER READ
COMPETITIVE
MAGAZINES



of readers are 55+



spend more than one
hour reading a copy of
the magazine



are Legion members

Top 5 actions taken after reading an issue

1. Keep for future reference
2. Passed on to someone else
3. Visited a website for more information
4. Investigated a product or service advertised
5. Purchased a product of service advertised

Products they use on a regular basis

- Prescription drugs
- Vitamins
- Over the counter pain relievers

Top leisure activities:



Watching movies



Sporting Events



Live performances



Galleries/museums



Exercising

Source: Legion Magazine 2018 Reader Survey

ONLINE

DRIVE DEEPER AUDIENCE ENGAGEMENT WITH A POWERFUL DIGITAL REACH

DIGITAL AD SIZES AND CPM RATES:

Calculate rates based on 45,000 impressions



LegionMagazine.com

Leaderboard (prime position) 1120 x 167

\$31.69

Feature banner 1120 x 120

\$21.34

Square 307 x 307

\$12.06

Half
Skyscraper
200 x 300

\$10.05

Skyscraper
200 x 600

\$14.07

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

WEBSITE REACH

1,941,810

AVERAGE MONTHLY HITS

75,574

AVERAGE MONTHLY VIEWS

8,241

AVERAGE PAGES VISITS PER DAY



Source: Webalizer January 2021 – June 2021

2022 EDITORIAL CALENDAR



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



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 news

Issue	Space Closing Date	Material Due Date
January/February 2022	November 16, 2021	November 18, 2021
March/April 2022	January 17, 2022	January 19, 2022
May/June 2022	March 16, 2022	March 18, 2022
July/August 2022	May 16, 2022	May 18, 2022
September/October 2022	July 15, 2022	July 18, 2022
November/December 2022	September 16, 2022	September 19, 2022
January/February 2023	November 15, 2022	November 17, 2022

2022 RATES

NATIONAL RATES (gross rates)	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$25,634	\$23,819	\$22,784
1 page	\$13,494	\$12,539	\$11,994
2/3 or 1/2 page island	\$10,125	\$9,408	\$8,999
1/2 page	\$8,775	\$8,154	\$7,799
1/3 page	\$6,072	\$5,642	\$5,396
1/6 page	\$3,340	\$3,104	\$2,969
Black and one process colour			
Double page spread	\$24,197	\$22,484	\$21,506
1 page	\$12,735	\$11,833	\$11,319
2/3 or 1/2 page island	\$9,553	\$8,877	\$8,491
1/2 page	\$8,276	\$7,690	\$7,356
1/3 page	\$5,731	\$5,325	\$5,094
1/6 page	\$3,152	\$2,928	\$2,801
Black and White			
Double page spread	\$21,764	\$20,223	\$19,344
Full page	\$11,456	\$10,645	\$10,182
2/3 or 1/2 page island	\$8,583	\$7,975	\$7,629
1/2 page	\$7,445	\$6,918	\$6,617
1/3 page	\$5,160	\$4,795	\$4,586
1/6 page	\$2,868	2,665	\$2,549
1/12 page	\$1,473	\$1,369	\$1,309
per agate line	\$44	\$41	\$39
1" minimum	\$595	\$553	\$529

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.

Contact your rep for French Supplement rates

REGIONAL RATES (gross rates)	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	Manitoba & points west	Ontario & points east		
Double page spread	\$19,159	\$19,936	\$17,605	\$18,382
1 page	\$10,086	\$10,494	\$9,268	\$9,677
2/3 or 1/2 page island	\$7,567	\$7,874	\$6,954	\$7,261
1/2 page	\$6,558	\$6,824	\$6,027	\$6,292
Black and one process colour				
Double page spread	\$18,085	\$18,818	\$16,618	\$17,351
1 page	\$9,518	\$9,904	\$8,746	\$9,132
2/3 or 1/2 page island	\$7,140	\$7,429	\$6,561	\$6,850
1/2 page	\$6,186	\$6,436	\$5,684	\$5,935
Black & White				
Double page spread	\$16,266	\$16,926	\$14,947	\$15,607
1 page	\$8,562	\$8,909	\$7,868	\$8,215
2/3 or 1/2 page island	\$6,415	\$6,675	\$5,895	\$6,155
1/2 page	\$5,565	\$5,790	\$5,113	\$5,339

DIMENSIONS (width x height)	Measurements
Ad Format	
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 (net rates)		
Banner Ads		
Leaderboard <i>top of page* prime position</i>	1120 x 167	CPM \$31.69 net
Leaderboard Mobile	340 x 116	
Feature banner	1120 x 120	CPM \$21.34 net
Square	307 x 307	CPM \$12.06 net
Skyscraper Ads		
Skyscraper	200 x 600	CPM \$14.07 net
Half Skyscraper	200 x 300	CPM \$10.05 net

* Requires second size to be effective on mobile device.

All ads must be RGB, JPEG or GIF format. No rotation on Feature Banner ads, Skyscraper and Banner ads have maximum rotation of six.

Based on a minimum buy of two months.

Based on 45,000 impressions per month.

MUST PRE-PAY			
MARKETPLACE (net rates)			
Black and White	1-2 x	3-5 x	6+ x
1/6 page (2.0425" x 4.75")	\$2,010	\$1,867	\$1,786
1/12 page (2.0425" x 2.4375")	\$1,032	\$959	\$917
1/24 page (2.0425" x 1.1875")	\$536	\$498	\$476

**OPPORTUNITIES
TO CONNECT YOUR
MESSAGING WITH
OUR READERSHIP.**

ADVERTISING SPECIFICATIONS

Terms and Conditions

AGENCY COMMISSION

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

TERMS

Net 30 days or as contracted. 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, 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

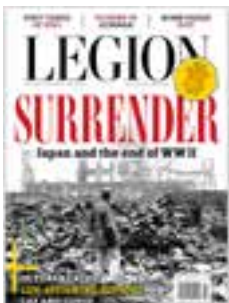
DVD, CD, or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to chimes@dvtail.com.

DESIGN SERVICES

Complete design services are available at an additional charge.

For details, please contact: Crystal Himes, chimes@dvtail.com, Tel: 905-886-6640



SALES CONTACT

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Fax: 905-886-6615



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LEGION

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✉ magazine@legion.ca

🐦 [@Legion_Magazine](#)

ADVERTISING

DOVETAIL

COMMUNICATIONS

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202-30 East Beaver Creek
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🌐 www.dvtail.com

🌐 [@DvtailMags](#)

