

An aerial photograph of a coastal scene in Crete, Greece. The image shows a rugged, rocky shoreline with a small beach at the bottom. The water is a vibrant turquoise color, transitioning to a deeper blue further out. Several small white boats are anchored near the shore. In the bottom right corner, some buildings and solar panels are visible on the rocky terrain.

CAA

MAGAZINE

MANITOBA
MEDIA KIT 2023

CRETE, GREECE

CAA Magazine & AMA Insider



CAA Magazine reflects on its connection to the communities it serves. People are what Canada is made up of, what good stories are made up of, what CAA is made up of. We believe that people's stories are what matters — from travel, to auto, to food and beyond.

Inside every issue, you will find [inspirational travel](#), [rewards](#) and valuable content on [mobility](#), [finance](#), driver education, insurance, sustainability and community initiatives.



OUR COMMUNITY

Meet Our Readers

LONDON, ENGLAND

THE AUDIENCE

Who Are They?



86.1% have 1+ vehicles in the household

63.3% intend to take a trip in the next 12 months

37.4% are 25-54 years of age

48% HHI \$75,000+

29.2% agree advertising influences their purchase

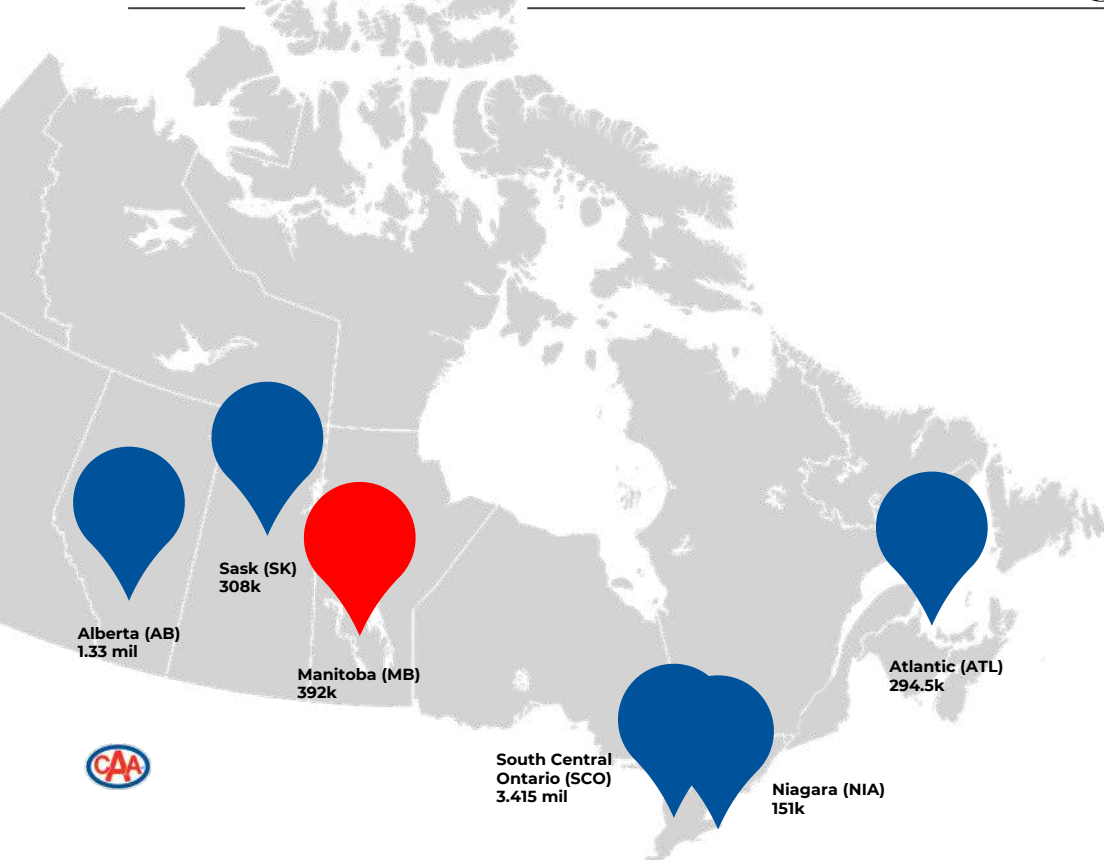
Source: Vividata Spring 2023 Study, CAA Manitoba Readers



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OUR REACH

Canada's *Community* Media



392,000 readers

CAA *Manitoba Magazine* has a deep community reach spanning the province.

Published in print and online: 4x per annum

Source: Vividata, Spring 2023 Study, A14+ (any print or digital in past year)



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The image shows three small, white, vertically-plank wooden houses with steep, thatched roofs made of dried grass or seaweed. They are situated in a flat, open landscape with dry, brownish grass. In the background, there are dark, rocky hills. The sky is a clear, pale blue. The houses have small, square windows and wooden doors. The overall scene is quiet and remote.

YOUR OPTIONS

Marketing Opportunities

GRINDAVIK, ICELAND

Print & Digital Editions



58% of readers search online for a brand after seeing an ad. In the past 12 months, they have spent more than **\$6.7B** online.

Source: Vividata Spring 2023 Study, CAA Manitoba Readers

- **Covers**
- **Full pages**
- **Double Page Spreads**
- **Advertorials**
- **Sponsored Content**
- **Inserts**

A collaboration with our creative team can bring your brand to life and put it in the spotlight, using the magazine's editorial tone for seamless integration.

Our award-winning roster of writers, editors, photographers and designers put their passions to work for your brand. Plus, our experience and expertise in branded content means that your brand is always top of mind and our proven creative process ensures that it stays there — from the first draft to final publication.



An aerial photograph of two large, irregularly shaped rocks in the middle of a deep blue sea. The rocks are covered in green moss or algae, with some white foam visible at their base where they meet the water. The water has a fine, textured surface.

THE DETAILS

Deadlines, Rates and Specs

VIETRI SUL MAR, ITALY

2023 Print Deadlines

| | AD CLOSE | MATERIAL DUE | IN-HOME |
|-------------|--------------------|--------------------|------------------|
| SPRING 2023 | January 31, 2023 | February 9, 2023 | March 28, 2023 |
| SUMMER 2023 | April 4, 2023 | April 13, 2023 | May 30, 2023 |
| FALL 2023 | July 4, 2023 | July 13, 2023 | August 29, 2023 |
| WINTER 2023 | September 12, 2023 | September 21, 2023 | November 7, 2023 |



THE DETAILS

2023 Page Rates

*Note: Advertorials are \$2,500 per page, includes all production
Other fractional rates available upon request*

| | Nat'l (6 CLUBS) | West (AMA, SK + MB) | MB |
|---------------------------------|--------------------|------------------------|---------|
| Circulation/Issue | 2,338,800 | 750,800 | 142,800 |
| Readership (digital + print) | 5,450,000 | 2,035,000 | 392,000 |
| Double Page Spread (DPS) | \$72,565 | \$28,560 | \$7,225 |
| Full page 4 Colour (FP4C) | \$42,685 | \$16,800 | \$4,250 |
| Inside Front Cover Spread (DPS) | \$83,449 | \$32,844 | \$8,309 |
| Inside Back Cover (FP4C) | \$49,088 | \$19,320 | \$4,888 |
| Outside Back Cover | \$51,222 | \$20,160 | \$5,100 |
| Half page horizontal | \$27,745 | \$10,920 | \$2,763 |
| One third page vertical | \$17,074 | \$6,720 | \$1,700 |

Source: Vividata, Spring 2023 Study, A14+ (any print or digital in past year)



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Specs

- **MAGAZINE TRIM SIZE**
8.125" x 10.5"
- **PRINTS**
4 colour process
- **LINESCREEN**
133 dpi
- **BINDING**
Saddlestitch

FP4C display ads:

Trim size: 8.125" x 10.5" (8.375" x 10.75" with bleed)

Single page type safety live area: 6.875" x 9.25"

Add 1/8" bleed outside of trim size on all four sides

DPS ads:

Trim size: 16.25" x 10.5" (16.5" x 10.75" with bleed)

DPS type safety live area: 15" x 9.25"

Allow 1/8" gutter allowance for type running across the spine

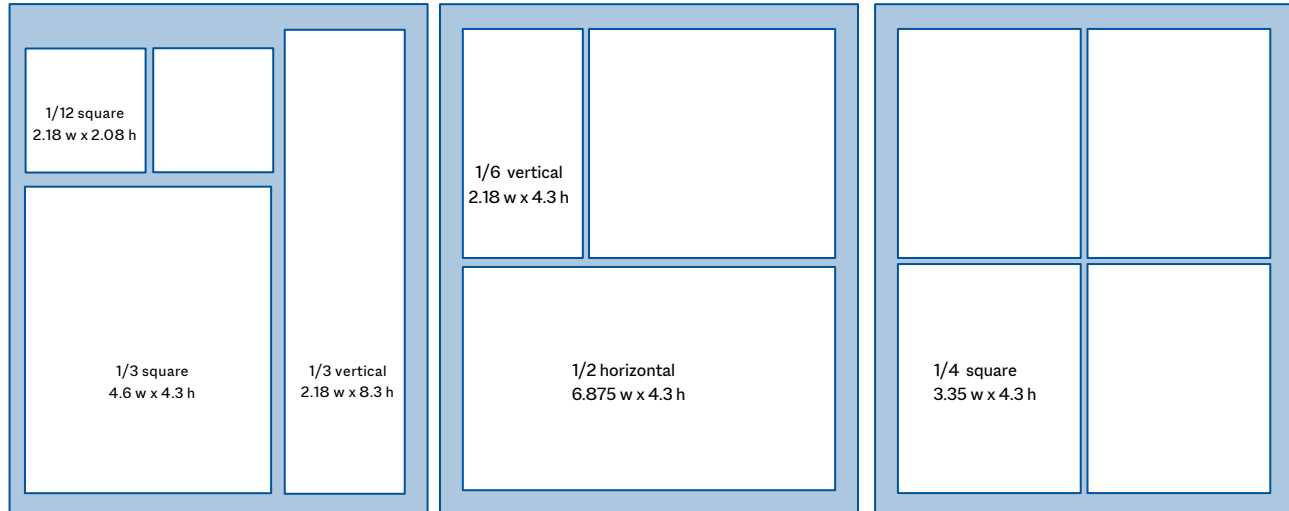
Files accepted: PDF/X-1a files <https://magazinescanada.ca/pdf/dmac-specifications/>

Please send all ad material to: adops@finallycontent.com

Fractional Specs

SIZES

1/12 square 2.8 w x 2.08 h
1/3 square 4.6 w x 4.3 h
1/3 vertical 2.18 w x 8.3 h
1/6 vertical 2.18 w x 4.3 h
1/2 horizontal 6.875 w x 4.3 h
1/4 square 3.35 w x 4.3 h





OUR DETAILS

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ALGONQUIN PARK, ONTARIO