

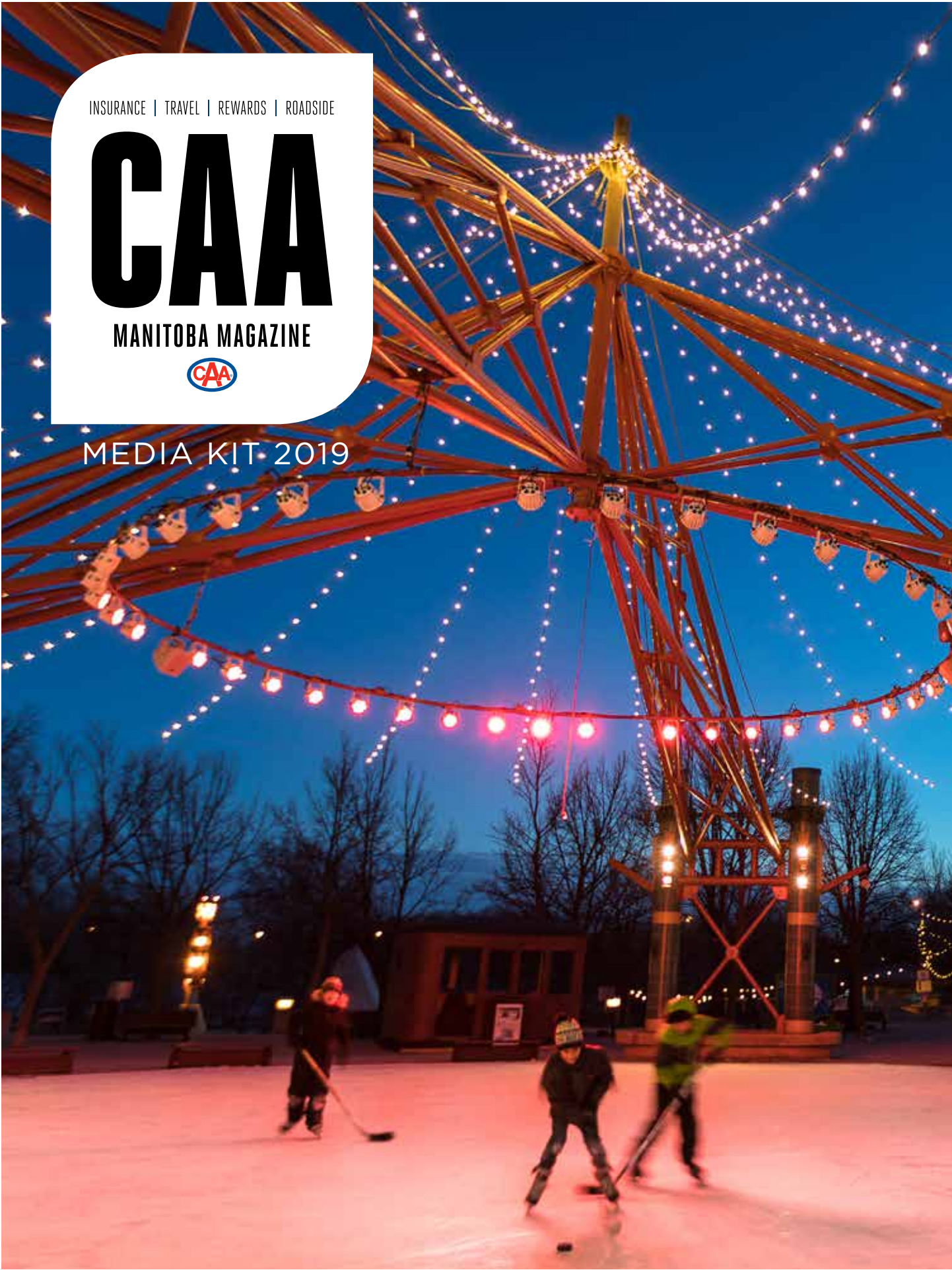
INSURANCE | TRAVEL | REWARDS | ROADSIDE

CAA

MANITOBA MAGAZINE

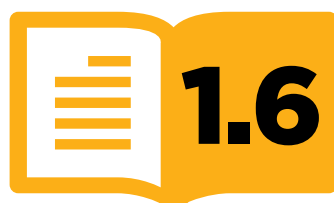


MEDIA KIT 2019





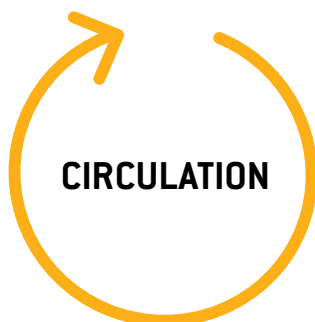
CAA MANITOBA MAGAZINE AT A GLANCE



READERS PER ISSUE



ISSUES PER YEAR



139,714

YOUR AUDIENCE IS WAITING

CAA Manitoba Magazine is the ideal media environment for advertisers to do business with more than **200,000 CAA members** in Manitoba. It reaches more homes than any other Manitoba magazine, while capturing the attention of engaged readers and active consumers with a brand they trust.

DISTRIBUTION

Each issue is delivered in home by addressed mail through Canada Post and is eagerly welcomed into the homes of CAA Manitoba members.



IN EVERY ISSUE

Each issue attracts readers with engaging editorial on a range of lifestyle topics, from travel and auto to shipping and insurance, giving readers the inside track on new places, products and experiences. *CAA Manitoba Magazine* is packed with original content from some of Canada's top writers and photographers.



AUTOMOTIVE

Columns highlighting driving tips, traffic safety, vehicle maintenance and auto trends.



LIFESTYLE

Keeping readers in the know for their day-to-day lives, including home improvement tips and answers to common insurance questions.



LOCAL CONTENT

What's new in Manitoba, local events, close-to-home getaways and unique places and people around the province.



CAA MANITOBA MEMBER BENEFITS

Information about member benefits, exclusive savings from CAA Manitoba partners and more.



TRAVEL

Stories from around the globe about the hottest destinations, must-try activities and places to stay, as well as practical advice for travellers.



OUR AUDIENCE

140,000 copies per issue (published 4 times per year).



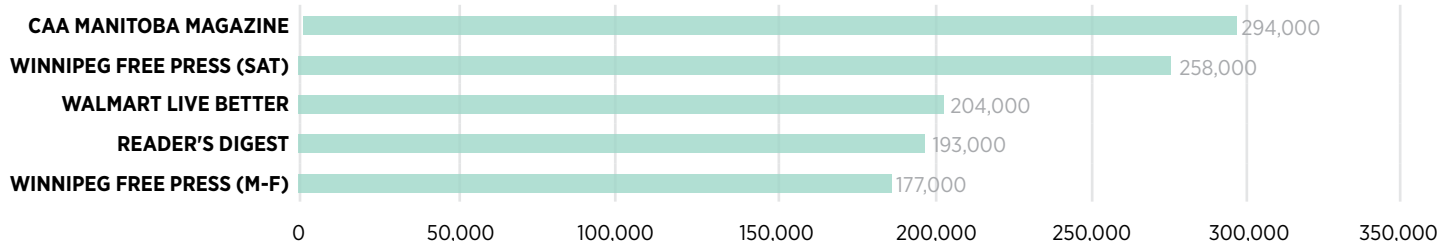
MEMBERSHIP BY MARKET

ALTONA	692	MINNEDOSA	577	STONEWALL	973
BEAUSEJOUR	911	MORDEN	1,059	THE PAS	585
BRANDON	6,753	OAKBANK	644	THOMPSON	749
DAUPHIN	1,273	PORTAGE LA PRAIRIE	2,027	VIRDEN	548
DUGALD	688	SELKIRK	1,438	WEST ST. PAUL	688
GIMLI	752	ST. ANDREWS	916	WINKLER	1,438
LAC DU BONNET	951	STE. ANNE	659	WINNIPEG	81,690
LORETTE	600	STEINBACH	1,910	OTHER & RURAL	31,900

COMPETITIVE REACH

CAA Manitoba Magazine is the most widely read publication in Manitoba, with an increase in readership of 33% since 2016.

TOTAL PRINT READERS





MEET OUR READERS: MANITOBA

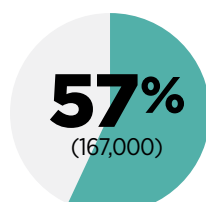


We're #1: the most widely read print title in Manitoba, including newspapers.

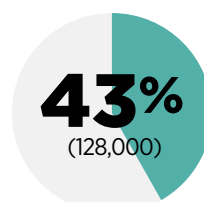


AVERAGE AGE

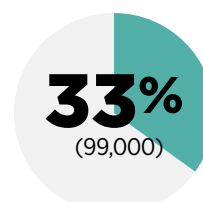
56 YEARS OLD



55+
YEARS OLD



**54 YEARS OLD
& UNDER**



**25-54
YEARS OLD**

DEMOGRAPHICS

- **294,000** readers per issue
- **\$84,397**: average household income (5% higher than the average Manitoban)
- **82%** are head of their household
- **64%** are married
- Compared to the average Manitoban:
 - **11%** more likely to be a university graduate
 - **24%** more likely to have a household income of \$150,000+





MEET OUR READERS: MANITOBA

We're #1: the most widely read print title in Manitoba, including newspapers.



INCOME & SAVINGS/FINANCE

- **47%** have a HHI of \$75,000+ (index 107)
 - **74%** are the principal wage earner (index 107)
 - **\$84,397** average household income
 - **\$51,549** average personal income
 - **52.4%** have a TFSA (index 137)
 - **63.6%** have a personal RRSP (index 112)
 - **38%** have a mortgage (index 140)
- Compared to the average Manitoban:
 - **51%** more likely to have \$1 million+ in total savings and securities
 - **29%** more likely to own investment real estate
 - **21%** more likely to have used a financial advisor in the past year
 - **17%** more likely to have a line of credit

AUTOMOTIVE

- Collectively, *CAA Manitoba Magazine* readers own **574,000** vehicles
- **79%** (231,000) are the principal driver
- **\$66,586** total spent on automotive services in the past 12 months
- **9.5%** likely to acquire a vehicle in the next 12 months (index 96)
- Compared to the average Manitoban:
 - **60%** more likely to purchase a new car within 12 months
 - **19%** more likely to purchase automotive accessories and supplies
 - **27%** more likely to spend \$1,000+ annually on automotive accessories and supplies
 - **30%** more likely to purchase new tires

TRAVEL

- Collectively, within the past 12 months, *CAA Manitoba Magazine* readers have accounted for:
 - **488,000** Canadian vacation trips
 - **207,000** international vacation trips
 - **144,000** business trips
- Collectively, *CAA Manitoba Magazine* readers spent **1,558,000** nights away within the past 12 months
- **40%** travelled by air in the past 12 months (index 115)
- **47%** travelled by car in the past 12 months (index 128)
- Compared to the average Manitoban:
 - **15%** more likely to vacation within Canada
 - **13%** more likely to vacation outside of Canada
 - **28%** more likely to travel for business
- *CAA Manitoba* readers have accounted for **258,000** round-trip flights in the past 12 months



PRINT RATES AND DATES

PRODUCTION SCHEDULE

ISSUE	AD CLOSE	AD MATERIAL DUE	IN HOME (ESTIMATE)
SPRING 2019	DEC. 20, 2018	JAN. 7, 2019	FEB. 8, 2019
SUMMER 2019	MARCH 11, 2019	MARCH 18, 2019	MAY 3, 2019
FALL 2019	JULY 8, 2019	JULY 15, 2019	AUG. 30, 2019
WINTER 2019	SEPT. 9, 2019	SEPT. 16, 2019	NOV. 1, 2019

2019 CAA MANITOBA RATES

	1X	2X	4X
FULL PAGE	\$6,195	\$5,800	\$5,475
2/3 PAGE	\$5,095	\$4,750	\$4,425
1/2 PAGE	\$3,950	\$3,725	\$3,400
1/3 PAGE	\$2,450	\$2,325	\$2,095
1/6 PAGE	\$1,250	\$1,150	\$995
PREMIUM POSITIONS			
IBC	\$7,100	\$6,575	\$5,995
IFC	\$7,100	\$6,575	\$5,995
OBC	\$7,650	\$7,125	\$6,525
DPS	\$10,900	\$10,450	\$9,850

CAA Partner incentive included in above advertising rates.
Inquire about special insertion production, including tip-ons, blow-ins and polybags.

AD SPECIFICATIONS

ADVERTISING UNIT	TRIM SIZE	BLEED SIZE	SAFETY
DPS	15.75" X 10.875"	16" X 11.125"	15" X 10.125"
FULL PAGE	7.875" X 10.875"	8.125" X 11.125"	6.875" X 9.875"
1/2 PAGE DPS	15.75" X 5.3125"	16" X 5.5625"	14.75" X 4.3125"
2/3 PAGE VERTICAL	5.125" X 10.875"	5.375" X 11.125"	4.125" X 9.875"
1/2 PAGE HORIZONTAL	7.875" X 5.3125"	8.125" X 5.5625"	6.875" X 4.3125"
1/3 PAGE VERTICAL	2.6875" X 10.875"	2.9375" X 11.125"	1.6875" X 9.875"
1/3 PAGE SQUARE	4.75" X 4.9375"	N/A	3.75" X 3.9375"
1/6 PAGE VERTICAL	2.3125" X 4.9375"	N/A	1.3125" X 3.9375"
1/5 PAGE HORIZONTAL	4.75" X 2.4375"	N/A	3.75" X 1.4375"
MARKETPLACE	3.4583" X 4.5"	N/A	3.2083" X 4.25"

CONTACT US

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PRODUCTION SPECIFICATIONS

PRODUCTION SPECIFICATIONS

- St. Joseph Media will not assume any responsibility for advertising reproduction that does not conform to the mechanical specifications listed here. All ads must be supplied digitally.
- All critical matter must be kept within .25" from trim edges.
- Include .125" bleed on all sides for pages built to bleed specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point
- Reverse type less than 12 points is not suitable for reproduction.
- St. Joseph Media is not responsible for reproduction of type in smaller size than those mentioned above.
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from supplied PDFX-1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content.
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year after date last used.
- Bleed Ads: Ads intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional .125" on all sides for bleed. Keep all essential elements (text and logos) .25" inside the bleed trim for type safety.
- Non-Bleed Ads: Ads that don't bleed should be built to this size. Ads will be placed on our template.
- Proof Requirements: St. Joseph Media will only be responsible for a reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDFs, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference)
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements. Visit: <https://www.magazinescanada.ca/publicite/production/dmacs>.
- EPSON proofs are available at \$50 each.

USING THE ADDIRECT AD PORTAL

All ads must be delivered to Magazines Canada's AdDirect™ ad portal:

1. Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com)
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload
3. Follow the on-screen preflight process
4. Approve your ad