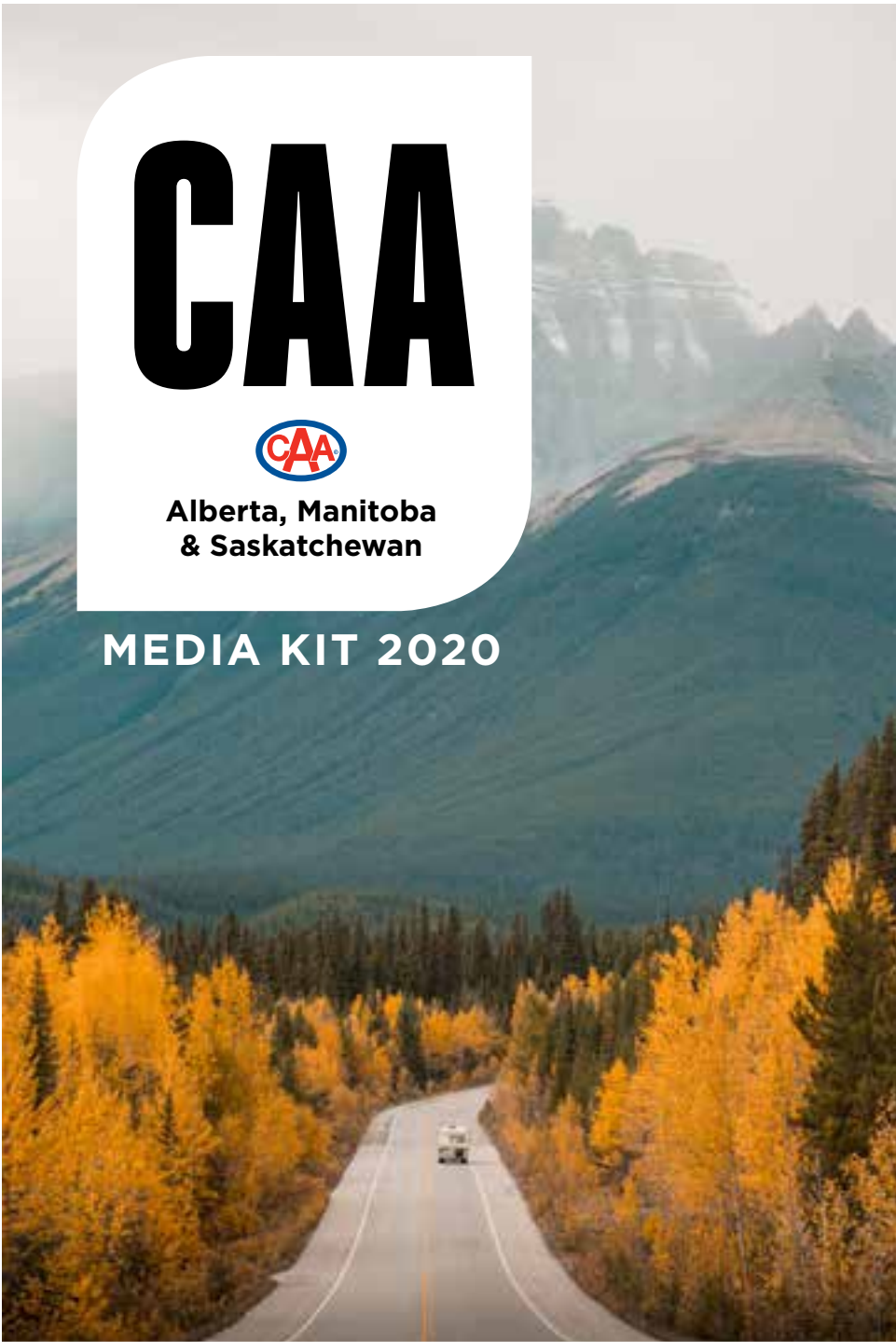


CAA



Alberta, Manitoba
& Saskatchewan

MEDIA KIT 2020



YOUR AUDIENCE IS WAITING

CAA Magazines are the ideal media environment for advertisers that do business — in Alberta, Saskatchewan and Manitoba — with a combined readership of more than 1.5 million, no other print publication reaches as many adults across the prairies.

CIRCULATION*

Each issue is delivered in home by addressed mail through Canada Post. These magazines are welcomed into the homes of CAA Members.

**AMA INSIDER
(ALBERTA)**
593,769

**CAA
SASKATCHEWAN**
119,861

**CAA
MANITOBA**
140,641

AUDIENCE†

CAA MANITOBA
306,000 readers per issue

CAA SASKATCHEWAN
218,000 readers per issue

AMA INSIDER
1,075,000 readers per issue

Readers Per Issue

1,599,000

DISTRIBUTION

CALGARY 209,000

EDMONTON 196,000

OTHER ALBERTA 194,000

SASKATOON 25,000

REGINA 24,000

OTHER SASKATCHEWAN 76,000

WINNIPEG 103,504

OTHER MANITOBA 37,500

Total Circulation

854,271



IN EVERY ISSUE



ISSUES PER YEAR

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



TRAVEL

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



LIFESTYLE

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



AUTOMOTIVE

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



CAA MEMBER BENEFITS

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



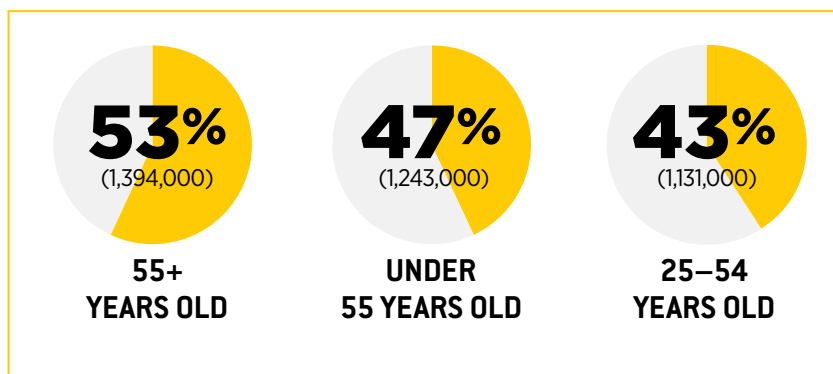
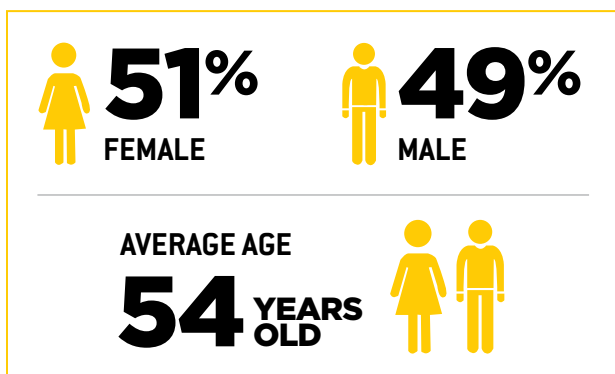
LOCAL

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



MEET OUR READERS

Each regional title ranks #1 in its respective market compared to all other print publications, including newspapers.



DEMOGRAPHICS

- **2,673,000** readers per issue
- **\$93,300** average household income
- **83%** are head of their household
- **74%** are the principal wage earner
- **79%** have a college+ education
- **73%** are married
- **36%** have children under 18

14%
HIGHER
THAN CANADIAN
AVERAGE

Compared to the average adult in Western Canada:

- **18%** more likely to be employed in a management position
- **16%** more likely to have a college+ education

CAA/AMA/SK delivers mass reach with **niche targeting!**



MEET OUR READERS

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FINANCE

Readers collectively hold \$573-Billion in total savings and investments. Across all of Western Canada, we reach an estimated:

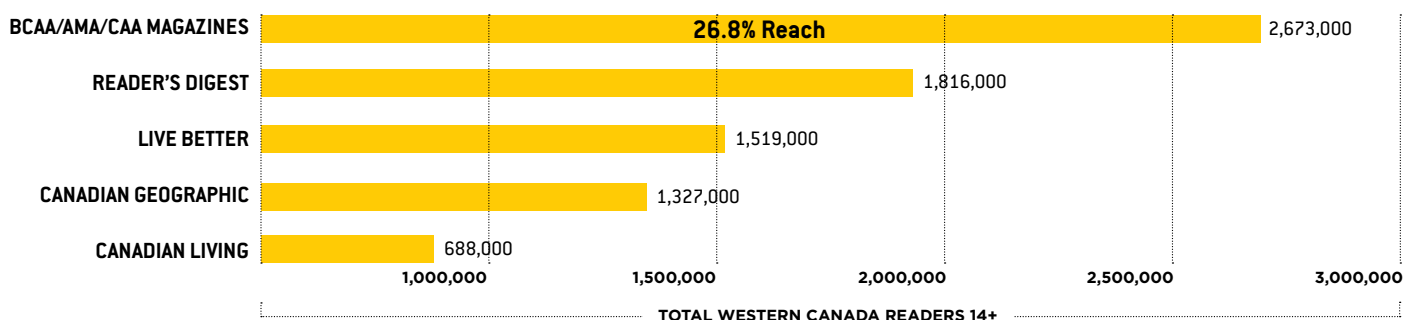
- **40%** of adults with savings/investments of \$1,000,000 or more
- **30%** of adults who use a financial planner
- **32%** of adults who own individual stocks and bonds
- **33%** of adults who own mutual funds
- **31%** of adults who have RRSPS
- **28%** of credit card users
- **32%** of adults who have life insurance
- **32%** of adults who have a will

Compared to the average Western Canadian adult:

- **40%** more likely to have a home line of credit
- **48%** more likely to have investments/savings of \$1,000,000+
- **22%** more likely to own mutual funds
- **22%** more likely to own individual stocks/bonds
- **18%** more likely to have life insurance

COMPETITIVE REACH

AMA Insider/CAA Magazine is the most widely read print publication across Western Canada and has consistently grown 9.4% the past 4 quarters





MEET OUR READERS

Each regional title ranks #1 in its respective market compared to all other print publications, including newspapers.

AUTOMOTIVE

Reader households in Western Canada account for **5,176,000** vehicles. Across all of Western Canada, we reach:

- **31%** of adults who are the primary driver of at least one vehicle
- **32%** of adults who own a premium/luxury vehicle
- **31%** of adults who prefer to buy a new car, not used
- **36%** of adults who plan to buy a SUV within 12 months
- **34%** of adults who prefer to go to the dealership for service and repairs
- **33%** of adults who spend \$1,000+ per year on automotive accessories

Compared to the average Western Canadian adult:

- **14%** more likely to be a principal driver in their household
- **18%** more likely to own a premium/luxury vehicle
- **13%** more likely to purchase a new, not used, vehicle
- **32%** more likely to purchase a new SUV within 12 months
- **26%** more likely to have vehicle serviced by dealership
- **23%** more likely to spend \$1,000+ per year on auto accessories

TRAVEL

Readers in Western Canada accounted for **4,045,000** domestic vacations and **2,664,000** international vacations, totalling **15,813,000** hotel nights booked! Across all of Western Canada, we reach:

- **29%** of adults who travel for vacation
- **30%** of adults who travel with children on vacation
- **35%** of adults who take golf vacations
- **30%** of adults who fly for vacation
- **31%** of adults who stayed at an international resort
- **27%** of adults who stayed at a luxury hotel
- **35%** of adults who will vacation in the U.S.A
- **38%** of adults who will vacation in Mexico

Compared to the average Western Canadian adult:

- **15%** more likely to travel by air
- **11%** more likely to travel with children
- **40%** more likely to fly premium economy
- **20%** more likely to make in-flight purchases
- **21%** more likely to travel to the U.S.
- **32%** more likely to travel to Mexico
- **11%** more likely to stay at an international resort
- **10%** more likely to stay at a hotel



PRINT RATES AND DATES

PRODUCTION SCHEDULE

ISSUE	AD CLOSE	AD MATERIAL DUE	IN HOME (ESTIMATE)
SPRING 2020	NOV. 28, 2019	DEC. 13, 2019	FEB. 7, 2020
SUMMER 2020	MARCH 13, 2020	MARCH 20, 2020	MAY 1, 2020
FALL 2020	JUNE 12, 2020	JUNE 26, 2020	AUG. 28, 2020
WINTER 2020	SEPT. 11, 2020	SEPT. 18, 2020	OCT. 30, 2020

2020 CAA WEST PUBLICATION NET RATES

	1X	2X	4X
FULL PAGE	\$20,150	\$19,159	\$18,368
2/3 PAGE	\$16,470	\$15,579	\$14,734
1/2 PAGE	\$13,192	\$12,512	\$11,777
1/3 PAGE	\$8,357	\$7,940	\$7,459
1/6 PAGE	\$4,728	\$4,464	\$4,165
PREMIUM POSITIONS			
IBC	\$23,150	\$21,860	\$20,575
IFC	\$23,650	\$22,196	\$20,895
OBC	\$25,930	\$24,522	\$23,111
DPS	\$38,190	\$36,355	\$34,475

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"
1/6 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"

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PRODUCTION SPECIFICATIONS

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- Strategic Content Labs 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.
- Strategic Content Labs 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.
- Strategic Content Labs reserves the right to refuse any or all copy deemed by Strategic Content Labs to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Strategic Content Labs because of such content.
- Please do not apply trapping to PDF files. Strategic Content Labs will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by Strategic Content Labs 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: Strategic Content Labs 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