

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

2023 MEDIA PLANNER



WHO WE **ARE**

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

Legion Magazine provides advertisers with the opportunity to have an impact on this established readership. With unparalleled reach across multiple platforms including print, online and marketplace in both French and English.

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

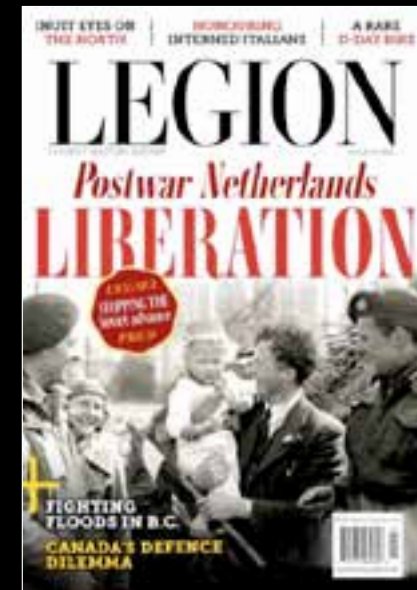
A TRUSTED RESOURCE FOR MORE THAN 95 YEARS.

Circulation
167,187*

Readers per copy
2.6**

Total Readers
434,686

91% OF READERS FIND ADVERTISING RELEVANT**





READER PROFILE

LEGION READERS ARE ACTION TAKERS

88%

Have bought or requested information on a product/service they saw advertised in the magazine

60%

Passed the issue on to someone else

ENGAGED

86%

Spend an hour+ reading each issue

79%

seldom/never read competitive magazines

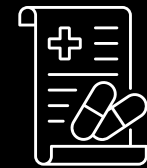
75%

are Legion members

PRODUCTS READERS USE ON A REGULAR BASIS

76%

Prescription drugs



64%

Vitamins



85%

Over the counter pain relievers



WE ARE ONLINE

AN ESSENTIAL RESOURCE FOR
REACHING AN ENGAGED AUDIENCE

LegionMagazine.com

POWERFUL
DIGITAL
REACH**

789,031

AVERAGE
MONTHLY HITS

8,228

AVERAGE PAGE
VISITS PER DAY

6

AVERAGE PAGES
PER VISIT



**67% OF READERS WOULD MAKE PURCHASES
ON THE *LEGION* MAGAZINE WEBSITE***

Sources: **Legion Magazine* 2022 Reader Survey, ** January 2022-December 2022

DIGITAL AD SIZES AND CPM RATES

Calculate rates bases on 45,000 impressions

Leaderboard (prime position)

\$31.85

Feature banner

\$21.44

Skyscraper

\$14.14

Sidebar Square

\$18.00

Article top

\$28.00

In-article

\$25.00

Half Skyscraper

\$10.10

Home page square

\$8.00

Banner above footer

\$5.00

ARTWORK DIMENSIONS

Leaderboard	Display 1120 x 167	Artwork 2240 x 334
Feature Banner	Display 1120 x 167	Artwork 2240 x 334
Skyscraper	Display 303 x 872	Artwork 606 x 1744
Half Skyscraper	Display 303 x 436	Artwork 606 x 872
Sidebar Square	Display 400 x 400	Artwork 800 x 800
Article top	Display 800 x 167	Artwork 1600 x 334
In-article	Display 800 x 167	Artwork 1600 x 334
Home page square	Display 307 x 307	Artwork 614 x 614
Ad banner above footer	Display 1120 x 167	Artwork 2240 x 334

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.

EDITORIAL CALENDAR

2023



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 2023	November 9, 2022	November 16, 2022
March/April	January 16, 2023	January 19, 2023
May/June	March 13, 2023	March 17, 2023
July/August	May 17, 2023	May 19, 2023
September/October	July 18, 2023	July 21, 2023
November/December	September 19, 2023	September 22, 2023
January/February 2024	November 21, 2023	November 24, 2023

2023 MAGAZINE RATES

NATIONAL RATES (gross rates)	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$25,762	\$23,938	\$22,897
1 page	\$13,562	\$12,602	\$12,054
2/3 or 1/2 page island	\$10,176	\$9,455	\$9,044
1/2 page	\$8,819	\$8,194	\$7,838
1/3 page	\$6,102	\$5,670	\$5,423
1/6 page	\$3,357	\$3,119	\$2,984
Black and one process colour			
Double page spread	\$24,318	\$22,596	\$21,614
1 page	\$12,798	\$11,892	\$11,375
2/3 or 1/2 page island	\$9,601	\$8,921	\$8,533
1/2 page	\$8,317	\$7,729	\$7,393
1/3 page	\$5,760	\$5,352	\$5,119
1/6 page	\$3,167	\$2,943	\$2,815
Black and White			
Double page spread	\$21,873	\$20,324	\$19,440
1 page	\$11,513	\$10,698	\$10,233
2/3 or 1/2 page island	\$8,626	\$8,015	\$7,667
1/2 page	\$7,483	\$6,953	\$6,650
1/3 page	\$5,186	\$4,819	\$4,609
1/6 page	\$2,883	\$2,678	\$2,562
1/12 page	\$1,480	\$1,375	\$1,316
per agate line	\$44	\$41	\$39
1" minimum	\$598	\$555	\$531

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 sales representative for French Supplement rates.

REGIONAL RATES (gross rates)	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	<i>Manitoba & points west</i>	<i>Ontario & points east</i>		
Double page spread	\$19,255	\$20,035	\$17,694	\$18,474
1 page	\$10,136	\$10,547	\$9,314	\$9,725
2/3 or 1/2 page island	\$7,605	\$7,914	\$6,989	\$7,297
1/2 page	\$6,591	\$6,858	\$6,057	\$6,324
Black and one process colour				
Double page spread	\$18,175	\$18,912	\$16,701	\$17,438
1 page	\$9,565	\$9,953	\$8,790	\$9,178
2/3 or 1/2 page island	\$7,175	\$7,466	\$6,594	\$6,885
1/2 page	\$6,216	\$6,468	\$5,712	\$5,964
Black & White				
Double page spread	\$16,348	\$17,010	\$15,022	\$15,685
1 page	\$8,605	\$8,954	\$7,907	\$8,256
2/3 or 1/2 page island	\$6,447	\$6,708	\$5,924	\$6,186
1/2 page	\$5,592	\$5,819	\$5,139	\$5,366
DIMENSIONS		(width x height)		
Ad Format		Measurements		
Double page spread		Trim - 15" x 10.875" Bleed - 15.25" x 11.125"		
1 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"		
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")		\$2,020	\$1,877	\$1,795
1/12 page (2.0425" x 2.4375")		\$1,037	\$964	\$922
1/24 page (2.0425" x 1.1875")		\$538	\$500	\$478

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, FTP 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 ext 331

SALES CONTACTS

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LEGION
CANADA'S MILITARY HISTORY MAGAZINE

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🐦 [@Legion_Magazine](#)

ADVERTISING
DOVETAIL
COMMUNICATIONS

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🌐 www.dvtail.com

🌐 [@DvtailMags](#)