



# LEGION

CANADA'S MILITARY HISTORY MAGAZINE

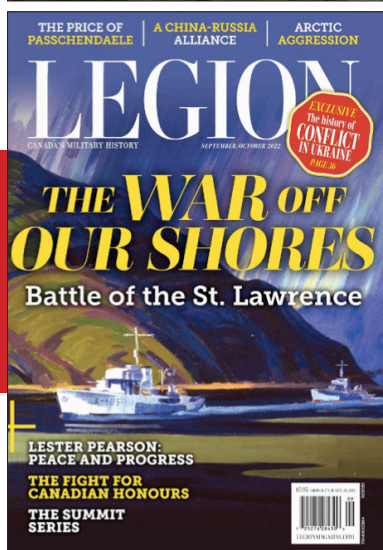
2024 MEDIA PLANNER





# GET TO KNOW US

A TRUSTED RESOURCE FOR MORE THAN 95 YEARS



# LEGION

CANADA'S MILITARY HISTORY MAGAZINE

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

*Legion Magazine* provides advertisers an extraordinary opportunity to elevate your brand's visibility and connect with an established readership on a whole new level. With unmatched reach across multiple platforms including print, online and marketplace in both French and English.

Circulation  
**175,574\***

Readers per copy  
**2.6\*\***

Total Readers  
**456,492**

**91%** of readers find  
advertising relevant\*\*

# MEET OUR AUDIENCE

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## LEGION READERS ENGAGED

86%

SPEND AN **HOUR +**  
READING  
EACH ISSUE



79%

SELDOM/NEVER  
READ COMPETITIVE  
MAGAZINES

75%

ARE  
LEGION MEMBERS

**LEGION**  
CANADA'S MILITARY HISTORY MAGAZINE

## LEGION READERS TAKE ACTION

88%

HAVE BOUGHT OR REQUESTED  
INFORMATION ON A  
PRODUCT/SERVICE THEY SAW  
ADVERTISED IN THE MAGAZINE



60%

PASSED THE ISSUE  
ON TO SOMEONE ELSE



## PRODUCTS READERS USE ON A REGULAR BASIS

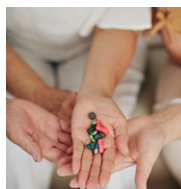
76%

PRESCRIPTION  
DRUGS



64%

VITAMINS



85%

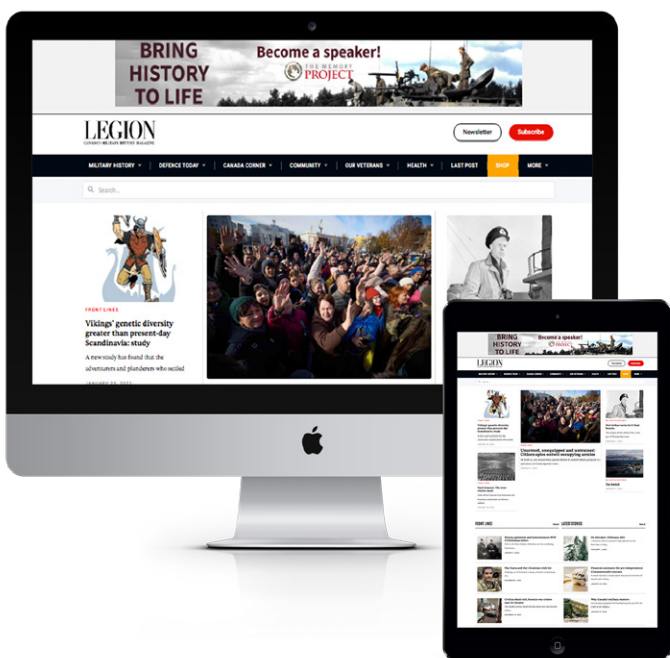
OVER THE  
COUNTER  
PAIN RELIEVERS



# ONLINE

UNLEASH THE POWER OF AN INTEGRATED ADVERTISING CAMPAIGN

**67%** of readers would make purchases on the *Legion Magazine* website\*



## POWERFUL DIGITAL REACH\*\*

**848,622**

AVERAGE  
MONTHLY HITS

**15,057**

AVERAGE PAGE  
VISITS PER DAY

**3,925**

AVERAGE PAGES  
PER VISIT

## DIGITAL AD SIZES AND RATES

Rates based on one month

### Leaderboard (prime position)

**\$1,447**

### Feature banner

**\$975**

### Skyscraper

**\$642**

### Sidebar Square

**\$818**

### Article top

**\$1,272**

### In-article

**\$1,136**

### Half Skyscraper

**\$459**

### Home page square

**\$364**

### Banner above footer

**\$227**

## 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

Sources: \*Legion Magazine 2022 Reader Survey,  
\*\*Webtracking January-February 2023

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

# EDITORIAL CALENDAR 2024



**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 2024	November 20	November 23
March/April	January 15	January 17
May/June	March 11	March 13
July/August	May 21	May 23
September/October	July 15	July 17
November/December	September 16	September 18
January/February 2025	November 18	November 20



# 2024 RATES

NATIONAL RATES (gross rates)	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$26,020	\$24,178	\$23,126
1 page	\$13,697	\$12,728	\$12,174
2/3 or 1/2 page island	\$10,277	\$9,550	\$9,135
1/2 page	\$8,907	\$8,276	\$7,917
1/3 page	\$6,163	\$5,727	\$5,478
1/6 page	\$3,390	\$3,150	\$3,013
Black and one process colour			
Double page spread	\$24,561	\$22,822	\$21,830
1 page	\$12,926	\$12,011	\$11,489
2/3 or 1/2 page island	\$9,697	\$9,010	\$8,618
1/2 page	\$8,401	\$7,806	\$7,466
1/3 page	\$5,817	\$5,405	\$5,170
1/6 page	\$3,199	\$2,973	\$2,843
Black and White			
Double page spread	\$22,091	\$20,527	\$19,635
1 page	\$11,628	\$10,805	\$10,335
2/3 or 1/2 page island	\$8,712	\$8,095	\$7,743
1/2 page	\$7,557	\$7,022	\$6,717
1/3 page	\$5,238	\$4,867	\$4,655
1/6 page	\$2,911	\$2,705	\$2,588
1/12 page	\$1,495	\$1,389	\$1,329
per agate line	\$45	\$42	\$40
1" minimum	\$604	\$561	\$537

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	Manitoba & points west	Ontario & points east		
Double page spread	\$19,447	\$20,236	\$17,870	\$18,659
1 page	\$10,237	\$10,652	\$9,407	\$9,822
2/3 or 1/2 page island	\$7,681	\$7,993	\$7,058	\$7,370
1/2 page	\$6,657	\$6,927	\$6,117	\$6,387
Black and one process colour				
Double page spread	\$18,357	\$19,101	\$16,868	\$17,613
1 page	\$9,661	\$10,053	\$8,878	\$9,269
2/3 or 1/2 page island	\$7,247	\$7,541	\$6,660	\$6,953
1/2 page	\$6,279	\$6,533	\$5,770	\$6,024
Black & White				
Double page spread	\$16,511	\$17,180	\$15,172	\$15,842
1 page	\$8,691	\$9,043	\$7,986	\$8,338
2/3 or 1/2 page island	\$6,512	\$6,776	\$5,984	\$6,248
1/2 page	\$5,648	\$5,877	\$5,190	\$5,419
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")	\$2,040	\$1,895	\$1,813
1/12 page (2.0425" x 2.4375")	\$1,048	\$974	\$931
1/24 page (2.0425" x 1.1875")	\$544	\$505	\$483

# 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.**

205 Riviera Drive, Unit 1  
Markham, ON L3R 5J8  
Tel: 905-886-6640 Fax: 905-886-6615

E-MAIL [legion@dvtail.com](mailto:legion@dvtail.com)

WEBSITE [www.dvtail.com](http://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](mailto:chimes@dvtail.com).

### DESIGN SERVICES

Complete design services are available at an additional charge. For details, please contact: Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com), Tel: 905-886-6640 ext 331

## SALES CONTACTS

### MARLENE MIGNARDI

[mmignardi@dvtail.com](mailto:mmignardi@dvtail.com)  
905-886-6640 ext 326

### VINCE NACCARATO

[vnaccarato@dvtail.com](mailto:vnaccarato@dvtail.com)  
905-886-6640 ext 309



# PUBLISHER LEGION

CANADA'S MILITARY HISTORY MAGAZINE

Canvet Publications Ltd.

86 Aird Place

Kanata, ON K2L 0A1

Tel: 613-591-0116

✉ [magazine@legion.ca](mailto:magazine@legion.ca)

🐦 @Legion\_Magazine

# ADVERTISING DOVETAIL COMMUNICATIONS

Dovetail Communications Inc.

205 Riviera Drive, Unit 1

Markham, ON L3R 5J8

Tel: 905-886-6640

Fax: 905-886-6615

🌐 [www.dvtail.com](http://www.dvtail.com)

🌐 @DvtailMags