

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

MEDIA KIT 2025



MEDIA KIT 2025

canvetpub.com

PUBLISHED BY
CANVET

GET TO KNOW US

For more than 95 years, *Legion Magazine* has been Canada's premier source for Canadian military history and heritage, veterans, current issues, seniors and health. Published six times a year by Canvet Publications Ltd., our content engages readers with stories commemorating the efforts, bravery and sacrifice of those who have served, supported by rich archival images, current photography and colourful illustrations.

Legion Magazine is Canada's premier magazine for reaching the 55+ market nationally, offering advertisers an extraordinary opportunity to elevate their 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 English and French.



OVERVIEW

CIRCULATION

175,504*

READERS PER COPY

2.6**

TOTAL READERS

456,310

6

Legion Magazine issues per year.

99

The number of Years Legion Magazine has been published.

(Previously known as The Veteran and The Legionary)

91

Percentage of readers who find advertising relevant**

OUR READERS

86% spend an hour + reading each issue



79% seldom/never read competitive magazines

75% are Legion members

78% Male
22% Female

46% have served in the military



88% have bought or requested information on a product/service they saw advertised

60% passed their issue on to someone else



Products readers use on a regular basis



76% Prescription drugs

64% Vitamins

85% Over the counter pain relievers

FACEBOOK

12K followers



X

6.6K followers

YOUTUBE


5.08K subscribers

WEBSITE STATS

Approx. 55K visitors/month
68,309 page views

*AAM PUBLISHER'S STATEMENT, JUNE 30, 2024

**LEGION MAGAZINE READERS SURVEY 2022



Legion Magazine is an outstanding and essential Canadian publication, bringing the country's rich military history to life and contributing key ideas on veterans issues, defence policy and matters of national significance. It is a Canadian gem.

Serge Durflinger, historian and author

EDITORIAL CALENDAR

IN EVERY ISSUE:



MILITARY HEALTH MATTERS

Medical trends and research



HEROES AND VILLAINS

Celebrated and notorious adversaries



HUMOUR HUNT

Amusing stories from our readers



FACE TO FACE

Debates over controversial questions from our history



ARTIFACTS

Fascinating relics from military history



ON THIS DATE

Highlights of historic events, day-by-day



HOME FRONT

Features on conflict experiences on Canadian soil



O CANADA

Tales of deeds and people who shaped our country



IN THE NEWS

In-depth coverage of Canadian communities, veterans benefits and today's military news

EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD SPACE CLOSE: NOVEMBER 20, 2024

MATERIAL DUE: NOVEMBER 22, 2024

FIRST ACTION The Princess Patricia's Canadian Light Infantry was the country's first regiment to get into action in the First World War, arriving in the trenches at "Dickiebush" on Jan. 6, 1915. Exploring the earliest days and horrors of Canada's Great War experience.

HEROES OF THE EMPIRE Feb. 18, 1900: The 2 (Special Service) Battalion, Royal Canadian Regiment of Infantry, represents the country in its first overseas conflict during the Boer War. The story of how the Canadian men ended up being hailed as saviours of the Imperial force after the Battle of Paardeberg.

ZOMBIES ATTACK Despite a pledge at the outset of the Second World War to avoid conscription for overseas service, with Allied forces in desperate need of reinforcements by late 1944, Prime Minister Mackenzie King decides to send Canada's home-front "General Service" men—otherwise known derisively as zombies—to Europe. The story of the few thousands who were forced to fight.

THE LAST BOMBERS In one of the final major bombing campaigns of WW II, hundreds of Allied aircraft were downed. The bomber of one Canadian crew was hit, but managed to eke back home, bringing with it the firsthand story of the devastation.

NATIONAL REMEMBRANCE *Legion Magazine's* coverage of the annual remembrance ceremony in Ottawa.

MARCH/APRIL

AD SPACE CLOSE: JANUARY 15, 2025

MATERIAL DUE: JANUARY 17, 2025

CRERAR'S BATTLE The WW II Rhineland Campaign of February to March 1945 was ultimately the operation for which First Canadian Army commander General Harry Crerar would be most remembered and recognized. How his battle set the stage for victory.

FINAL DAYS A son relives his Canadian father's exploits in Germany and during the liberation of the Netherlands in the waning days of the Second World War—and the critical role some unheralded and daring young Dutchmen played.

HERO'S ESCAPE Born in Nova Scotia, Mona Parsons ended up in the Netherlands after marrying a Dutch businessman in 1937. After the WW II Nazi invasion, she helped rescue downed Allied airmen, but eventually ended up in prison. Late in the war Parsons made a harrowing escape.

WEAPON OF TERROR On April 22, 1915, during the Battle of Ypres, the German army launched the first ever gas attack. While it was directed to the left of Canadian troops, days later they too would face the new weapon's wrath.

BATTLE OF FISH CREEK A present-day local revisits the sites of the fight waged between Canadian troops and Louis Riel's forces during the 1885 North-West Resistance to gain a modern perspective on the nearly 150-year-old conflict.

MAY/JUNE

AD SPACE CLOSE: MARCH 19, 2025

MATERIAL DUE: MARCH 21, 2025

VICTORY! After five grinding years, the Allies at long last force the surrender of Nazi Germany in the late spring of 1945. As fighting in Europe came to an end, the Second World War would soon be over around the globe.

A BOMBER CREW MYSTERY Given that none of the crew in the photo were from Listowel, Ont., just how did their picture end up in the modest archives of the small town's local high school library? A unique tale of Canadian connections to WW II.

HE HEARD HIS COUNTRY CALL A look back on the story of Canada's Unknown Soldier 25 years after the First World War soldier was returned home.

QUEBEC AND THE THIRTEEN COLONIES During the 1775-1783 American Revolutionary War, the newly formed Continental Army's first major military initiative was the Invasion of Quebec—a campaign to seize the province from Britain and convince its largely French-speaking population to join the revolution.

OPERATION IMPACT In late 2014, Canada announced it would participate in a military coalition against ISIL. Royal Canadian Air Force jets made nearly 200 air strikes over the next year.

INVICTUS 2025 An exclusive photo essay from the 2025 Vancouver-Whistler Invictus Games, celebrating recovery through sports and adventurous challenge.

*EDITORIAL LINEUPS ARE SUBJECT TO CHANGE WITHOUT NOTICE

EDITORIAL CALENDAR

JULY/AUGUST

AD SPACE CLOSE: MAY 21, 2025

MATERIAL DUE: MAY 23, 2025

SPECIAL FORCE As part of a United Nations force, Canada forms what will eventually be known as the 25th Canadian Infantry Brigade Group to serve in the Korean War. Late in 1950, 75 years ago, the first Canadian battalion arrives on the peninsula.

BENZIE'S BLITZ Some 100 Canadians are thought to have flown in the Battle of Britain in WW II. One of them, Pilot Officer Jack Benzie was shot down and killed on the first day of the Blitz. His astonishing tale is emblematic of the Canadian role.

GRAY MAN On Aug. 8, 1945, Lieutenant (N) Robert Hampton Gray led an attack on a group of Japanese naval vessels, sinking one ship before his plane crashed. His action was recognized with the Victoria Cross, the latest of numerous medal distinctions.

OCCUPYING GERMANY The story of the 3rd Division, Canadian Army Occupation Force, and its role in Germany in the waning days and aftermath of the Second World War.

ENEMY OF THE STATE Kanao Inouye was born in Kamloops, B.C., to Japanese parents. But in 1942, he was conscripted into the Imperial Japanese Army and was eventually assigned to work at prisoner-of-war camps. The Kamloops Kid, as he would become known, became renowned as a vicious torturer.

SEPTEMBER/OCTOBER

AD SPACE CLOSE: JULY 16, 2025

MATERIAL DUE: JULY 18, 2025

MOMMA'S BOY Despite an edict that British Empire soldiers would remain where they had fallen, one Canadian mother went to great lengths to repatriate her son's body. Anna Durie's undying campaign to get her son back.

ONE WOMEN'S WAR Canadian journalist Gladys Arnold was the only Canadian correspondent in France at the outbreak of the Second World War. As it turned out, she would have a unique perspective as she fled Paris as the Nazis arrived.

FEARLESS JOAN FLETCHER Joan Fletcher joined the Canadian Red Cross at the outset of WW II. She eventually joined the First Aid Nursing Yeomanry and after the war ended, she helped evacuate thousands of sick and ailing Dutch prisoners of war from a Japanese camp.

CALL HER FRANKLIN THOMPSON New Brunswicker Sarah Edmonds was fed up with male dominance in society and so, in the fall of 1860, she took on an alias and headed to the U.S. and eventually joined the Union Army in the American Civil War.

CODE OF THE QUILTS Led by Canadian Ethel Mulvany, a group of defiant Second World War female prisoners of war stitched coded messages into patchwork quilts they sent to their families to let them know they were alive.

NOVEMBER/DECEMBER

AD SPACE CLOSE: SEPTEMBER 17, 2025

MATERIAL DUE: SEPTEMBER 19, 2025

BADASS BAGPIPERS Bagpipes and the military have gone hand-in-hand into battle and otherwise for more than 400 years. Exploring the traditions and feats of some famous Canadian pipers of the First World War.

PIONEERS OF THE AIR Flight was a burgeoning technology at the outset of the First World War, but it did not take long for the combatants to advance the earliest aeroplanes for warfare. A look at the Canadians involved.

CHRISTMAS AT WAR From the surrender of troops in Hong Kong on Christmas Day 1941 to celebrating the holiday in a bombed-out church in Ortona, Italy in 1943, Canadians experienced a range of yuletides during the Second World War.

JACK OF ALL TRADES During WW II, American-born Canadian politician C.D. Howe was so instrumental in the war effort—from the purchasing board to munitions and supply—he earned the moniker Minister of Everything. Exploring the impact of a home-front leader.

THE GREATEST LAKE BATTLESHIP HMS St. Lawrence, a 102-gun British warship that served on Lake Ontario during the War of 1812, effectively ended naval action on the lake after its construction in 1814, despite never going into battle.

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2025 RATES

NATIONAL RATES

	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$26,280	\$24,419	\$23,358
1 page	\$13,834	\$12,855	\$12,296
2/3 or 1/2 page island	\$10,380	\$9,645	\$9,226
1/2 page	\$8,996	\$8,359	\$7,996
1/3 page	\$6,225	\$5,784	\$5,532
1/6 page	\$3,424	\$3,182	\$3,044
Black and one process colour			
Double page spread	\$24,807	\$23,050	\$22,048
1 page	\$13,056	\$12,131	\$11,604
2/3 or 1/2 page island	\$9,794	\$9,100	\$8,705
1/2 page	\$8,485	\$7,884	\$7,541
1/3 page	\$5,875	\$5,460	\$5,222
1/6 page	\$3,231	\$3,002	\$2,872
Black and White			
Double page spread	\$22,312	\$20,733	\$19,831
1 page	\$11,744	\$10,913	\$10,438
2/3 or 1/2 page island	\$8,799	\$8,176	\$7,821
1/2 page	\$7,633	\$7,093	\$6,784
1/3 page	\$5,290	\$4,916	\$4,702
1/6 page	\$2,941	\$2,732	\$2,614
1/12 page	\$1,510	\$1,403	\$1,342
per agate line	\$45	\$42	\$40
1" minimum	\$610	\$567	\$542

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

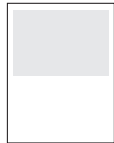
	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	Manitoba & points west	Ontario & points east		
Double page spread	\$19,642	\$20,438	\$18,049	\$18,845
1 page	\$10,340	\$10,759	\$9,501	\$9,921
2/3 or 1/2 page island	\$7,758	\$8,073	\$7,129	\$7,444
1/2 page	\$6,724	\$6,996	\$6,178	\$6,451
Black and one process colour				
Double page spread	\$18,540	\$19,292	\$17,037	\$17,789
1 page	\$9,758	\$10,153	\$8,967	\$9,362
2/3 or 1/2 page island	\$7,320	\$7,616	\$6,726	\$7,023
1/2 page	\$6,341	\$6,598	\$5,827	\$6,084
Black and White				
Double page spread	\$16,676	\$17,352	\$15,324	\$16,000
1 page	\$8,778	\$9,134	\$8,066	\$8,422
2/3 or 1/2 page island	\$6,577	\$6,843	\$6,043	\$6,310
1/2 page	\$5,705	\$5,936	\$5,242	\$5,474

MARKETPLACE (MUST PRE-PAY)

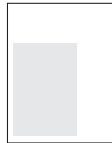
	1-2 times	3-5 times	6+ times
1/6 page	\$2,061	\$1,914	\$1,831
1/12 page	\$1,058	\$983	\$941
1/24 page	\$549	\$510	\$488

SPECIFICATIONS

DIMENSIONS



1/2 PAGE
6.5"W x 4.475"H



1/2 PAGE ISLAND
4.275"W x 7.375"H



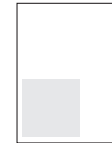
2/3 PAGE
4.275"W x 9.725"H



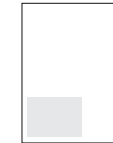
1/3 HORIZONTAL PAGE
6.5"W x 3.25"H



1/3 VERTICAL PAGE
2.0425"W x 9.725"H



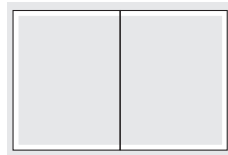
1/3 SQUARE PAGE
4.275"W x 4.75"H



1/6 HORIZONTAL PAGE
4.275"W x 2.4375"H



1/6 VERTICAL PAGE
2.0425"W x 4.75"H



DOUBLE PAGE SPREAD
PAGE TRIM 15"W x 10.875" H
BLEED 15.25"W x 11.125"H
NO BLEEDS 14.5"W x 10.375"H



FULL PAGE
PAGE TRIM 7.5"W x 10.875"H
BLEED 7.75"W x 11.125"H
NO BLEEDS 6.5"W x 9.725"H



1/12 PAGE
2.0425"W x 2.4375"H



1/24 PAGE
2.0425"W x 1.1875"H

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. 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 15MB. Send to jduprau@legion.ca

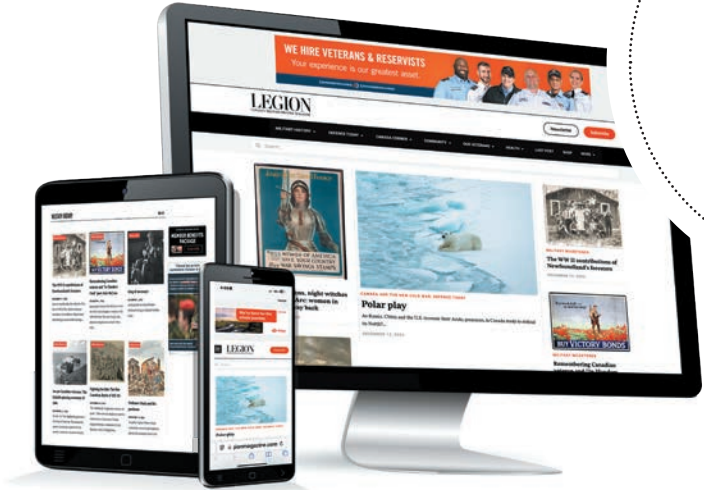
Design Services

Complete design services are available at an additional charge. For details, please contact Jason Duprau jduprau@legion.ca or call our offices at [613-591-0116](tel:613-591-0116).

ONLINE

ARTWORK DIMENSIONS (PIXEL MEASUREMENT)

	ARTWORK	DISPLAY
Leaderboard	2240 x 334	1120 x 167
Feature banner	2240 x 334	1120 x 167
Skyscraper	606 x 1744	303 x 872
Half skyscraper	606 x 872	303 x 436
Sidebar square	800 x 800	400 x 400
Article top	1600 x 334	800 x 167
In-article	1600 x 334	800 x 167
Home page square	614 x 614	307 x 307
Ad banner above footer	2240 x 334	1120 x 167
Leaderboard - Mobile	680 x 232	340 x 116
Feature banner - Mobile	680 x 232	340 x 116



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

Approximately
55,000 visitors/month
68,309 page views

DIGITAL AD RATES Rates based on one month



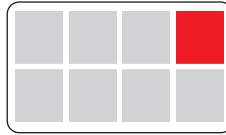
Leaderboard (desktop)
Prime position \$1,447



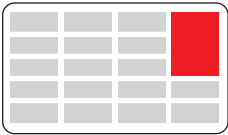
Feature banner (desktop)
\$975



Skyscraper
\$642



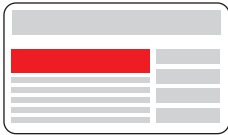
Half skyscraper
\$459



Sidebar square
\$818



Home page square
\$364



Article top
\$1,272



In-article
\$1,136



Banner above footer
\$227

*LEGION MAGAZINE 2022 READER SURVEY

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 contracts/insertion orders and material to:

SALES CONTACTS

Canik Marketing Services

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613-591-0116 | 416-317-9173

advertising@legionmagazine.com

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Marlene Mignardi

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LegionMagazine



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