



LEGION

CANADA'S MILITARY HISTORY MAGAZINE

MEDIA KIT

2026



GET TO KNOW US

For 100 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

180,933*

READERS PER COPY

2.6**

TOTAL READERS

470,426

6

Legion Magazine issues per year.

100

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

5.73K subscribers

WEBSITE STATS

Approx. 37K visitors/month
59,360 page views

*AAM PUBLISHER'S STATEMENT, JUNE 30, 2025

**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:



THE BRIEFING

An exclusive Legion Magazine Q&A



THE VISUAL

Graphics and stats on defence and security



ON THIS DATE

Highlights of historic events, day-by-day



ON WATCH

Guest experts share their views



HEROES AND VILLAINS

Celebrated and notorious adversaries



ARTIFACT

A fascinating relic from military history



HUMOUR HUNT

Amusing stories from our readers



MILITARY HEALTH MATTERS

Medical trends and research



HOME FRONT

Features on conflict experiences on Canadian soil



IN THE NEWS

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



FRONT LINES

Unique observations from *Legion Magazine's* senior staff writer Stephen J. Thorne



EXIT STRATEGY

The *Legion Magazine* editorial cartoon

EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD SPACE CLOSE: NOVEMBER 17, 2025

MATERIAL DUE: NOVEMBER 19, 2025

FRICITION IN THE GULF The Persian Gulf War is an important chapter in Canada's military history. More than 4,000 Canadians joined an international coalition to confront Iraq following its invasion of Kuwait.

FLYING OVER THE EDGE He was a gambler and a gold thief, three times court martialled, a friend of Ernest Hemmingway, and a flying ace who dodged a Spanish firing squad thanks to an American vaudeville singer posing as his wife. Inside the wild life of WW II RCAF Flight Instructor Harold (Whitney) Dahl.

DRUG WAR During the third year of the WW I, Canadian troops in the U.K. were swept up in a controversy over cocaine. Word was the drug's use was rife among the Canadian Expeditionary Force. Exploring Canada's Great War cocaine craze.

THE SOLDIER'S RIOTS Riots, largely aimed at local German-speaking immigrants, plagued many Canadian communities during the Great War. Calgary was one of the main centres of discontent—and also the country's second-largest military recruitment, training and transit camp. In early 1916, tensions there boiled over.

PLEIN AIR During WW I, future Group of Seven artist Frank Johnston was commissioned by the Canadian War Memorial Fund to document a new war technology: the aircraft. An exclusive pictorial of his works of war.

MARCH/APRIL

AD SPACE CLOSE: JANUARY 12, 2026

MATERIAL DUE: JANUARY 14, 2026

THE INTER-WAR YEARS After the Great War and before the Second World War, the attitudes of Canadians toward the military and government funding of defence varied. Exploring the range of Canadian opinions on conflict shaped by one war and the threat of another.

OCCUPYING ICELAND It's a little-known episode in Canadian military history. In the early years of WW II, Canadian troops were part of the Allied occupation of Iceland, an effort to prevent further German expansion. The story of 'Z' Force.

BATTLE OF KAPYONG Historians call it one of Canada's greatest, yet least-known military achievements: the Korean War's Battle of Kapyong. How one Canadian platoon played a key role in the critical fight.

ATTACK THE AMERICANS Many Canadians likely aren't familiar with Defence Scheme No. 1, the Canadian plan to pre-emptively strike the U.S. in case of a conflict between the Americans and the British Empire. Detailing Canada's 1920 battle plan.

A SECRET SOCIETY STRIKES CANADA In the late 1800s, Irish patriots who had immigrated to the U.S., known as Fenians, launched a series of armed attacks into Canada aiming to take territory so they could exchange it with Britain for Irish independence. How Canadians fought them off.

MAY/JUNE

AD SPACE CLOSE: MARCH 16, 2026

MATERIAL DUE: MARCH 18, 2026

AGENTS OF A FOREIGN POWER Months after Soviet intelligence officer Igor Gouzenko defected to Canada and exposed an elaborate spy ring that had infiltrated WW II Allies, Canada held a Royal Commission into the affair. Its report changed the country—and the world.

THE SPARK Fern Blodgett was a young Canadian and the first woman to serve as a wireless radio operator—the position known as Spark. And during the Battle of the Atlantic, she was a trailblazer for women serving on the seas.

THE WARS NOBODY WON Following the break-up of the former Yugoslavia in 1991, a series of wars beset the region. The conflicts would introduce the world to a new phrase: ethnic cleansing. Canadians played a critical role as peacekeepers amid the horrors.

ROYAL MILITARY COLLEGE 150 The Royal Military of Canada has been training recruits since 1876. A look back at the incredible legacy of the country's military academy—and a glimpse into its future.

DARK DAYS Months after the end of WW II, Canada continued to punish Japanese-Canadians. In May 1946, it offered former internees a choice: leave Canada and return to bombed-out Japan or move east of the Rocky Mountains. Nearly 4,000 choose the former. This is their story.

*EDITORIAL LINEUPS ARE SUBJECT TO CHANGE WITHOUT NOTICE

EDITORIAL CALENDAR

JULY/AUGUST

AD SPACE CLOSE: MAY 18, 2026

MATERIAL DUE: MAY 20, 2026

THE ROYAL CANADIAN LEGION 100 Formed in the aftermath of the Great War to support and advocate for veterans and their families, The Royal Canadian Legion turns 100 this year. While its principal mission remains, its biggest impact may be community building. Why the Legion matters.

THE UNLUCKY 13TH The story of Canada's role in the infamous 1942 Dieppe Raid from the perspective of a single unit. How the 35 men of 13 Platoon, 'C' Company, The Royal Hamilton Light Infantry, fared.

FLYING TO THE POLES A select group of RCAF airmen served with the Royal Air Force's Special Duties squadrons during WW II. Some of those Canadians participated in dangerous missions to Poland during the Warsaw Uprising in August 1944. This is their story.

THE OTHER SIDE More than 40,000 Canadians served in Afghanistan between 2001 and 2014. Thousands were wounded. While some of those stories are told, rare are the tales of the people who support them. How families navigate the lasting wounds of war.

A FIGHT FOR WHAT'S RIGHT Canada was officially neutral during the Spanish Civil War (1936-1939). And the *Foreign Enlistment Act* of 1937 banned Canadians from fighting in foreign wars. Still, many Canadians supported the Republican cause. The story of why one Canadian defied his country to serve.

SEPTEMBER/OCTOBER

AD SPACE CLOSE: JULY 13, 2026

MATERIAL DUE: JULY 15, 2026

THE REMEMBRANCE MAN OF EEKLO Behind the monument in Canada Square in Eeklo, Belgium, are engraved the names of 30 Canadians who helped liberate the town. And while he wasn't alive to experience it, Eeklo's Walter Cami is dedicated to honouring them and telling their story.

THE SUEZ CRISIS It was a postwar military confrontation in Egypt that threatened to divide the Western alliance forged after WW II. Enter Canada's Secretary of State for External Affairs Lester B. Pearson and a novel solution: the world's first, large-scale United Nations peacekeeping force.

THE ARCTIC ATTACK In fall 1941, Canadian troops were part of an Allied mission to the Norwegian island of Spitzbergen, 1,000 kilometres south of the North Pole, to disrupt coal shipments to Germany. The operation was deemed an unparalleled success.

THE LIFELINE After the War of 1812, the British continued to fear the threat of American invasion of Upper Canada. To help ensure safe passage of materiel between the military centres of Montreal and Kingston, they built a series of canals. A huge part of the plan: the 202-kilometre-long Rideau Canal. Exploring the military history of the famous waterway.

THROUGH THEIR EYES An exclusive presentation of the latest winners The Legion National Foundation's National Youth Remembrance Contests.

NOVEMBER/DECEMBER

AD SPACE CLOSE: SEPTEMBER 14, 2026

MATERIAL DUE: SEPTEMBER 16, 2026

CAMP X Officially known as Special Training School 103, Camp X near Whitby, Ont., operated during WW II for covert agents. *Legion Magazine* reveals some of its secrets.

THE BIG LOSS Hong Kong was the first place Canada fought a land battle during WW II, from Dec. 8-25, 1941. Unfortunately, it ended in the British Colony's surrender. Exploring Canada's role in the Battle of Hong Kong.

THE FIRST PEACEKEEPING FORCE In response to the 1956 Suez Crisis (see Sep/Oct), the UN established its first Emergency Force. Canadian Lieutenant-General Tommy Burns took command as troops from Canada and several other nations kept the peace.

THE FORCES COME TOGETHER Save money and improve command. Those were key reasons why Defence Minister Paul Hellyer pushed for the unification of Canada's army, navy and air force in 1966. The move was highly contentious. Inside the debate about bringing Canada's forces together.

EAST WEDS WEST In an exclusive pictorial, *Legion Magazine* features the paintings of William Allister, his works inspired by his time as a prisoner of war in Japan during WW II.

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2026 RATES

NATIONAL RATES (GROSS)

	A RATE	B RATE	C RATE
Four Colour	1-2 times	3-5 times	6+ times
Double page spread	\$26,543	\$24,664	\$23,591
1 page	\$13,973	\$12,983	\$12,419
2/3 or 1/2 page island	\$10,484	\$9,742	\$9,318
1/2 page	\$9,086	\$8,443	\$8,076
1/3 page	\$6,287	\$5,842	\$5,588
1/6 page	\$3,459	\$3,214	\$3,074
Black and one process colour			
Double page spread	\$25,055	\$23,281	\$22,269
1 page	\$13,186	\$12,253	\$11,720
2/3 or 1/2 page island	\$9,892	\$9,191	\$8,792
1/2 page	\$8,569	\$7,963	\$7,617
1/3 page	\$5,934	\$5,514	\$5,274
1/6 page	\$3,263	\$3,032	\$2,900
Black and White			
Double page spread	\$22,535	\$20,940	\$20,029
1 page	\$11,862	\$11,022	\$10,543
2/3 or 1/2 page island	\$8,887	\$8,258	\$7,899
1/2 page	\$7,709	\$7,163	\$6,852
1/3 page	\$5,343	\$4,965	\$4,749
1/6 page	\$2,970	\$2,760	\$2,640
1/12 page	\$1,525	\$1,417	\$1,356
per agate line	\$46	\$43	\$41
1" minimum	\$616	\$572	\$547

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)

	WESTERN	EASTERN	ATLANTIC & QUEBEC	ONTARIO
Four Colour	Manitoba & points west	Ontario & points east		
Double page spread	\$19,838	\$20,642	\$18,230	\$19,034
1 page	\$10,443	\$10,867	\$9,596	\$10,020
2/3 or 1/2 page island	\$7,836	\$8,153	\$7,200	\$7,518
1/2 page	\$6,791	\$7,066	\$6,240	\$6,516
Black and one process colour				
Double page spread	\$18,726	\$19,485	\$17,207	\$17,967
1 page	\$9,855	\$10,255	\$9,056	\$9,456
2/3 or 1/2 page island	\$7,393	\$7,693	\$6,793	\$7,093
1/2 page	\$6,405	\$6,664	\$5,885	\$6,145
Black and White				
Double page spread	\$16,843	\$17,526	\$15,477	\$16,160
1 page	\$8,866	\$9,225	\$8,147	\$8,506
2/3 or 1/2 page island	\$6,642	\$6,912	\$6,104	\$6,373
1/2 page	\$5,762	\$5,995	\$5,295	\$5,528

MARKETPLACE (NET - MUST PRE-PAY)

	1-2 times	3-5 times	6+ times
1/6 page	\$2,081	\$1,933	\$1,849
1/12 page	\$1,069	\$993	\$950
1/24 page	\$554	\$515	\$493

SPECIFICATIONS

DIMENSIONS



1/2 PAGE
6.5"W x 4.475"H



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



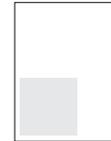
2/3 PAGE
4.275"W x 9.725"H



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

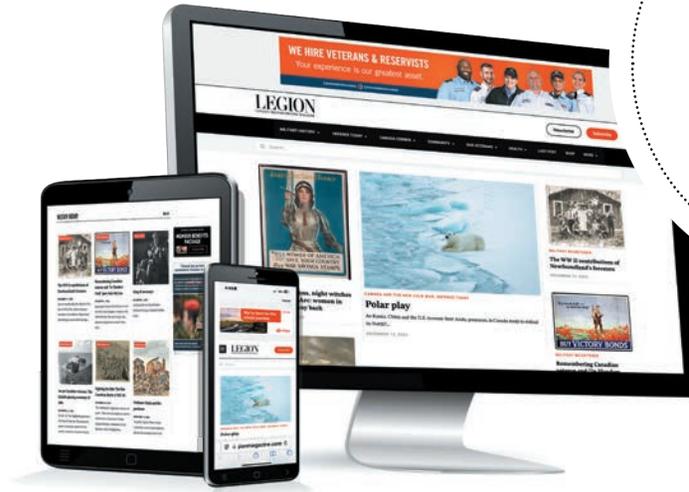
Design Services

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

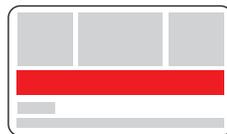
Percent of readers would make purchases on the Legion Magazine website*

Approximately
37,000 visitors/month
59,360 page views

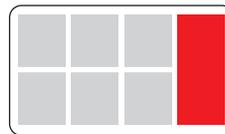
DIGITAL AD RATES (GROSS - RATES BASED ON ONE MONTH)



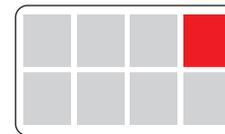
Leaderboard (desktop)
Prime position \$1,477



Feature banner (desktop)
\$994



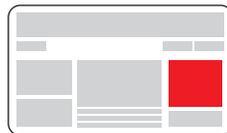
Skyscraper
\$656



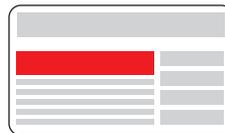
Half skyscraper
\$468



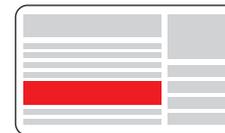
Sidebar square
\$835



Home page square
\$371



Article top
\$1,298



In-article
\$1,159



Banner above footer
\$232

*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

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