PUBLISHING 100 years EXCELLENCE

LEGION

CANADA'S MILITARY HISTORY MAGAZINE

MEDIA KIT 2027



GET TO KNOW US

100%
OWNED, PRODUCED & PRINTED IN CANADA SINCE 1926

For over 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
171,073*

READERS PER COPY
2.6**

TOTAL READERS
444,790

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

85% spend an hour + reading each issue

92% seldom/never read competitive magazines

80% are Legion members

80% Male
19% Female

52% have served in the military

89% 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
83% Prescription drugs
73% Vitamins
84% Over the counter pain relievers

74% intend to travel in the next 12 months with 45% planning destinations within Canada

FACEBOOK
13K followers

X
6.6K followers

YOUTUBE
6.24K subscribers

WEBSITE STATS
Approx. 38K visitors/month
60K page views

*AAM PUBLISHER'S STATEMENT, JUNE 30, 2026
**LEGION MAGAZINE READERS SURVEY 2026



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

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



OBSERVATION POST
Past meets present



EXIT STRATEGY
The *Legion Magazine* editorial cartoon

EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD SPACE CLOSE: NOVEMBER 23, 2026
MATERIAL DUE: NOVEMBER 25, 2026

THE REMITTANCE MEN Of upper-class British stock, they were sent to colonies such as Canada to "kill themselves in quiet or to work out their own regeneration if possible." These once castoffs would go on to fight valiantly for king and country in the Great War.

PRISONERS OF THEIR COUNTRY The Japanese attack on Pearl Harbor sparked a distrust of Canadians of that ancestry and in February 1942, the Canadian government approved the removal and detainment of "any and all persons" from any "protective area" in the country. How some 21,000 Japanese-Canadians lost nearly everything.

IF DAY On Feb. 19, 1942 German troops invaded and occupied Winnipeg—of course, it was all just an elaborate military exercise.

THE CANADIAN LINK TO SOVIET CONCENTRATION CAMPS A brief internment in Nova Scotia during the First World War inspired Russian revolutionary Leon Trotsky to develop the Soviet gulag system of forced labour camps.

THE LEADER AIRMAN Raymond Collishaw was a First World War flying ace who then served again during the Second World War.

MARCH/APRIL

AD SPACE CLOSE: JANUARY 18, 2027
MATERIAL DUE: JANUARY 20,2027

CANADA'S "SPECIAL CITIZENS" Enacted in 2007, Canada's Veterans' Bill of Rights guaranteed benefits and equality for veterans and referred to them as "special citizens." Looking back at 20 years of entrenching "respect and dignity for veterans and their families."

THE VIMY LETTERS While the Battle of Vimy Ridge is often depicted in Canadian history as the "birth of the nation," letters the soldier sent home from it paint a different picture.

HARLEY'S LAST NICKEL Recounting the ill-fated last training mission of a Canadian Second World War bomber crewman shot down over France and his subsequent escape from behind enemy lines.

FRIENDLY FIRE IN AFGHANISTAN. While conducting a night-firing exercise near Kandahar, Afghanistan, in April 2002, four Canadian soldiers were killed and eight others wounded after a U.S. F-16 pilot mistakenly dropped a 500-pound laser-guided bomb on the Canadians. The sad story of Canada's first combat death since the Korean War.

POLITICS AT PLAY? After John Diefenbaker became prime minister in 1957, the prospects of the famed Avro Arrow program changed noticeably. Reliving the demise of a Canadian aviation icon.

MAY/JUNE

AD SPACE CLOSE: MARCH 22, 2027
MATERIAL DUE: MARCH 24, 2027

THE POINT PUZZLER In June 1942, Japanese shells fell around the lighthouse at Point Estevan on the west coast of Vancouver Island. It was the first enemy attack on Canadian soil in more than 100 years. But it seemed an isolated incident? And why?

DAWN ATTACK It has seemingly become legend. Famed First World War ace Billy Bishop's early morning June 1917 attack on a German aerodrome earned him the Victoria Cross.

BACK TO BETTY'S BAR Nearly 40 years after serving with the bomber boys in the Second World War, Flying Officer Wilf McWhinne returned to the local English watering hole favoured by the aviators for one last toast.

KOJE-DO During the Korean War, after detainees took over a U.S.-run prisoner-of-war camp, a company of the Royal Canadian Regiment helped restore order without bloodshed—but not without controversy.

FAKE NEWS? In June 1927, the *Port Hope Evening Guide* published an editorial condemning General Arthur Currie's actions at the end of WW I. The war hero fought back to defend his reputation in a libel trial that captivated the county.

"REASONS OTHER THAN MEDICAL" The story of soldier and troop entertainer Ross Hamilton, a drag performer before his time.

*EDITORIAL LINEUPS ARE SUBJECT TO CHANGE WITHOUT NOTICE

EDITORIAL CALENDAR

JULY/AUGUST

AD SPACE CLOSE: MAY 25, 2027
MATERIAL DUE: MAY 26, 2027

WAR OF ATTRITION For 10 days in August 1917, the Canadian Corps fought the German 6th Army in the Battle of Hill 70. The Allied plan was to inflict casualties—it succeeded for both sides.

WRENS 85TH The Women's Royal Canadian Naval Service was established in July 1942. Its 6,783 personnel, known as Wrens, served in a range of critical wartime trades, including signalling and coding.

UNCLE RICK Popular with his troops and criticized by the media, General Rick Hillier may be Canada's most consequential defence chief.

BATTLE OF BELCHITE Several Canadians, fighting with the International Brigades against the fascist Nationalists, died in the fierce 1937 street fight during the Spanish Civil War.

CANADA'S SECRET ARMOURED TRAIN No. 1 Armoured Train ran between Prince Rupert and Terrace, B.C., from 1942 to 1945, to protect the former given its extreme importance to shipping munitions to U.S. forces in the Pacific.

LESSONS FROM THE AIR The air campaign of the infamous 1942 Dieppe Raid is not often covered, but both the Allies and the Germans took key learning from what's often considered the largest single-day air battle of WW II.

SEPTEMBER/OCTOBER

AD SPACE CLOSE: JULY 19, 2027
MATERIAL DUE: JULY 21, 2027

THE DAY BROCK DIED In October 1812, troops of British General Isaac Brock, along with key First Nations allies, pushed back the American advance on the crucial outpost at Queenston in one of the most famed battles of the War of 1812.

THE COLOURED CORPS Known as Runchey's Company of Coloured Black Men, the militia company was raised during the War of 1812 and was composed of free and enslaved Blacks fighting for the British.

WE'RE HERE In October 1992, Canada's military officially lifted its ban on gays and lesbians serving in the armed forces—a move that not only set a precedent for LGBTQ+ rights in Canada, but also influenced other countries around the world to do likewise.

INDESCRIBABLE CHAOS The Second World War came to the shores of Canada and Newfoundland in 1942 as German U-boats attacked vessels along the Atlantic Coast. The year's final attack was the deadliest—167 crew and passengers of the ferry SS *Caribou* died when it was torpedoed.

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 20, 2027
MATERIAL DUE: SEPTEMBER 22, 2027

THE SUICIDE CHARGE As Allied forces pushed to capture Oran Harbour in North Africa in November 1942, Canadian Captain Fred Peters, serving with the Royal Navy, led his men into point-blank fire, earning the Victoria Cross.

THE MI'KMAQ MEN Detailing the experiences of First Nations fighters who were part of the Newfoundland Regiment during the First World War.

FRIENDLY FIRE It was one of the largest artificial explosions prior to the detonation of the first atomic bomb in 1945. Exploring the impact of the December 1917 Halifax Explosion.

MY WARTIME PEN PAL An Albertan woman recalls her teenaged Second World War correspondence with a hometown solider.

LETTERS HOME Major Gordie Beal fought in the Battle of Ortona through to the liberation of the Netherlands. During that time, he sent more than 1,000 letters to his wife detailing his war.

REMEMBRANCE LETTERS Each November 11, a niece rereads the letters her uncle sent home to recall his Second World War service.

THE DULLEST DAYS A grandson relives the drudgery of his grandfather's Second World War service as a supply officer—a tale less of bombshells and tanks and more of the struggles with mess halls and trucking.

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2027 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

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)

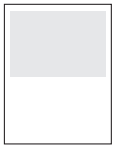
	1-2 times	3-5 times	6+ times
1/6 page	$2,081	$1,933	$1,849
1/12 page	$1,069	$993	$950
1/24 page	$554	$515	$493

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.

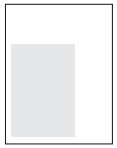
CONTACT YOUR SALES REPRESENTATIVE FOR FRENCH SUPPLEMENT RATES.

SPECIFICATIONS

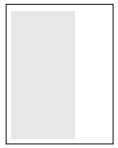
DIMENSIONS



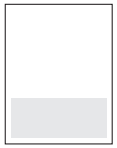
1/2 PAGE
6.5"W x 4.475"H



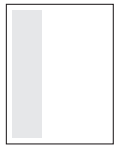
1/2 PAGE ISLAND
4.275"W x 7.375"H



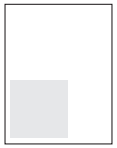
2/3 PAGE
4.275"W x 9.725"H



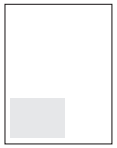
1/3 HORIZONTAL PAGE
6.5"W x 3.25"H



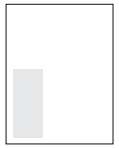
1/3 VERTICAL PAGE
2.0425"W x 9.725"H



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



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

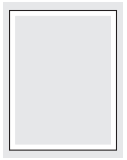


1/6 VERTICAL PAGE
2.0425"W x 4.75"H



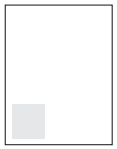
DOUBLE PAGE SPREAD

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

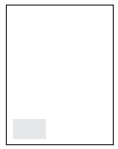


FULL PAGE

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. Images should be a minimum resolution of 300 dpi @ 100% size. Do not use spot colours or RGB art, convert all colours to CMYK. All ads must include crop/registration marks. 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

All ads must be supplied digitally. Smaller files can be e-mailed up to a maximum file size of 15MB. Send to Lisa McCoy lmccoy@legion.ca or Jennifer McGill jmcgill@legion.ca.

Design Services

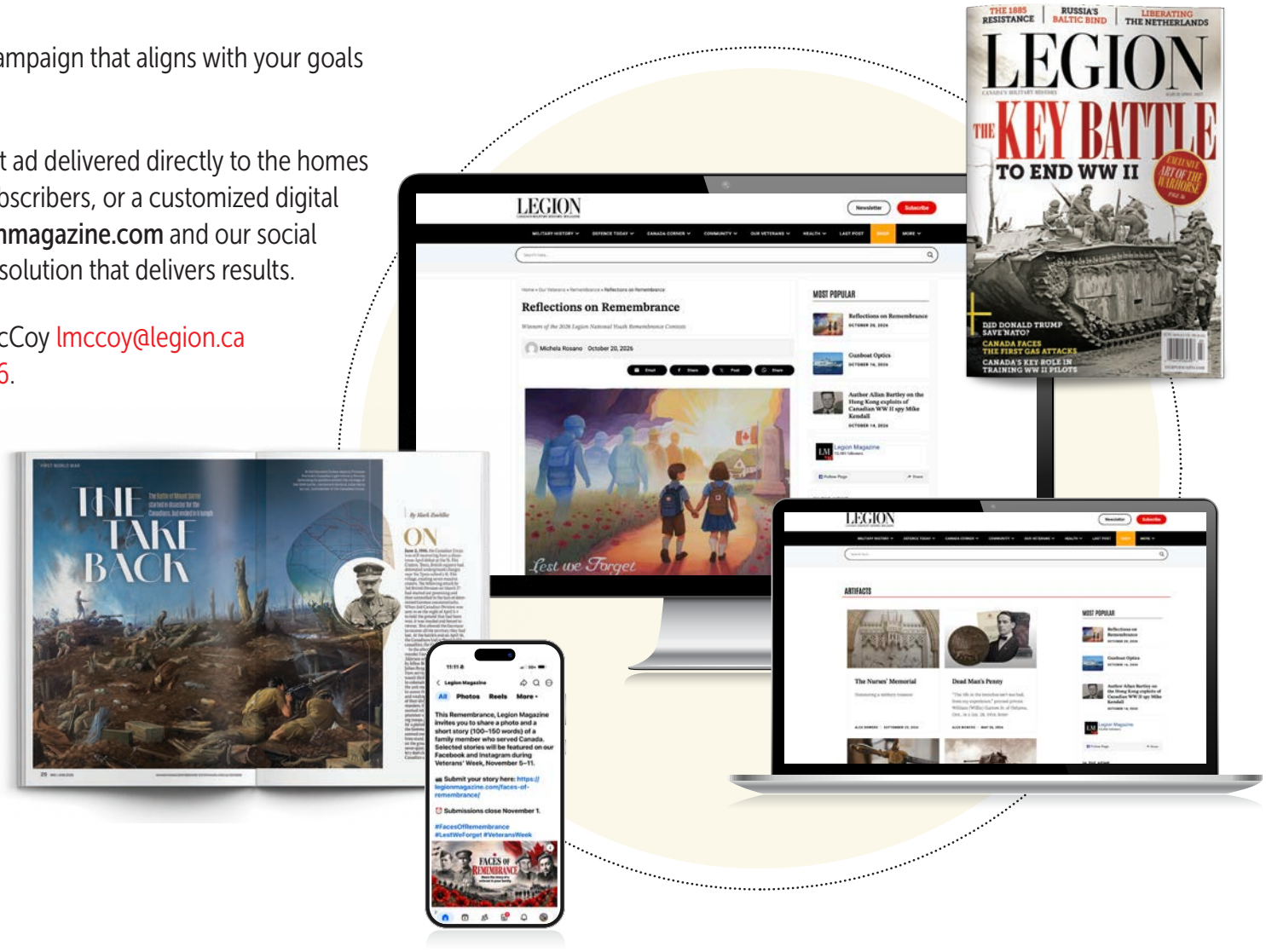
Complete design services are available at an additional charge. For details, please contact Lisa McCoy lmccoy@legion.ca or call our offices at 613-591-0116.

WHAT WE OFFER

We'll work with you to create a campaign that aligns with your goals and reaches the right audience.

Whether you're looking for a print ad delivered directly to the homes of dedicated *Legion Magazine* subscribers, or a customized digital advertising package across **legionmagazine.com** and our social channels, we'll help you find the solution that delivers results.

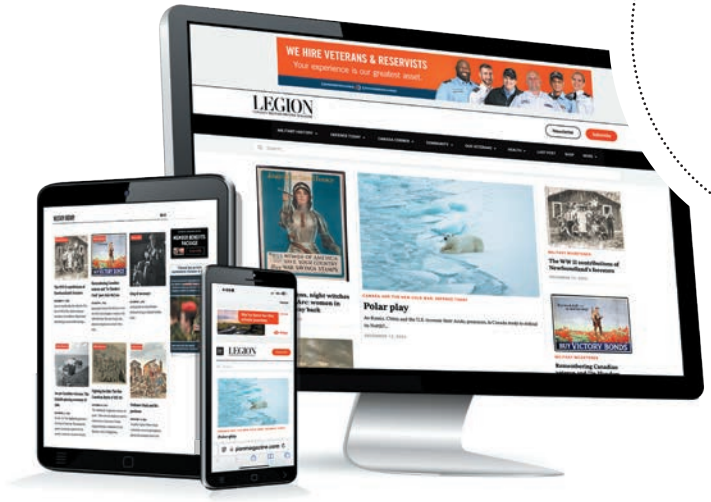
For details, please contact Lisa McCoy lmccoy@legion.ca or call our offices at 613-591-0116.



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



68

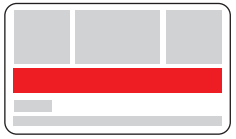
Percent of readers would make purchases on the *Legion Magazine* website*

Approximately 38,000 visitors and 60,000 page views per month

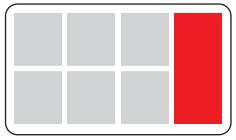
DIGITAL AD RATES (GROSS – RATES BASED ON ONE MONTH)



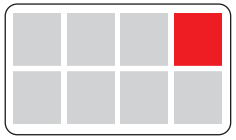
Leaderboard (desktop)
Prime position $1,477



Feature banner (desktop)
$994

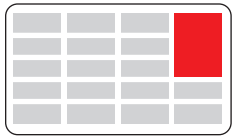


Skyscraper
$656

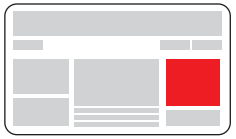


Half skyscraper
$468

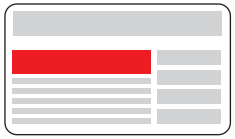
Digital bundles are available, please contact us for more information



Sidebar square
$835



Home page square
$371



Article top
$1,298



In-article
$1,159



Banner above footer
$232

*LEGION MAGAZINE 2026 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 CONTACT

Lisa McCoy
613-591-0116
advertising@legionmagazine.com
lmccoy@legion.ca

LEGION
CANADA'S MILITARY HISTORY MAGAZINE

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@Legion_Magazine