

# strategy/

2019  
MEDIA KIT  
EFFECTIVE / JAN 2019

**Strategy** covers the “bold vision, brand new ideas” of Canada’s national marketing community. By providing daily news and analysis on industry trends, and keeping readers up to speed on Canada’s brands, *strategy* has become the respected voice of the industry. / Our readers, which includes *Marketing Magazine’s* audience as well, not only gain insight from our coverage, but also from conferences and events, such as the Shopper Marketing Forum, the Marketing Awards, the MIAs and Agency of the Year. The latter is considered the highest honour bestowed to a Canadian agency, and our annual industry ranking in the Creative Report Card serve as the yardstick for success. / Via **strategy daily**, **strategy marketing C-Suite**, **strategy marketing tech**, **Media in Canada**, **stimulant**, **Shopper Marketing Report** and our print magazine, every facet of the industry is covered.



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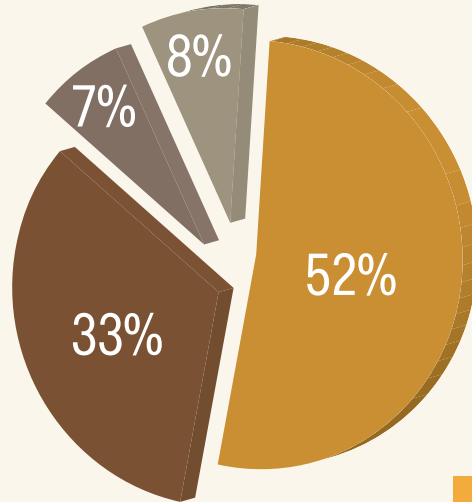
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# strategy

MAGAZINE  
RATE CARD

EFFECTIVE / JAN 2019

**CIRCULATION**  
**13,875**



- Advertisers and Marketers
- Advertising Agencies
- Media
- Other

**Strategy magazine's focus on bold vision, brand new ideas and excellence in Canadian marketing has made it the journal of record in the industry.**

Nearly 14,000 marketing, advertising and media professionals receive a personally

addressed copy of *strategy* each month.

Read by top decision makers, *strategy* inspires and informs client marketers, agency execs, and media buyers and planners.

PREMIUMS	1x	3x	5x	7x
IBC	\$6240	\$6000	\$5800	\$5600
IFC	6675	6305	6100	5800
OBC	7000	6800	6600	6400
SIZE	1x	3x	5x	7x
DPS	\$10210	\$9755	\$8850	\$8510
Full Page Multiple	5110	4880	4425	4260
Full Page	5675	5360	4940	4740
1/2 Horizontal	3405	3280	3010	2970
1/2 Vertical	3405	3280	3010	2970
1/3 Vertical	2680	2540	2380	2290
1/3 Horizontal	2680	2540	2380	2290
1/4 Horizontal	2110	2030	2000	1860

All print orders are subject to a \$50 production fee.



bold  
vision  
**brand**  
new  
ideas

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LEADERBOARD / 964w x 90h max 1MB / \$90 CPM

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CAREERS

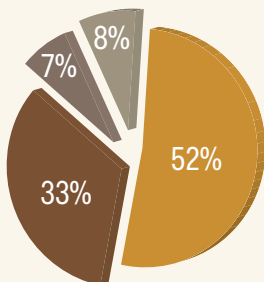
CATEGORIES

ARCHIVE

Custom Se

Search

- Advertisers and Marketers
- Advertising Agencies
- Media
- Other



With an average of 350,000 page views a month, *strategyonline.ca* is the most important portal for information about the state of the Canadian marketing community.

Along with our sister sites *Mediaincanada.com* and *stimulantonline.ca*, we average more than 400,000 impressions per month.

Our users come from all corners of the industry, from the biggest names in marketing, to media agencies, suppliers, the creative sector and the service providers who keep it all going.

*Strategyonline.ca* is the go-to source, providing the latest breaking news, larger picture issues and top creative ideas in Canada.

**350,000  
IMPRESSIONS  
PER MONTH**

BANNER / 468w x 60h max 40KB / \$85 CPM

PREMIUMS	Week
Homepage Site Wrap	\$4500
Conversation Sponsorship (3 months)	5500
CAREER AD	399

SIZE	CPM
Half Page (300x600)	\$120
Leaderboard (964x90)	90
Medium Rectangle (300x250) 1st position	90
Medium Rectangle ROS	85
Banner (468x60)	85
Wide Skyscraper (160x600)	80

MEDIUM RECTANGLE  
300w x 250h max 1MB  
**\$85 CPM**

WIDE SKYSCRAPER  
160w x 600h  
max 1MB  
**\$80 CPM**

HALF PAGE  
300w x 600h  
max 1MB  
**\$120 CPM**

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**brand**  
new  
ideas

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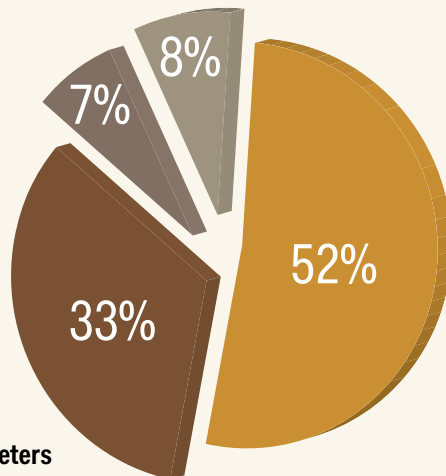
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468w x 120h  
max 40KB

**BANNER**  
468w x 60h  
max 40KB

**MEDIUM RECTANGLE**  
300w x 250h  
max 40KB



**REACH  
ALMOST 30,000  
MARKETING  
PROFESSIONALS  
DAILY**

- Advertisers and Marketers
- Advertising Agencies
- Media
- Other

Launched in 2014, *strategy Daily* delivers a daily dose of innovation, trends, research and the news you need to know about.

SIZE	1-5 issues	6-20 issues	21-60 issues	60+ issues
Sponsored Post	\$2000	\$1500		
Half Page (300x600)	1300	1200	\$1100	\$1000
Super Banner (467x120)	725	695	665	635
Leaderboard (728x90)	670	640	610	600
Medium Rectangle (300x250)	650	620	590	560
Medium Rectangle (2nd position)	620	590	560	530

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bold  
vision  
**brand**  
new  
ideas

**LEADERBOARD** / 728w x 90h max 40KB

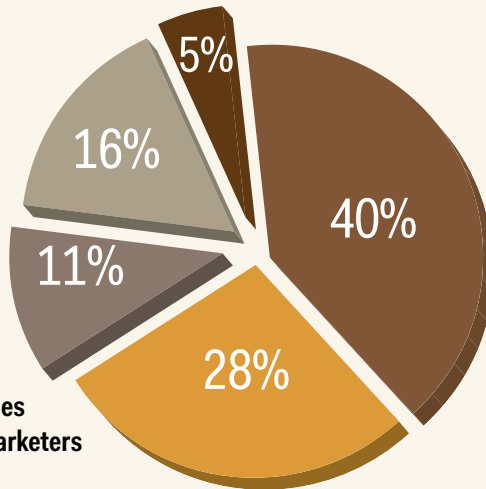
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**SUPER BANNER**  
468w x 120h  
max 40KB

**BANNER**  
468w x 60h  
max 40KB

**MEDIUM RECTANGLE**  
300w x 250h  
max 40KB



- Advertising Agencies
- Advertisers and Marketers
- Media
- Other
- Marketing Services

**REACH  
OVER 14,000  
MARKETING  
PROFESSIONALS  
DAILY**

*Strategy's Marketing C-Suite* weekly eNewsletter is the playbook for advertising's decision makers. It's delivered every Tuesday to over 14,000 business leaders, providing a forum for shared marketing issues and the impact of marketplace change. *Strategy* delivers analysis of brand strategies and investments, and provides insight from the people directly shaping the industry.

SIZE	1-5 issues	6-20 issues	21-52 issues
Sponsored Post	\$2250	\$2000	\$1750
Half Page (300x600)	1500	1400	1200
Super Banner (467x120)	825	795	700
Leaderboard (728x90)	775	750	645
Medium Rectangle (300x250)	750	725	625
Medium Rectangle (2nd position)	725	695	595

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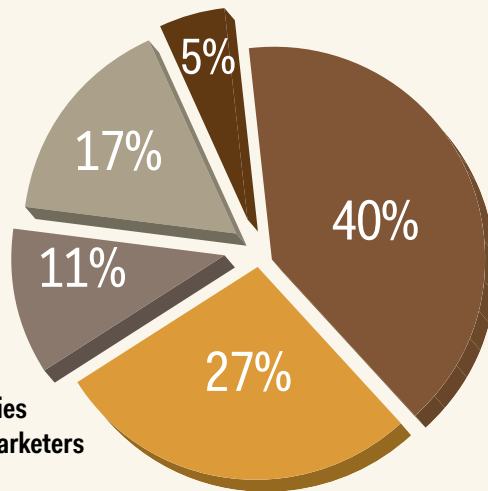
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468w x 120h  
max 40KB

**BANNER**  
468w x 60h  
max 40KB

**MEDIUM RECTANGLE**  
300w x 250h  
max 40KB



- Advertising Agencies
- Advertisers and Marketers
- Media
- Other
- Marketing Services

**REACH  
OVER 13,000  
MARKETING  
PROFESSIONALS  
DAILY**

*Strategy's Marketing Tech* weekly eNewsletter is specifically geared to keeping marketers in Canada up to speed on the innovation they need to know about - news they can use. Each Thursday *strategy* examines the tech trends that are making waves, zeroing in on how brands can take advantage of the new opportunities, and talking to marketers about their forays into new tech-driven programs.

SIZE	1-5 issues	6-20 issues	21-52 issues
Sponsored Post	\$2250	\$2000	\$1750
Half Page (300x600)	1500	1400	1200
Super Banner (467x120)	825	795	700
Leaderboard (728x90)	775	750	645
Medium Rectangle (300x250)	750	725	625
Medium Rectangle (2nd position)	725	695	595

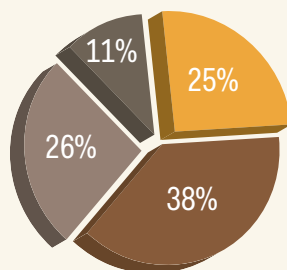
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LEADERBOARD / 964w x 90h max 1MB / \$90 CPM

MEDIA BY CATEGORY	HOME	EVENTS	CAREERS	SCREENING ROOM	RESOURCES	GOT A TIP?	<input type="text" value="Custom Se"/>	Search
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- Media Buyers and Planners
- Advertisers and Marketers
- Media
- Other



An invaluable publication that reaches and influences key decision-makers in the media buying and planning industry.

This paid subscription news product delivers the most relevant and up-to-date information to Canadian agencies,

media and marketers.

Your ad about new media opportunities goes in front of your target market for the most efficient and effective way to highlight your offerings to the Canadian advertising community.

BANNER / 468w x 60h max 40KB / \$85 CPM

PREMIUMS	Week
Homepage Site Wrap	\$4500
Conversation Sponsorship (3 months)	5500
CAREER AD	399

SIZE	CPM
Half Page (300x600)	\$120
Leaderboard (964x90)	90
Medium Rectangle (300x250) 1st position	90
Medium Rectangle ROS	85
Banner (468x60)	85
Wide Skyscraper (160x600)	80

MEDIUM RECTANGLE  
300w x 250h max 1MB  
\$85 CPM

HALF PAGE  
300w x 600h  
max 1MB  
\$120 CPM

80,000  
IMPRESSIONS  
PER MONTH AND  
GROWING

CONTACT

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# Media™ IN CANADA

eNewsletter  
**RATE CARD**

EFFECTIVE / **JAN 2019**

**LEADERBOARD** / 728w x 90h max 40KB

**SUPER BANNER**

468w x 120h  
max 40KB

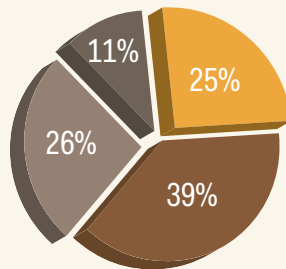
**BANNER**

468w x 60h  
max 40KB

**MEDIUM RECTANGLE**

300w x 250h max 40KB

- Media Buyers and Planners
- Advertisers and Marketers
- Media
- Other



**15,000  
PAID SUBSCRIBERS  
DAILY**

*Media in Canada's* daily eNewsletter is delivered to over 15,000 top media professionals in Canada.

Through our association with *strategy* magazine, *Media in Canada* enjoys one of the strongest and

most accurate databases in the industry.

Paid subscribers ensure our message – and your ads – get to the right people.

SIZE	1-5 ISSUES	6-20 ISSUES	21-60 ISSUES	60+ ISSUES
Sponsored Post	\$2000	\$1500		
Half Page (300x600)	1300	1200	1100	1000
Super Banner (468x120)	650	610	540	480
Leaderboard (728x90)	610	540	480	415
Medium Rectangle (300x250)	570	510	445	380
Medium Rectangle (2nd position)	510	445	380	320
Big Box Below stories (510x400)*	350	340	330	320

\*Associations only

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# STIMULANT / ONLINE RATE CARD

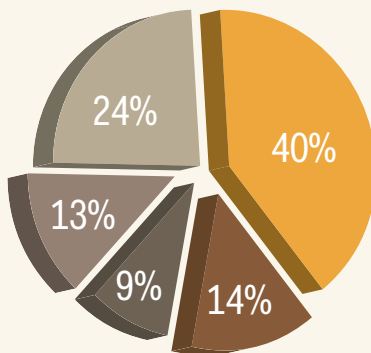
EFFECTIVE / JAN 2019

LEADERBOARD / 964w x 90h max 1MB / \$90 CPM

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- Advertisers and Marketers
- Advertising Agencies
- Media
- Creative
- Other



**Stimulant's mission is simple:** To inspire advertising creativity. Traffic is driven to the site through one weekly e-newsletter on Fridays.

The site is used as both a benchmarking and research tool—a way to see who's doing great work, and to gauge the quality of their own.

Stimulant reaches a wide range of people, from agency creatives to marketers and media buyers—anyone whose profession involves marketing and creativity.

All in all, the Stimulant newsletters and website are an effective way to reach an influential, engaged audience. There's simply nothing else like it.

SIZE	Weekly	1 Month	3 Months
Leaderboard	\$750	\$1500	\$3000
Rectangle	500	1000	2250
Banner	500	1000	2250
Half Page	600	1200	2500

MEDIUM RECTANGLE  
300w x 250h max 1MB

**15,000  
IMPRESSIONS  
PER MONTH**

HALF PAGE  
300w x 600h max 1MB

**CONTACT**

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**LEADERBOARD** / 728w x 90h max 40KB

HOME

ABOUT US

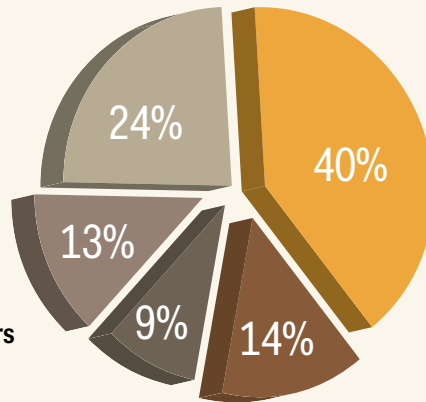
ADVERTISING

CONTACT US

SECTIONS

Search

**BANNER** / 468w x 60h max 40KB



- Advertisers and Marketers
- Advertising Agencies
- Media
- Creative
- Other

**MEDIUM RECTANGLE**  
300w x 250 max 40KB

**17,000  
CIRCULATION**

*Stimulant* is a creativity portal, targeted to a diverse audience spanning marketers and creative agencies - anyone whose profession involves creativity and marketing. Through one weekly eNewsletter on Fridays,

*Stimulant* curates the best advertising at home and abroad, along with a jumble of innovative, brilliant stuff that's not directly tied to advertising, but meant to inspire creative ideas.

SIZE	1-5 Issues	6-20 Issues	21-61+ Issues
Leaderboard (728x90)	\$475	\$450	\$425
Rectangle (300x250)	450	425	400
Banner (460x60)	425	400	375

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PLEASE ENSURE THAT YOUR ADVERTISING DESIGNER IS AWARE OF AND ADHERES TO THESE SPECS.

AD SIZES (W x H)	Trim Area	Bleed Area
<b>Double-Page Spread</b>	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-3/8" (432mm x 289mm)
<b>Full Page</b>	8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
<b>1/2 Page Horizontal</b> assuming bottom of page	8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
<b>1/2 Page Vertical</b> specify left or right	4-1/16" x 10-7/8" (103mm x 276mm)	4-5/16" x 11-1/8" (109mm x 283mm)
<b>1/3 Page Horizontal</b> assuming bottom of page	8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-15/16" (219mm x 100mm)
<b>1/3 Page Vertical</b> specify left or right	2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm)
<b>1/4 Page Horizontal</b>	8-3/8" x 2-5/8" (213mm x 67mm)	8-5/8" x 2-7/8" (219mm x 73mm)

**NOTE:**  
PLEASE KEEP ALL  
ESSENTIAL TEXT AND  
LOGOS 0.25" AWAY  
FROM TRIM.

\* Production charges for file preparation, pre-flight, trouble shooting & processing for the first insertion of all new ad material are included in rates. Additional designer time for any ad size is \$50/hr • Should your preflighting exceed 1 hr you will be advised of additional charges • We reserve the right to refuse any and all ad material that is not delivered to specifications.

### MECHANICAL REQUIREMENTS

Acceptable formats:

#### PRINT-OPTIMIZED PDFs

Please embed all fonts

PDFs must not contain RGB, LAB or Indexed colors—only CMYK

At your request, we can supply print-quality Acrobat Distiller job options to ensure the best quality PDF file

**NOTE:** We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

#### NATIVE INDESIGN FILES

Include all artwork, EPS files, TIFF files, and all fonts

#### ADOBE ILLUSTRATOR FILES

Please outline all fonts and embed all EPS or TIFF images

#### EPS OR TIFF

Not recommended for ads with small type

### GENERAL NOTES:

- Please ensure that all colors are defined as process (CMYK), unless a spot color is specified.
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding.
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI.
- There will be a CAD\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing.
- *Strategy* does not accept responsibility for reproduction when materials supplied do not meet the above specifications.
- *Strategy* reserves the right to charge back to the Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

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