

# strategy

2021  
media kit

bold

vision

brand

new

ideas

## CONTACT

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# strategy

*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* is the respected voice of the industry.

Our readers not only gain insight from our print and digital news coverage, but also from our virtual conferences, awards programs and our annual industry ranking in the Creative Report Card which serves as the yardstick for success.

Read by Canada's top brands and decision makers across the industry,  
**place your message where it matters.**

# strategy at a glance

## print

quarterly issues  
two seasonal awards annuals

## digital

strategyonline.ca  
strategydaily newsletter  
strategy marketing C-suite newsletter  
strategy shopper marketing report newsletter  
mediaincanada.com  
Media in Canada daily newsletter  
stimulantonline.ca

## events and awards

AToMiCon + AToMiC Awards  
Shopper Marketing Forum  
+ Shopper Innovation and Activation Awards  
Marketing Awards  
Marketing Evolution C-Suite Summit  
+ Strategy Awards  
Agency of the Year  
Media Innovation Awards

## partner content

print  
digital  
webinar

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 12,000 marketing, advertising and media professionals receive a personally addressed copy of *strategy* each quarter.

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

## Our audience

nearly 12,000 subscribers

Marketers **52%**

Agencies **33%**

Media **7%**

Other **8%**

## rates

premiums	1x	3x	6x
OBC	\$7000	\$6800	\$6600
IFC	6675	6305	6100
IBC	6240	6000	5800
size	1x	3x	6x
DPS	\$10210	\$9755	\$8850
Full page	5675	5360	4740
Full page multiple	5110	4880	4425
1/2 page horizontal	3405	3280	3010
1/2 page vertical	3405	3280	3010
1/3 page horizontal	2680	2540	2380
1/3 page vertical	2680	2540	2380
1/4 page horizontal	2110	2030	2000

With an average of 345,000 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 a month across our portfolio.

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.

## Our audience

**over 345,000 pageviews a month and growing**

**Marketers 52%**

**Agencies 33%**

**Media 7%**

**Other 8%**

## rates

premiums	week
conversation sponsorship	\$5500
homepage site wrap	4500
size ( w x h )	cpm
half page ( 300 x 600 )	\$120
leaderboard ( 964 x 90 )	90
medium rectangle 1st position ( 300 x 250 )	90
medium rectangle ros ( 300 x 250 )	85
banner ( 468 x 60 )	85
skyscraper ( 160 x 600 )	80

\*File size max 1MB. Ad formats accepted: gif, jpeg, png, html5, or third party.

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

## Our audience

Reach almost 25,000 marketing professionals in their inbox daily!

Marketers **52%**  
Agencies **33%**  
Media **7%**  
Other **8%**

## rates

size ( w x h )	1 - 5 issues	6 - 20 issues	21 - 60 issues	60+ issues
half page ( 300 x 600 )	\$1300	\$1200	\$1100	\$1000
super banner ( 468 x 120 )	725	695	665	635
leaderboard ( 728 x 90 )	670	640	610	600
medium rectangle 1st position ( 300 x 250 )	650	620	590	560
medium rectangle 2nd position (300 x 250 )	620	590	560	530

\*File size max 40KB. Ad formats accepted: gif, jpeg or png.

# strategy marketing c-suite

Strategy's Marketing C-Suite weekly eNewsletter is the playbook for advertising's decision makers. It's delivered every Tuesday to over 12,000 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

## Our audience

Reach over 12,000 industry leaders weekly.

Marketers **28%**

Agencies **40%**

Media **11%**

Other **16%**

Marketing services **5%**

## rates

size ( w x h )	1 - 5 issues	6 - 20 issues	21 - 60 issues
half page ( 300 x 600 )	\$1500	\$1400	\$1200
super banner ( 468 x 120 )	825	795	700
leaderboard ( 728 x 90 )	775	750	645
medium rectangle 1st position ( 300 x 250 )	750	725	625
medium rectangle 2nd position ( 300 x 250 )	725	695	595

\*File size max 40KB. Ad formats accepted: gif, jpeg or png.

Strategy's shopper marketing report is a bi-monthly briefing on the latest research, consumer insights, retail trends and shopper programs.

Delivered to almost 30,000 subscribers invested in keeping tabs on Canada's consumer and retail space.

## Our audience

**Almost 30,000 subscribers and growing!**

**Marketers 33%**

**Agencies 31%**

**Media 9%**

**Other 20%**

**Marketing services 7%**

## rates

size ( w x h )	1 - 5 issues	6 - 20 issues	21 - 60 issues	60+ issues
half page ( 300 x 600 )	\$1300	\$1200	\$1100	\$1000
super banner ( 468 x 120 )	725	695	665	635
leaderboard ( 728 x 90 )	670	640	610	600
medium rectangle 1st position ( 300 x 250 )	650	620	590	560
medium rectangle 2nd position (300 x 250 )	620	590	560	530

\*File size max 40KB. Ad formats accepted: gif, jpeg or png.



# Media in Canada

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.

## Our audience

**Over 105,000 impressions a month and growing**

**Marketers 38%**

**Agencies 25%**

**Media 26%**

**Other 11%**

## rates

premiums	week
conversation sponsorship	\$5500
homepage site wrap	4500
size ( w x h )	cpm
half page ( 300 x 600 )	\$120
leaderboard ( 964 x 90 )	90
medium rectangle 1st position ( 300 x 250 )	90
medium rectangle ros ( 300 x 250 )	85
banner ( 468 x 60 )	85
skyscraper ( 160 x 600 )	80

\*File size max 1MB. Ad formats accepted: gif, jpeg, png, html5, or third party.

# Media in Canada daily

Media in Canada's daily enews is delivered to over 12,000 media professionals in Canada.

Through association with *strategy* magazine, Media in Canada enjoys one of the strongest and most accurate databases in the industry.

Paid subscribers ensure content – and your ads – get to the right people.<sup>o</sup>

## Our audience

**Reach 12,000 subscribers daily**

**Media buyers and planners 38%**

**Marketers 25%**

**Media 26%**

**Other 11%**

## rates

size ( w x h )	1 - 5 issues	6 - 20 issues	21 - 60 issues	60+ issues
half page ( 300 x 600 )	\$1300	\$1200	\$1100	\$1000
super banner ( 468 x 120 )	650	610	540	480
leaderboard ( 728 x 90 )	610	540	480	415
medium rectangle 1st position ( 300 x 250 )	570	510	445	380
medium rectangle 2nd position (300 x 250 )	510	445	380	320
Big box below stories ( 510 x 400 )	350	340	330	320

\*File size max 40KB. Ad formats accepted: gif, jpeg or png.

# stimulant

*Stimulant's* mission is simple: To inspire advertising creativity.

Traffic is driven to the site through posts in *strategy* daily enews and social feeds.

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

*Stimulant* is an effective way to reach an engaged audience that represents a cross-section of the industry.

## Our audience

**10,000 pageviews a month and growing**

**Marketers 40%**

**Agencies 14%**

**Media 13%**

**Other 24%**

**Creative 9%**

## rates

size ( w x h )	week	month	3 months
half page ( 300 x 600 )	\$750	\$1500	\$3000
leaderboard ( 964 x 90 )	600	1200	2500
medium rectangle 1st position ( 300 x 250 )	500	1000	2250
Banner ( 468 x 60 )	500	1000	2250

\*File size max 1MB. Ad formats accepted: gif, jpeg, png, html5, or third party.

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

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

\* 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.

Upload files at  
[www.strategymag.com/upload](http://www.strategymag.com/upload)  
 And select your rep from the drop down menu

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