



CAA MAGAZINE

NATIONAL MEDIA KIT **2019**

CAA MAGAZINE AT A GLANCE

4,692,000 readers per issue!
We're #1—the most widely read
print title in Canada.

Each regional title **ranks #1** in its respective
market compared to all other print publications,
including newspapers.



CIRCULATION*



AUDIENCE†

- CAA ATLANTIC**
320,000 readers per issue
- CAA ONTARIO**
2,807,000 readers per issue
- CAA MANITOBA**
294,000 readers per issue
- CAA SASKATCHEWAN**
218,000 readers per issue
- AMA INSIDER**
1,053,000 readers per issue

Readers Per Issue

4,692,000

Total Circulation

2,664,451

*Source: CCAB Brand Report, September 2018; †Source: Vividata Fall 2018, Total 14+

MEET OUR READERS

CAA Magazine readers are eager to see the world, whether on a trip or behind the wheel.



DEMOGRAPHICS

FEMALE

51%

MALE

49%

AVERAGE AGE

56

AGE 55+

59% (2,773,000)

AGE 54 & UNDER

41% (1,920,000)

AVERAGE HOUSEHOLD INCOME

\$92,522 (13% higher than the Canadian average)

HEAD OF HOUSEHOLD

82%

MARRIED

82%

HAVE CHILDREN UNDER 18

33%



Compared to the average Canadian:

- **19%** more likely to be a university graduate
- **14%** more likely to be employed as a manager, owner, professional or executive
- **22%** more likely to have a household income of \$100,000+

CAA READERS

CAA Magazine readers are eager to see the world, whether on a trip or behind the wheel.



AUTOMOTIVE

Compared to the average Canadian:

- CAA Magazine readers are **21% more likely** to have 2+ vehicles in the household

CAA Magazine readers prefer new, premium vehicles. Compared to the average Canadian:

- **20% more likely** to purchase a new, not used, vehicle
- **14% more likely** to own a “premium” vehicle
- **23% more likely** to own a “mid-size premium” vehicle
- **16% more likely** to have spent \$40,000+ on their most recent vehicle
- Plan to buy **within 12 months**. The combined regional issues deliver 584,000 readers who

plan to purchase a vehicle within 12 months.

Compared to the average Canadian:

- **25% more likely** to purchase a new SUV within 12 months
- **26% more likely** to purchase a new pickup truck within 12 months

Love to accessorize! Collectively, CAA Magazine readers spent over \$3.1 billion last year on vehicle accessories and supplies.

Compared to the average Canadian:

- **12% more likely** to purchase automotive accessories and supplies
- **36% more likely** to spend \$1,000+ annually on automotive accessories and supplies



Collectively,
CAA Magazine
readers own
8,088,000 vehicles.

CAA READERS

CAA Magazine readers are eager to see the world, whether on a trip or behind the wheel.



TRAVEL

Collectively, within the past 12 months, CAA Magazine readers have accounted for:

- **7,158,000** Canadian vacation trips
- **4,411,000** international vacation trips
- **2,330,000** business trips

Compared to the average Canadian: 24% more likely to vacation within Canada

- **21% more likely** to spend \$3,000+ on last Canadian vacation
- **32% more likely** to have stayed at a hotel for last Canadian vacation
- **48% more likely** to have stayed at a resort for last Canadian vacation

Compared to the average Canadian: **23%** more likely to vacation outside Canada

- **27% more likely** to spend \$5,000+ on last international vacation

- **54% more likely** to have stayed at a resort for last international vacation
- USA: **33% more likely**
- Caribbean: **33% more likely**
- Mexico: **38% more likely**
- Europe/United Kingdom: **28% more likely**

Compared to the average Canadian: 22% more likely to travel for business

- Within Canada: **19% more likely**
- Outside Canada: **21% more likely**

Compared to the average Canadian:

- **29% more likely** to have flown 2+ times within the past 12 months
- **21% more likely** to fly first/executive class
- **25% more likely** to fly premium economy
- **35% more likely** to belong to a frequent-flyer program

Collectively, CAA Magazine readers spent **24,961,000 nights away and took 4,786,000 round-trip flights** within the past 12 months.

CAA READERS

CAA Magazine readers are eager to see the world, whether on a trip or behind the wheel.



FINANCE

Compared to the average Canadian:

- **72% more likely** to have \$1 million+ in total savings and securities
- **25% more likely** to have used a financial advisor in the past year
- **20% more likely** to have a line of credit
- **35% more likely** to have a home line of credit
- **12% more likely** to have a mortgage
- **38% more likely** to have a mutual fund
- **22% more likely** to have a TFSA

- **20% more likely** to have an RRSP
- **28% more likely** to own individual stocks/bonds
- **41% more likely** to own investment real estate
- Collectively, CAA Magazine readers hold over **8,956,000 credit cards**, charging an average of **\$6.8 billion per month**.

Compared to the average Canadian:

- **36% more likely** to have **3+ credit cards**
- **27% more likely** to spend **\$1,000+ per month** on credit cards

Collectively, CAA Magazine readers hold over **\$957 billion** in total savings and securities.



CAA READERS

CAA Magazine readers are eager to see the world, whether on a trip or behind the wheel.

HOME

Compared to the average Canadian:

- **27% more likely** to spend \$10,000+ / year on home improvements
- **12% more likely** to spend \$1,000+ / year on furniture
- **27% more likely** to spend \$1,000+ / year on home accessories
- **17% more likely** to buy large kitchen appliances in the next year
- **16% more likely** to buy washer/dryer in the next year
- **25% more likely** to own a vacation home
- **12% more likely** to own a cottage/cabin

87% of CAA Magazine readers own their own home — **18% more likely** than the average Canadian.



RESTAURANTS & DINING

In an average month, CAA Magazine readers account for:

- **9.7 million** visits to eat-in restaurants
- **5.5 million** drive-thru orders
- **2.3 million** take-out orders
- **2.2 million** delivery orders

Compared to the average Canadian:

- **24% more likely** to visit family restaurants 3+ times per month
- **23% more likely** to visit pubs 3+ times per month
- **27% more likely** to visit coffee/donut shops 3+ times per month
- **16% more likely** to visit fast-food outlets 3+ times per month
- **12% more likely** to visit fine-dining restaurants 3+ times per month

SPONSORED CONTENT OPPORTUNITIES

TAILORED STORIES

Our creative team can work with you to craft engaging content that spotlights your brand, using the magazine's editorial tone.

AVAILABLE SIZES

Choose ad sizes that range from a column to a double-page spread, increasing the story's prominence and depth.

Your logo here

Position sponsored content with related stories

Designed to complement the magazine's style

PAY IT FORWARD
Hilton Car Rental. Share the road and save money. Earned a vehicle on the road of 10 years.

SAVING MEMBERS SAVE 15%
RW&CO

STAY FOCUSED
ACARS... makes more connected and intelligent systems more engaging. It's not that they're smart. It's not that they're connected. It's that they're smart because they're connected.

Hilton Family FUN
Take a road trip with the kids this summer... For more information, visit www.hilton.com/fun

SUMMER 2018 27

VISITFLORIDA.COM SPECIAL ADVERTISING SECTION

ticket to ride

Heart-pounding roller coasters, exciting attractions and innovative experiences keep Canadians coming back to Florida year after year. Whether you're travelling as a family or with friends, here's what's new at your favourite Sunshine State theme parks.

ISLAND THRILLS AND RELAXATION
A SPRAWLING TROPICAL WATER THEME PARK IS THE LATEST ADDITION TO UNIVERSAL ORLANDO RESORT

One of Florida's best-loved theme park destinations is now even more exciting. This summer, Universal Orlando Resort opened Volcano Bay, a next-level water theme park that spans 25 immersive acres with the 200-foot Krakatau volcano as the centerpiece. Guests can enjoy a multi-directional wave pool with sandy beaches, a peaceful winding river, multi-person raft rides and body slides that drop from the top of the volcano into the waters below.

The park even makes waiting passé. With the waterproof TapuTapu wearable—included with park admission—guests can virtually wait in line for rides while they explore other areas of the park.

This spring, guests will also be able to try Fast & Furious – Supercharged, an action-packed new ride inspired by the hit movie franchise. It will take guests on a high-octane journey that fuses an original storyline with incredible ride technology, popular characters and, of course, non-stop action.

Visitors to Universal Orlando Resort now have even more choices for staying on-site. Universal's Cabana Bay Beach Resort was recently expanded, adding two new towers and 400 guest rooms to the retro-themed hotel. In August 2018, Universal will open the tech-savvy Aventura Hotel, which is slated to include in-room tablets that control features like the TV and room temperature.

CHILLS FROM THE DEEP
SEAWORLD ORLANDO REIMAGINES ITS LEGENDARY KRAKEN ROLLER COASTER

SeaWorld Orlando has a state of exciting attractions for 2017 and 2018, including Kraken Unleashed, a first-of-its-kind virtual reality roller coaster. Riders don headsets before the completely immersive experience takes them on an exploratory journey under the sea. As they sail through deep dives, steep turns and multiple inversions along the thrilling coaster track, a fully integrated story unfolds. The result is a fantastical voyage that includes an unforgettable encounter with the legendary kraken sea monster.

Visitors can also tour the updated Dolphin Nursery. Guests can watch dolphin calves playing and communicating with their moms and other dolphins. It's a great place to introduce kids to the beauty of life in the animal world from its very first chapters.

SeaWorld's Behind-the-Scenes Tour allows guests to discover how SeaWorld animal experts care for rescued manatees and sea turtles. Ten per cent of tour admissions will be donated to the SeaWorld and Busch Gardens Conservation Fund to support conservation projects around the world. SeaWorld's legacy of animal rescue spans more than 50 years.

In that time, it has come to the aid of more than 3,000 ill, injured and orphaned animals.

Get a two-park Canadian Resident pass for \$99.99 US and visit any two parks.* Ticket is valid for one year from date of purchase. Book at caa.ca/seaworld.

*Valid for a total of two (2) visits at any of the following parks: SeaWorld Orlando, Aquatica Orlando, Busch Gardens Tampa Bay and Adventure Island Tampa Bay. Second visit must be rebooked within six (6) months of first visit. \$99.99 price does not include parking, taxes or service fees. Ticket offer for purchase October 1, 2017, to April 30, 2018. Ticket valid for 1 year from date of purchase. Discount not available at the park. Proof of Canadian residency is required.

CAA IS A ONE-STOP SHOP FOR FLORIDA VACATIONS

Reach more than **4.6 million** readers with stories that are associated with your brand and aligned with our editorial content.

LET'S WORK TOGETHER

Contact our team for more information on all of our paid content opportunities.

CAA MAGAZINE ONLINE

Readers can access *CAA Magazine's* website via caasco.com, the CAA South Central Ontario (SCO) homepage, which has 5 million annual visits.

AT A GLANCE

- **93,334** average monthly page views*
- **3:31 minutes** average time on page*
- **1.36** average pages per visit*

ONLINE NET RATES

RUN OF SITE

Big Box: **\$65CPM**

Leaderboard: **\$65CPM**

ROAD BLOCK

Big Box + Leaderboard: **\$130CPM**

DIGITAL DISPLAY ADVERTISING

Combine digital with your print campaign to build your brand and drive CAA Members to action with a variety of digital display media options through various channels.

BRANDED, SPONSORED AND INTEGRATED CONTENT OPPORTUNITIES

Use an editorial approach to show off your products and build your brand through integrated sponsored content.

CONTESTS AND PROMOTIONS

Be tactical, drive awareness and satisfy direct marketing mandates through contests and promotions.



CAA Magazine readers spent more than **\$6.4 billion** total online within the past 12 months.**

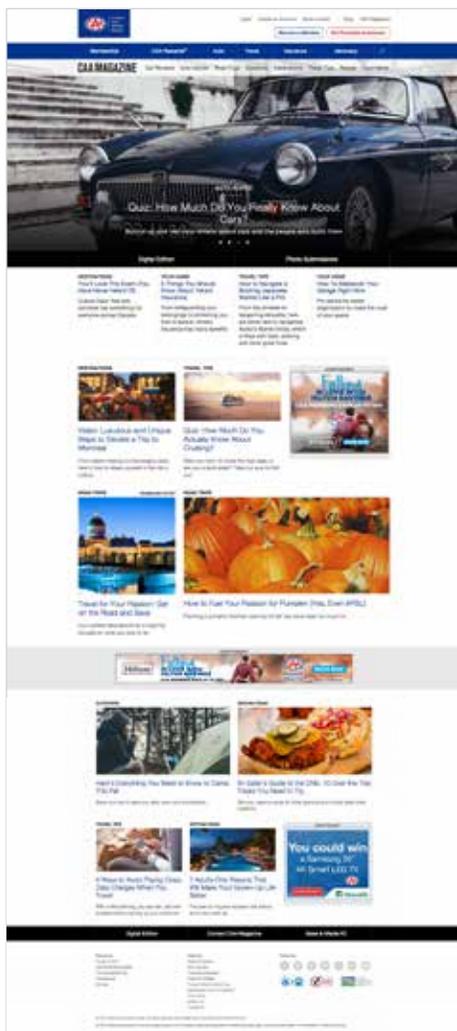
LEARN MORE

Speak to our sales team for more information on our digital opportunities.

*Source: Google Analytics (June 11 - Sept 11, 2018). **Source: Vividata Summer 2018, Total 14+
†Prices are subject to change with expected traffic increases. Please confirm rates at time of booking.

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UNITS & AD SPECIFICATIONS

Big box (300 × 250) and 728 × 90 leaderboard

Standard max file size: 40kb

Rich media max file size: 40kb

- Initial load, 2.2 MB progressive load
- Applies to Standard and Rich Media

Animation: Up to 30 seconds automatic.

Unlimited during interaction. English only

CREATIVE/TAG NAMING CONVENTIONS

In order to make sure creative is properly trafficked and reported, please use the following naming conventions for ad creative and ad tags:

- **Naming Convention: Ad creative**
language_size_client_campaign_
creativeversion
Example: en_300x250_hilton_
weekends_c01.swf
- **Naming Convention: Ad tags**
language_size_client_campaign_
tagversion
Example: en_300x250_hilton_
weekends_t01.txt

Note: The c01 or t01 at the end of either an ad creative or ad tag stands for "creative version one" or "ad tag version one." Any time ad creative is revised and re-sent to the Publisher Ad Operations, the version should be changed to c02, c03, etc. so that Publisher Ad Operations can traffic the correct ad.

TERMS & CONDITIONS

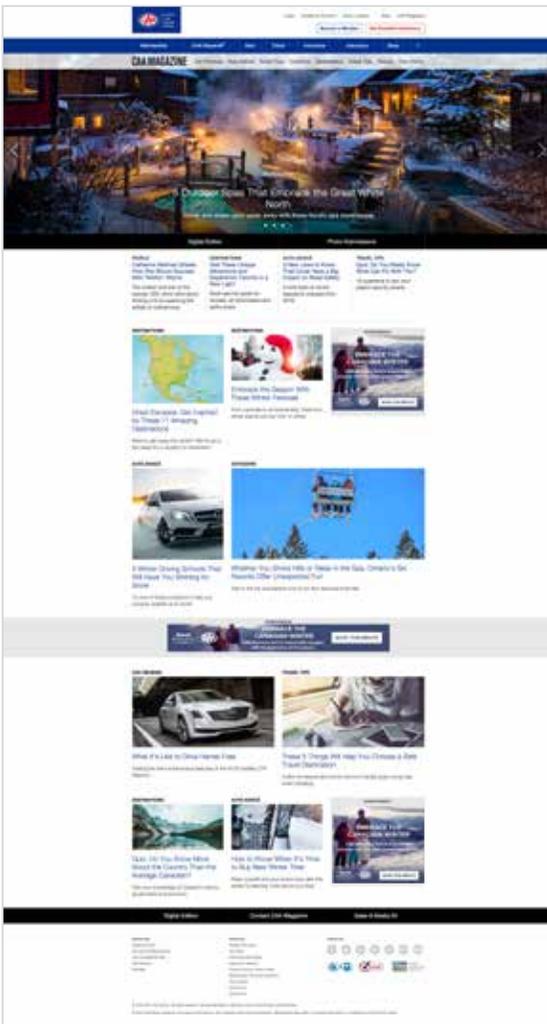
- All creative must click through to another page and open in a new window
- All creative must have a border
- All Flash (.swf) creative must have click TAG in place of the click-through URL
- All Flash (.swf) creative must have backup image (.jpg or .gif) files and must be coded to specifications
- No extensive blinking or flashing elements
- No ad can spawn or pop from another ad unit
- No geo-targeting or frequency capping through creatives
- No automatic downloads or executable files
- No spyware removal ads, pop-up blockers or spam filters

ADDITIONAL CONDITIONS

- Ensure that your ad material is delivered by the materials deadline
- Totem will not assume responsibility for proofreading creative
- Totem will not assume responsibility for any ad revisions
- Totem will request new ad material if an ad is not supplied to our specifications or requires any changes

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SUBMISSION PROCESS

STEP #1 PRODUCTION APPROVAL

Advertising material is subject to Totem and CAA approval five working days prior to final material deadline.

STEP #2 SUBMITTING YOUR AD

Please forward all creative files, including all ad assets, Flash files, URL, etc. to:
linh.vu@totemcontent.com

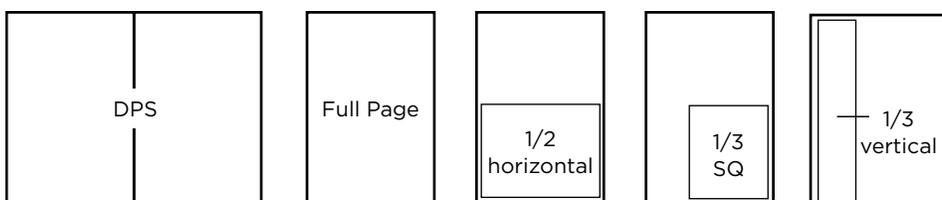
ONLINE AD CREATIVE DUE DATES

- Standard creative must be submitted seven days prior to live date.
- Rich media and video creative must be submitted 14 days prior to live date.

	CREATIVE DUE DATE	FLIGHT DATES
SPRING 2019	JAN. 25, 2019	FEB. 8 TO MAY 9, 2019
SUMMER 2019	APRIL 18, 2019	MAY 10 TO AUG. 15, 2019
FALL 2019	JULY 26, 2019	AUG. 16 TO NOV. 14, 2019
WINTER 2019	OCT. 25, 2019	NOV. 15, 2019, TO FEB. 6, 2020

PRINT RATES & DATES

SIZES



2019 PRODUCTION SCHEDULE

ISSUE	AD CLOSE	AD MATERIAL DUE	IN-HOME EAST	IN-HOME WEST
SPRING 2019	NOV. 30, 2018	DEC. 7, 2018	FEB. 8, 2019	FEB. 8, 2019
SUMMER 2019	MARCH 8, 2019	MARCH 22, 2019	MAY 10, 2019	MAY 3, 2019
FALL 2019	JUNE 14, 2019	JUNE 28, 2019	AUG. 16, 2019	AUG. 30, 2019
WINTER 2019	SEPT. 13, 2019	SEPT. 27, 2019	NOV. 15, 2019	NOV. 1, 2019

2019 AD RATES (CAA NATIONAL PUBLICATION NET RATES)

	1X	2X	4X
DPS	\$97,803	\$94,479	\$89,316
FULL PAGE	\$51,531	\$49,756	\$47,240
1/2 PAGE HORIZONTAL	\$33,595	\$32,404	\$30,568
1/3 PAGE SQUARE VERTICAL	\$20,276	\$19,563	\$18,426
INSIDE FRONT COVER	\$95,184	\$91,941	\$86,706
INSIDE BACK COVER	\$59,242	\$57,050	\$53,779
OUTSIDE BACK COVER	\$63,589	\$61,238	\$57,759

GENERAL POLICY:
All programs and creative are subject to CAA and editorial approvals.
Terms: Net 30 days.
Rates: Rates are quoted for space only. Rates do not include HST.
Guaranteed Positioning: A 20% premium will apply. Insert quotes available upon request.

CONTACT US

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PRODUCTION & AD PORTAL TECH SUPPORT

Judy Strader
judy.strader@stjoseph.com
T 416.364.3333 ext. 4536

PRODUCTION SPECIFICATIONS

CAA WEST

ADVERTISING UNIT	TRIM SIZE	BLEED SIZE	SAFETY
FULL PAGE	7.875" X 10.875"	8.125" X 11.125"	6.875" X 9.875"
DOUBLE PAGE SPREAD	15.75" X 10.875"	16" X 11.125"	15" X 10.125"
1/2 PAGE HORIZONTAL	7.875" X 5.3125"	8.125" X 5.5625"	6.875" X 4.3125"
1/3 PAGE VERTICAL	2.6875" X 10.875"	2.9375" X 11.125"	1.6875" X 9.875"

CAA EAST

ADVERTISING UNIT	TRIM SIZE	BLEED SIZE
FULL PAGE	8.125" X 10.5"	.125" ALL SIDES
DOUBLE PAGE SPREAD*	16.25" X 10.5" *SUPPLY AS SINGLE-PAGE FILES	.125" ALL SIDES
1/2 PAGE HORIZONTAL	7" X 4.5"	.125" ALL SIDES
1/3 PAGE VERTICAL	2.1875" 9.625"	.125" ALL SIDES

St. Joseph Media will not assume any responsibility for advertising reproduction that does not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- All critical matter must be kept within .25 from trim edges
- Include .125" bleed on all sides for pages built to bleed specs
- Images should be a minimum resolution of 300 dpi @ 100% size
- All RGB images must be converted to CMYK
- All spot colours (Pantone) must be converted to CMYK
- Type should be a minimum of 8 point
- Reverse type less than 12 points is not suitable for reproduction

- St. Joseph Media is not responsible for reproduction of type in smaller size than those mentioned above
- Ink density for all four process colours must not exceed 300%
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from supplied PDFX-1a file
- Please be sure to include trim, crop marks and bleed on your proof
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.

PRODUCTION SPECIFICATIONS

NON-BLEED ADS

Ads that don't bleed should be built to this size. Ads will be placed on our template.

Proof Requirements:

- St. Joseph Media will only be responsible for a reproduction if a proof conforming to DMAC standards is supplied
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDFs, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference)
- Hard-copy proofs are also required for ads submitted via the AdDirect portal
- **Note:** Any and all colour proofs are only an approximation of colour reproductions
- Refer to DMAC standards for further requirements. Visit: <https://www.magazinescanada.ca/publicite/production/dmacs>

BLEED ADS

Ads intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional 1/8" on all sides for bleed. Keep all essential elements (text and logos) 1/4" inside the bleed trim for type safety.

USING THE AD DIRECT PORTAL

All ads must be delivered to Magazines Canada's AdDirect™ ad portal.

1. Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com). NOTE: A user account will have to be set up upon the first visit.
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
3. Follow the on-screen preflight process
4. Approve your ad