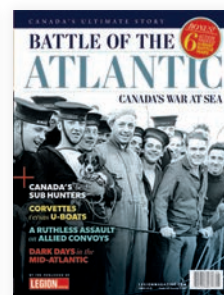
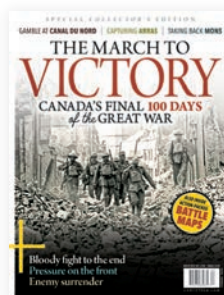
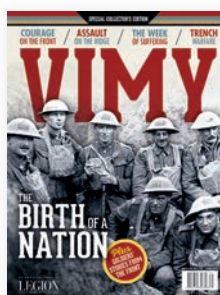
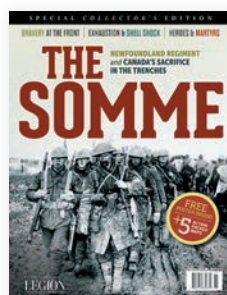
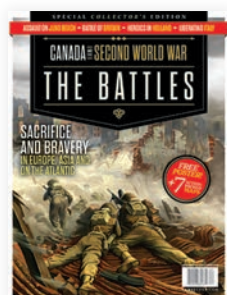
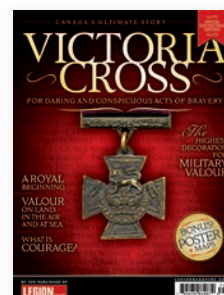
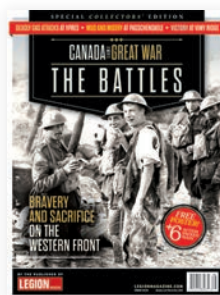


CANADA'S ULTIMATE STORY

MEDIA KIT 2020-21



ADVERTISE IN

CANADA'S ULTIMATE STORY

FOUR TIMES A YEAR – Winter, Spring, Summer and Fall –

Canada's Ultimate Story is a multiple award-winning publication that offers captivating tales and images of Canadian people, places and events. These deluxe editions are filled with engaging historical journalism and striking archival and large-format visuals that combine to bring the stories of Canada to life. This magazine is primarily available on newsstand.



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DISTRIBUTION
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*Taxes not included

AD DEADLINES

WINTER 2020: December 12
SPRING 2020: March 20
SUMMER 2020: June 19
FALL 2020: September 18
WINTER 2021: December 9
SPRING 2021: March 17
SUMMER 2021: June 16
FALL 2021: September 15

DIMENSIONS



FULL PAGE BLEED

TRIM 9"W x 11.75"H
BLEED 9.5"W x 12.25"H



FULL PAGE FLOATING

8"W x 10.75"H



HALF PAGE BLEED

TRIM 9"W x 5.875"H
BLEED 9.5"W x 6.125"H



HALF PAGE FLOATING

8"W x 5.375"H



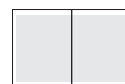
QUARTER PAGE

4"W x 5.375"H



DOUBLE PAGE BLEED

TRIM 18"W x 11.75"H
BLEED 18.5"W x 12.25"H



DOUBLE PAGE FLOATING

17"W x 10.75"H

Ads that have image/colour to edge of paper must add 0.25" of bleed all around.

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- Digital files only. PDF/X-1a files are preferred
- Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC (or earlier)
- 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.

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EDITORIAL CALENDAR 2020-21

Spring 2020

CANADA AND THE LIBERATION OF THE NETHERLANDS

(75th anniversary—May 5, 1945)

by Tim Cook, on sale May 1

Summer 2020

CANADIANS IN THE BATTLE OF BRITAIN

by Stephen J. Thorne, on sale Aug 1

Fall 2020

CANADA AND THE VICTORIA CROSS

by Tom MacGregor, on sale Nov 1

Winter 2021

GREAT NAVY BATTLES

by Marc Milner, on sale Feb 1

Spring 2021

BATTLE OF THE SOMME

on sale May 1

Summer 2021

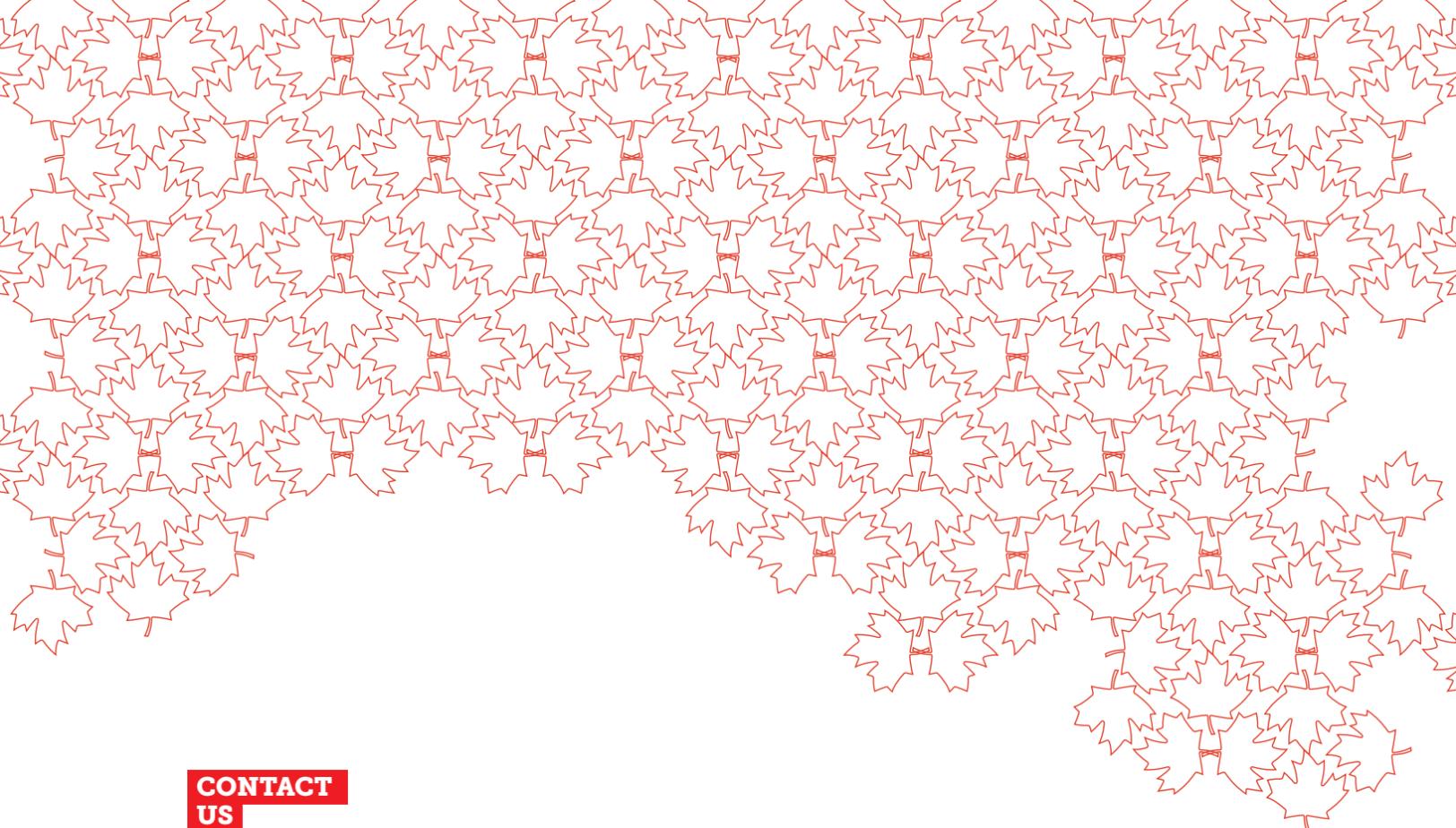
1918 LIBERATION

on sale Aug 1

Fall 2021

O CANADA V4

on sale Nov 1



**CONTACT
US**

Doris Williams
Canvet Publications Ltd.

86 Aird Place, Kanata, ON K2L 0A1

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