

“Unity is strength ...  
when there is teamwork and  
collaboration, wonderful things  
can be achieved.”

- Mattie Stepanek

CANADIAN  
**Military Family**  
MAGAZINE

2023 | 2024 Media Kit



## Company Overview

Welcome to Canada's only military & Veteran lifestyle magazine

### Keeping Military Families Connected

Canadian Military Family Magazine Ltd. began as a concept in 2007. Since the initial "great idea" the company grew to keep military families connected on-line in 2010 and we launched our first print issue the summer of 2012.

From the beginning, our goal has been to keep our community, the Canadian military community, connected with pertinent information and interesting profiles, along with articles on everyday topics. With a small team, spread out across Canada we publish stories online every week and send out our e-Zine weekly to our subscriber's in-box.

### cmfmag.ca

Our website, cmfmag.ca, features original content daily. From news releases to topics of interest in our community, vlogs and blogs our website keeps our readers connected regarding what is happening in our community.

### CMF e-Zine

Sent out once a week, our e-Zine showcases all the articles that have been uploaded on to cmfmag.ca in an easy-to-read format. CMF e-Zine articles are linked directly to our website

Keep Connected with Us!



facebook.com/CanadianMilitaryFamilyMagazine



@CMFMag



@CanadianMilitaryFamilyMagazine



Canadian Military Family Magazine



Canadian Military Family Magazine



Canadian Military Family Magazine

Visit us at [www.cmfmag.ca](http://www.cmfmag.ca)





# Commitment

The Canadian Military Family Magazine team is committed to ensuring we are visible online and to our community. We achieve this by creating relevant articles for our readers and subscribers. As well as being out and about, meeting members of our community in person. You will find us at barbecues, galas, forums, and everything in between.





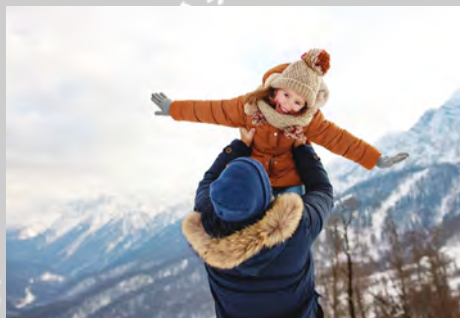
# Connecting

Long gone are the days of military families residing on bases and wings. Today, they live in the surrounding communities. Keeping them connected with what is happening in the CAF community is what we strive to do.

Ensuring they are connected with what is going on in our community is one of our main priorities and is one of the reasons we work with CAF and civilian organizations.

## WEBSITE & e-ZINE FACTS

- > **cmfmag.ca pageviews 2023**  
**814,000**
- > **e-Zine Subscribers**  
**11,900+**
- > **e-Zine Open Rate**  
**42%**
- > **e-Zine Click Rate**  
**4%**



## SOCIAL MEDIA NUMBERS

 **facebook**

21,379

 **twitter**

3,747

 **Instagram**

1,672

**Linked in**

2,388



**500,000** children are growing up in military and veteran homes

**500,000** Canadian military and veteran families

**85%** live in communities surrounding bases

**1 million strong**

Our community is large & vast: military personnel, veterans, their families and extended family members

CANADIAN  
**Military Family**  
MAGAZINE



*Opportunity*

The Canadian Military community is an evolving collective of people from many different backgrounds, cultures, and places. It is a community comprised of many people, not just military personnel, Veterans and their families it also includes extended family members. Everyone knows at least one person in the forces, or is connected to someone who does. With Canadian Military Family Magazine organizations have the opportunity to connect with readers.





# Our Community

## The Canadian Military Community is:

The Department of National Defence and CAF together are Canada's second largest employer and the single largest public service employer, making a significant contribution to local, provincial and territorial economies.<sup>1</sup>

There are approximately 65,000 Regular Force and 25,000 reservist members in the Canadian military. In 2023, women made up approximately 16 per cent of the Canadian military, with more than 9,400 female personnel serving in the Regular Force and some 4,800 women serving in the Reserves.<sup>2</sup>

- 62% are married/common law
- 41% Married/common law with children
- \$96,665 average income officer<sup>3</sup>
- \$76,097 average income non-commissioned member<sup>4</sup>

1. Statistics Canada: A Profile of the Canadian Forces by Jungwee Park; July 2008 Perspectives
2. According to Stats Canada
3. Based on glassdoor.ca
4. Based on glassdoor.ca

# Website Native Ad Content

ONLY 1 SPOT  
PER-WEEK  
AVAILABLE

Reach our readers with Native Ad Content. You can provide the content, or have our team craft it for you. Native Ad Content is shared on our website, on our social media channels and in our e-Zine. In order to keep the content at the same high-quality level our readers expect from Canadian Military Family Magazine, all pieces are reviewed by our editorial team.

Sponsored content pieces are available on a limited basis, and are positioned among stories from our editors and contributors.

## WEBSITE NATIVE & SPONSORED CONTENT PRICING

Reach more Share All Native and Sponsor articles are shares in our weekly e-Zine and on our social media channels

**Article Provided:** \$500

**Our Editorial Team Create:** \$800

**Shared in Weekly e-Zine:** \$500

**Shared on Social Media:** \$500

**Digital Issue Native Content:** See page 9 for prices

## NATIVE & SPONSORED CONTENT SPECS

Native Ad Content is featured on our website's front page, and in our weekly e-Zine. It can also be featured in our digital issue.

**Word Count**  
600-800

**Required Images**  
4



## GUIDELINES

### TERMS AND CONDITIONS

All advertisements must be clearly identifiable as such. Advertisements that, in the opinion of the Canadian Military Family Magazine, resemble editorial features in the magazine shall be labelled "Advertisement" at the top of the page. The Canadian Military Family Magazine may at any time refuse to publish an advertisement, regardless of whether this advertisement has been previously accepted or published, without prior notice to the client or advertising agency and without liability.

Questions? Contact us at [partnership@cmfmag.ca](mailto:partnership@cmfmag.ca).



# Digital Issue Editorial Calendar

Published four times a year, our interactive digital issues feature articles on etiquette, careers, finances, home decor, parenting, relationships, deployments and more. We also feature our Guest Avid Reader, interviews with our community members and, of course, what is happening in the military community. We aim to share our community's stories.

## March Madness



### FOCUS: Postings, Vacation, & Renovations Oh My

March is here, and so are ideas on selling your house and things to do over the break. With posting messages on the minds of our military families, so is what to do over the March/Spring Break. Not only do we cover both subjects, but also renovations, travel and the month of the military child - April. This issue also features VE-Day, and the Battle of the Atlantic.

## Veteran



### FOCUS: Veterans, Families & Contributions

Summer fun is at the top of our list for this issue. Along with highlighting activities for couples and families, we will also have articles on keeping your pet sun-safe and healthy, job search techniques and strategies for settling into a new community. We also feature articles on Veterans and their families contributions to our country.

## Transition



### FOCUS: Transitions in Career & Life

As autumn quickly approaches, our Transition issue is all about transitioning. From summer to harvest season, out of the military, renovating your home or settling into a back-to-work, school routine. Articles in our Transition issue have our military families covered. In addition, when it comes to Veterans and service, we feature articles regarding Remembrance Day.

## Holiday



### FOCUS: It's the Holidays

Jack Frost is nipping at our noses as we set the stage for Christmas in the military and Veteran Community. It's busy as we travel to be with our families or stay comfy and warm at home. We have ideas for the holidays for gifts, games and must family traditions, as well as strategies for winter, focusing on the New Year and well-being.



# Digital Issue Rates, Deadlines & Specs

## Rates [PRICES ARE BASED PER ISSUE | X=ISSUES]

| INSIDE POSITION    | 1 x    | 2 x    | 4 x    |
|--------------------|--------|--------|--------|
| Double page spread | \$2500 | \$2100 | \$1750 |
| Full page          | \$1400 | \$1150 | \$900  |
| Half page          | \$900  | \$775  | \$625  |
| 1/3 page           | \$750  | \$625  | \$500  |
| 1/4 page           | \$600  | \$550  | \$450  |

| NATIVE AD CONTENT        |        |        |        |
|--------------------------|--------|--------|--------|
| 2-Page Sponsored Article | \$2700 | \$2300 | \$1950 |
| 1-Page Sponsored Article | \$1600 | \$1350 | \$1100 |

| COVER POSITION     |        |        |        |
|--------------------|--------|--------|--------|
| Back cover         | \$2200 | \$1900 | \$1700 |
| Inside front cover | \$1900 | \$1600 | \$1300 |

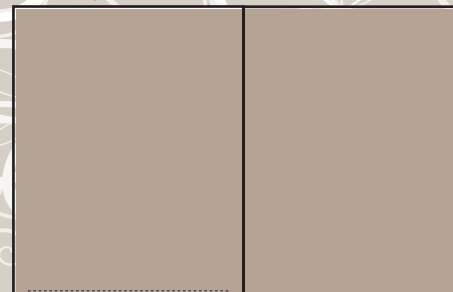
  

| PREMIUM POSITION |        |        |        |
|------------------|--------|--------|--------|
| Page 3, 7, 9     | \$1700 | \$1300 | \$1100 |

- Send Ads via email to [graphic@cmfmag.ca](mailto:graphic@cmfmag.ca).
- Please include company name, publication date, and ad title in all emails.
- Contact your sales rep to further discuss premium ad placements.
- Taxes are not included in these prices.

*\*Late payments will have service fees of 2% month.*

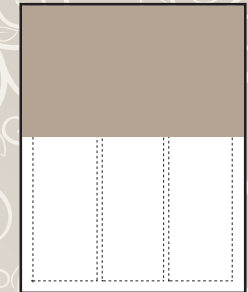
## Specs



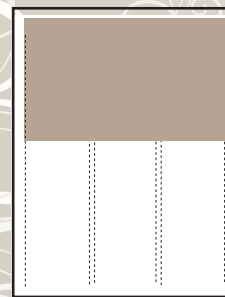
**DOUBLE PAGE SPREAD**  
16.75 x 10.875 trimmed  
17 x 11.125 bleed  
15.25 x 10.125 live area  
(allow 0.5 inch from the spine)



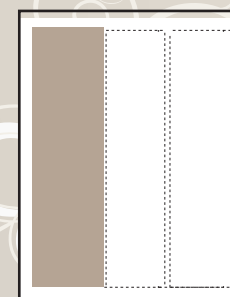
**FULL PAGE**  
8.375 x 10.875 trimmed  
8.625 x 11.125 bleed  
7.625 x 10.125 live area



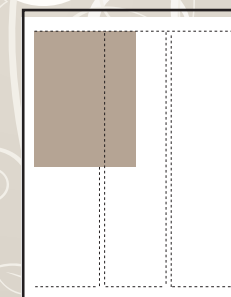
**HALF PAGE (bleeds)**  
8.375 x 5.4375 trimmed  
8.625 x 5.687 bleed  
7.625 x 4.34 live area



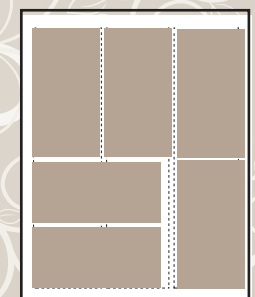
**HALF PAGE (no bleeds)**  
7.625 x 4.75 trimmed



**1/3 PAGE (no bleeds)**  
2.8 x 9.8 trimmed



**1/4 PAGE (no bleeds)**  
3.75 x 4.75 trimmed



**cmfdirectory (no bleeds)**  
3.8 x 2.1 trimmed

## Deadlines

| Issue                | Reservation | Material  | Release   |
|----------------------|-------------|-----------|-----------|
| <b>MARCH MADNESS</b> | Feb. 1st    | Feb. 8th  | Mar. 1st  |
| <b>VETERAN</b>       | May 1st     | May 8th   | June 1st  |
| <b>TRANSITION</b>    | Aug. 1st    | Aug. 15th | Sept. 1st |
| <b>HOLIDAY</b>       | Nov. 15th   | Nov. 15th | Dec. 1st  |

**See page 15 for Disclosure, Terms & Conditions**



# Online Editorial Calendar

Along with featuring our regular newsy articles, we also share a few "best of's" from our digital issue. Online articles include our #SightSeeingSunday images, Favourite Photo, events and policies in the Canadian Armed Forces. Canadian Military Family Magazine strives to tell our community's stories and share information to ensure our community is informed about what is happening.

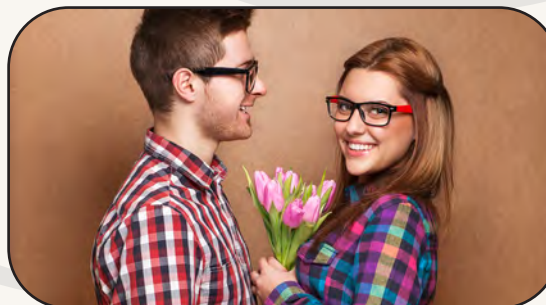
January



## FOCUS: *New Year is Here!*

The New Year is here! During the month of January, we feature articles that inspire and motivate. As well as featuring our new year lifestyle articles, we are also reporting what's happening in the CAF.

February



## FOCUS: *Relationships & Health*

February is here. While the days are getting longer, winter seems to drag on. On cmfmag.ca, we focus on organization, relationships, health and wellness, and being active. This time of year, the Canadian Armed Forces and Department of National Defence announce new policies..

March



## FOCUS: *Moving & March Break Fun*

Not only does the month of March mean its time for March Break, also known as Spring Break in the West, but it is also the time of year for military families think about their homes, whether they are planning renovations or moving.

April



## FOCUS: *Military Children*

April marks the month of the military child. During the month, we create and share articles on military children, as well as, profiles on military children, parenting articles, and everyday articles.

May



## FOCUS: *House & Home*

It's May, and time to get outside and spend time in the yard. Not only is it time for gardening, but also entertaining as the first official long weekend of summer is here! We are sharing and creating articles focused on gardening and landscaping. This month also marks VE-Day, the Battle of Atlantic.

June



## FOCUS: *One Day at a Time*

June is a busy month for military families. Throughout the month, we are highlighting activities for couples and families. We also feature articles on keeping your pet and children safe and healthy during the summer months.



July



**FOCUS: Summer Fun**

It's summer! Time for holidays, family time, travelling, and outdoor entertaining. During the month of July, we are focusing on these topics. Also, we provide information on what our community needs to know when it comes to postings.

August



**FOCUS: Constant Change**

August is here, and it is time to transition for military families. Our editorial line-up includes sure-fire ways to keep on track this month regarding time management, job search techniques, and settling into a new community. As always, we are also reporting what is happening in the CAF.

September



**FOCUS: Transition & Family Fall Fun**

As students return to school and families settle into the new school year communities, we provide articles on how to manage the month. Between training, missions, exercises, and home life - September is busy.

October



**FOCUS: Mental Health & Thanksgiving**

October is the month to have a goolish time. Thanksgiving is here, and so is Halloween. October also features Animal Health Week and Mental Health Week, to mention a few. We are also putting together articles in preparation for Remembrance Week.

November



**FOCUS: Remembering**

With Remembrance Week in November, it is a busy month for us as we share articles on organizations hosting events to mark Remembrance Day. During the month, we are also sharing articles on mental health.

December



**FOCUS: The Holidays are Here**

Christmas is here! It is busy for military families as many travel home for the holidays or have family members travel to see them. It is also a busy time for the CAF, as many press releases are often sent out at this time of year. We recap our Top 25 most viewed articles at the end of the month.

While this gives you a breakdown of the themes we cover each month, it is important to note we are always covering relevant topics every week. These topics include everyday issues significant to our community, including: missions, policy, history, events, and more.



# Stay Connected on cmfmag.ca

Our online website keeps the military family community up-to-date and informed with informative and inspiring web articles ranging from Canadian Armed Forces news, training and exercises, to deployments and homecomings, to fundraising and commemorative events. We also feature articles about military families, entrepreneurs, mental health, recipes, and more.

## Informed

cmfmag.ca is used as a resource tool for military families and military members to keep connected to what's going on in the community. The website drives regular traffic, as well as high-traffic for high-profile and breaking news stories. Our viewers trust CMF mag to deliver important Canadian military news found in one place, with an easy-to-use search tool.

## Engaged

Here at CMF Mag our team is dedicated to showcasing inspiring stories and events that happen out and about in the community. We are more than just a news outlet. We connect with the community and engage with military personnel and families by attending events all throughout the year. Best of all, if we don't already know about something great happening, our readers share their stories with us. With CMF Mag everyone keeps connected.

## Balanced

We have an almost equal amount of both female and male visitors to our website, with a wide range of ages, with the highest concentration being 25 to 54 years in age.





# Advertising Online

With over 1.7 million hits to our website in the last two years, **cmfmag.ca** is an excellent way to reach the military community. Ensuring you hit your ROI, we rotate ads through a series of positions on the site.

Questions? Contact us at [partnership@cmfmag.ca](mailto:partnership@cmfmag.ca).

## A. BANNER AD

### Locations:

Top of Page: per click

Middle Front Page: per click

Middle of Article: per click

## B. BIG BOX AD

### Locations:

Front Page: six ad spots on right side:  
rotate per click

Article Pages: three ad spots on right side:  
rotates per click

Bottom of Articles: rotates per click

### PRICE

### SIZE

### ROTATION

|             |       |                  |           |               |
|-------------|-------|------------------|-----------|---------------|
| Banner (A)  | \$400 | 770 x 106 pixels | see above | ONLY 5 SPOTS  |
| Big Box (B) | \$350 | 270 x 336 pixels | see above | ONLY 20 SPOTS |

All pricing is based on a one-month commitment to advertising space

### PRICE

### LOCATION

|                   |       |                            |
|-------------------|-------|----------------------------|
| Sponsored Article | \$500 | Featured on the front page |
|-------------------|-------|----------------------------|

**\*MONTHLY VISITS**  
34,008

**\*VIEWS PER USER**  
2.52

**\*MONTHLY PAGE VIEWS**  
85,411

\*Based on Jan. - Sept. 2023 Google Analytics





# E-zine Newsletter

Our e-Zine is a digital email sent out weekly to all our digital subscribers. It features information and articles relevant to the military and veteran community. The e-Zine allows our readers

to catch up at their leisure, whether during their morning coffee, watching the kids play at the park, or relaxing with what is happening in our community.

## Stats

- Subscribers: 11,900+ (Sept, 2023)
- Open rate: 42%\*
- Click rate: 4%\*

**Our open rate and click rates are higher than to industry standard.**

Media & Publishing Average:

- 28% open rate\*
- 2% click rate\*

\*According to Constant Contact

## Specs

## Rates

**Big Box Ad **B****  
(15 spaces available)  
270 x 335 pixels  
72 DPI (screen resolution)

**Big Box Ad**  
\$500 per month  
(\$200 per week)

**ONLY 15 SPOTS**

**Banner Ad **A****  
(limited to 3 spaces)  
1200 x 330 pixels  
72 DPI

**Banner Ad**  
\$700 per month  
(\$300 per week)

**ONLY 3 SPOTS**

e-Zine ads link to your website





# Online Deadlines

| SUNDAY | MONDAY | TUESDAY                      | WEDNESDAY                     | THURSDAY | FRIDAY                                 | SATURDAY |
|--------|--------|------------------------------|-------------------------------|----------|--|----------|
|        |        |                              |                               |          | 1<br>e-Zine Ad<br>Reservation<br>Due   | 2        |
| 3      | 4      | 5<br>e-Zine<br>Material Due  | 6                             | 7        | 8                                      | 9        |
| 10     | 11     | 12<br>e-Zine<br>Material Due | 13                            | 14       | 15                                     | 16       |
| 17     | 18     | 19<br>e-Zine<br>Material Due | 20                            | 21       | 22<br>Website Ad<br>Reservation<br>Due | 23       |
| 24     | 25     | 26<br>e-Zine<br>Material Due | 27<br>Website<br>Material Due | 28       | 29                                     | 30       |

Material

Due

**e-ZINE RESERVATIONS** 1st of the month

**e-ZINE MATERIAL** Tuesdays

**WEBSITE RESERVATION** 22nd of the month

**WEBSITE MATERIAL** 27th of the month

- Send Ads via email to [partnership@cmfmag.ca](mailto:partnership@cmfmag.ca).
- Please include company name, publication date, and ad title in all emails.

**Questions? Contact us at [partnership@cmfmag.ca](mailto:partnership@cmfmag.ca).**

## Disclosure

All advertisements must be clearly identifiable as such. Advertisements that, in the opinion of the Canadian Military Family Magazine, resemble editorial features in the magazine shall be labelled "Advertisement" at the top of the page. The Canadian Military Family Magazine may at any time refuse to publish an advertisement, regardless of whether this advertisement has been previously accepted or published, without prior notice to the client or advertising agency and without liability.

## Terms and Conditions

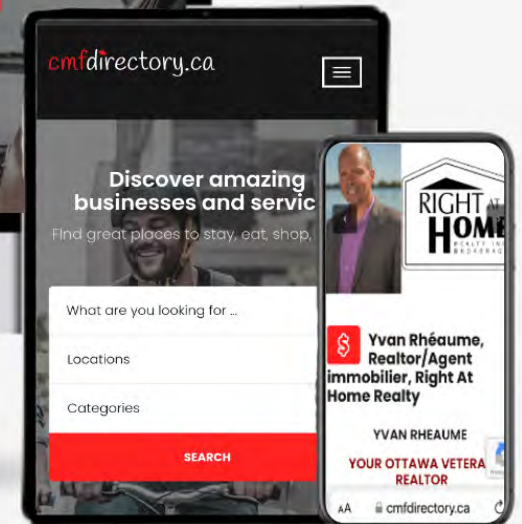
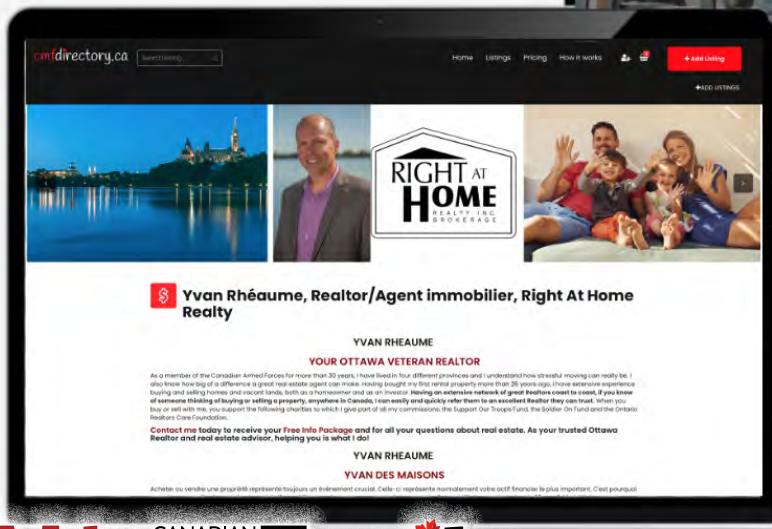
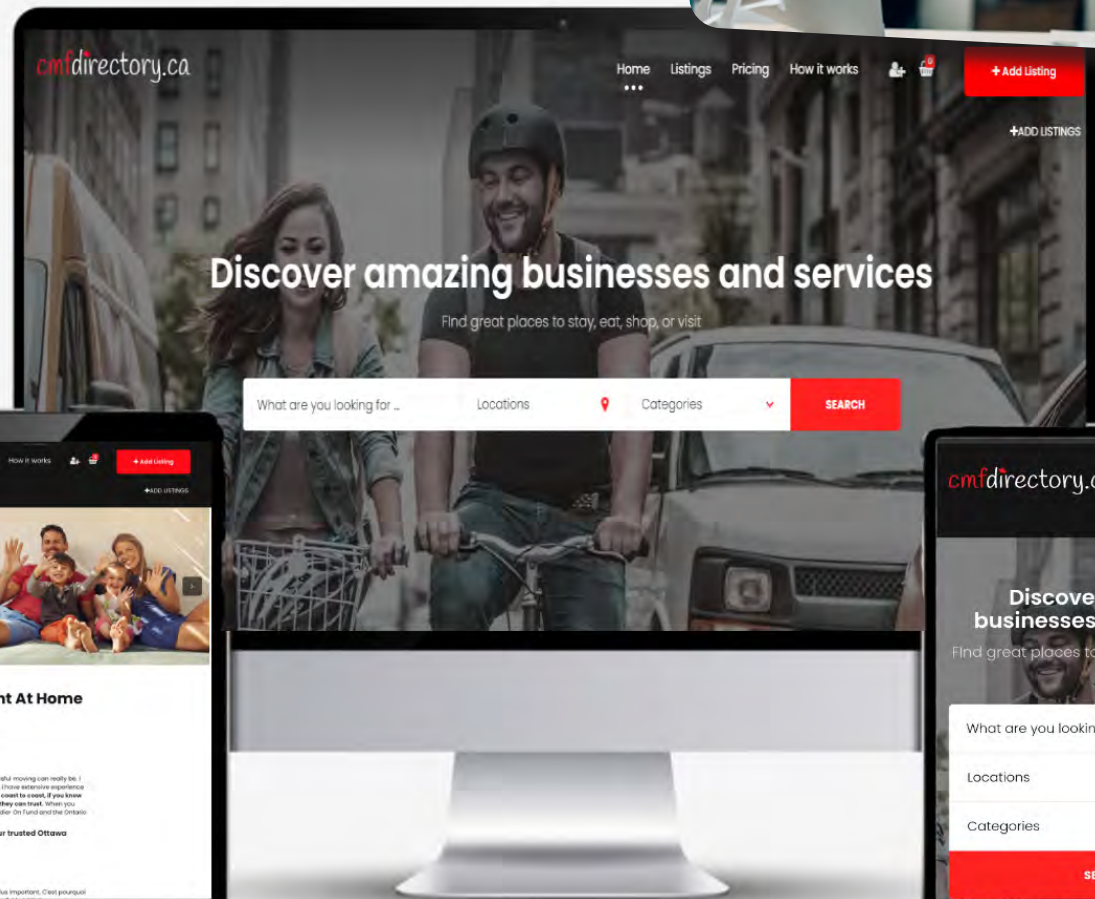
1. Online advertisement will appear at [www.cmfmag.ca](http://www.cmfmag.ca) (the "Website")
2. Top Banner A advertisements may be placed at the top of any page of the Website. Big Box B advertisements may be placed on the right hand side of any page of the Website, with the exception of Community Calendars. Space is available on a first come, first serve basis. Banner A, and Big Box B advertisements on the main pages of the Website are reserved in two-month term increments. Refunds are not available for any cancellations.
3. Online advertisements are not subject to any placements rights and may be rotated with other online advertisements.
4. Any changes must be in writing and are subject to a change fee equivalent to 15% or total advertising contract.
5. Unless otherwise indicated in this Agreement, payment for online advertisements are due upon invoicing.



# Entrepreneur? Welcome to the [cmfdirectory.ca](http://cmfdirectory.ca)

**Attention Entrepreneurs:** Whether you are a solopreneur, micropreneur, entrepreneur, or corporation, the [cmfdirectory.ca](http://cmfdirectory.ca) is designed to showcase your business to our readers. With different memberships available, you are sure to grow your customer base.

Questions? Contact us at [directory@cmfmag.ca](mailto:directory@cmfmag.ca).





**STANDS OUT IN A CROWD**

join **cmfdirectory.ca**

## Member Benefits

- Simple, self-serve marketing to fit your advertising budget
- Market your business with a trusted brand
- Flexible and affordable package options
- Easy access for your customers
- Expand your reach
- Support for you & your business

Choose the *Package* that fits  
*Your* marketing needs!

| Package Details                              | Premium<br>\$49.95/month | Platinum<br>\$99.95/month |
|--|--------------------------|---------------------------|
| Directory Listing                            | ✓                        | ✓                         |
| VIP Advertising Discount                     | ✓                        | ✓                         |
| Social Media Blast                           | ✓                        | ✓                         |
| Exclusive Membership to Directory Group      |                          | ✓                         |
| Directory Ad in 4 issues of Digital Magazine |                          | ✓                         |

CMFMag has the right to approve all advertising  
**Questions? Contact us at [directory@cmfmag.ca](mailto:directory@cmfmag.ca).**  
 Prices do not include taxes



# Bundle & Save

## INTRODUCING PACKAGES

We have put together four convenient packages designed to reach our readers throughout the year and ensure your organization receives a fantastic Return On Investment.

- Offer your products to our readers with our e-Zine, Website, Digital Issue, Directory & on Social Media
- Increase Your Brand Exposure & Awareness
- Strengthen Your Marketing Power with our Digital Products
- Reach the military community with Canada's only Lifestyle Magazine



## Package Details

### AD SPACE LOCATION

### STANDARD

**\$250 A MONTH**  
[\$3,000 ANNUALLY]  
*Save \$3,000*

### ENHANCED

**\$492 A MONTH**  
[\$5,904 ANNUALLY]  
*Save \$4,296*

### PREMIUM

**\$550 A MONTH**  
[\$6,600 ANNUALLY]  
*Save \$4,600*

### PLATINUM

**\$1,084 A MONTH**  
[\$12,996 ANNUALLY]  
*Save \$14,004*

|                            |               |                  |                  |                   |                    |
|----------------------------|---------------|------------------|------------------|-------------------|--------------------|
| e-ZINE: BIG BOX            | [52 Issues]   | ✓                | ✓                | ✓                 | ✓                  |
| DIRECTORY LISTING          | [1 Year]      | ✓                | ✓                | ✓                 | ✓                  |
| AD IN DIGITAL ISSUE        | [4 Issues]    | ✓<br>1/4 PAGE AD | ✓<br>1/2 PAGE AD | ✓<br>FULL PAGE AD | ✓<br>TWO PAGE AD   |
| WEBSITE: BIG BOX           | [12 Months]   |                  | ✓                | ✓                 | ✓                  |
| WEBSITE: SPONSORED ARTICLE | [See Package] |                  |                  | ✓<br>[1 Article]  | ✓<br>[12 Articles] |
| e-ZINE: SPONSORED ARTICLE  | [See Package] |                  |                  | ✓<br>[1 Article]  | ✓<br>[12 Articles] |
| SOCIAL MEDIA PACKAGE       | [See Package] |                  |                  | ✓<br>[1 Post]     | ✓<br>[12 Posts]    |
| e-ZINE: BANNER             | [52 Issues]   |                  |                  |                   | ✓                  |
| WEBSITE: BANNER            | [12 Months]   |                  |                  |                   | ✓                  |

ONLY 6 AVAILABLE

ONLY 8 AVAILABLE

ONLY 4 AVAILABLE

ONLY 3 AVAILABLE





**Military** CANADIAN **Family**  
MAGAZINE

Visit us online at [www.cmfmag.ca](http://www.cmfmag.ca)



*Contact Us:*

Call: 613.867.2106

Email: [partnership@cmfmag.ca](mailto:partnership@cmfmag.ca)