

# media kit

2021

THE TAXPAYER  
[taxpayer.com](http://taxpayer.com)

help your business help a good cause

## ADVERTISE IN THE TAXPAYER

THE OFFICIAL  
PUBLICATION OF THE  
CANADIAN TAXPAYERS  
FEDERATION

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780-589-1006

**Taxpayer**  
.com



# who we are

## and why you should advertise with us

### We're The Taxpayer.

The official magazine of the Canadian Taxpayers Federation.

The Canadian Taxpayers Federation is a non-profit, non-partisan organization dedicated to something we all want: lower taxes, less waste and a more accountable government.

### *Simple, eh?*

The CTF is recognized as Canada's most vocal and effective government watchdog. More than 286,000 Canadians (and counting) are part of the CTF's supporter base nation-wide.

The Taxpayer is a 48-page, full colour magazine with a circulation of 26,000 nation-wide and a total readership of more than 50,000. We publish three times a year. Your advertisement reaches a large audience of people with values that you and your company share.

The Taxpayer provides extensive analysis, campaign updates, guest commentary, and many interesting stories that command your attention in every issue, along with letters to the editor, analysis, opinion pieces, and more.

It's strong editorial content that, we believe, is a great environment for your company's message.



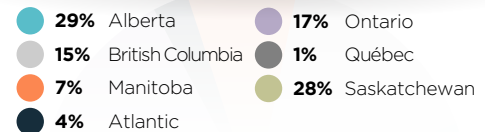
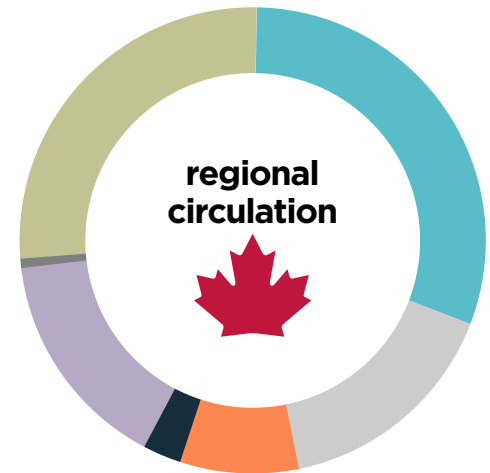
# our readership profile

Statistics tell us that advertising in **The Taxpayer** will have your business reaching small businesses, farm owners, the self-employed and retired Canadians as well.

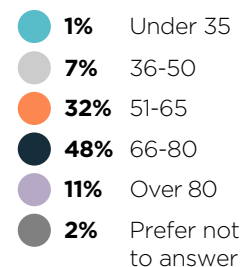
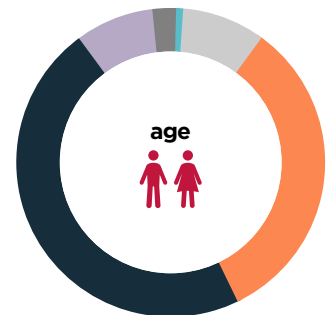
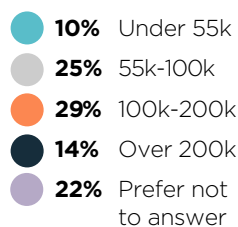
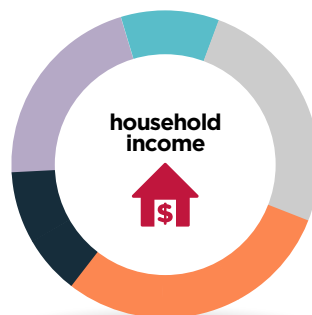
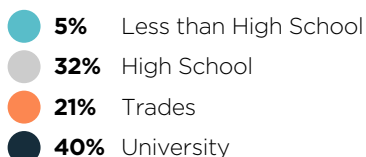
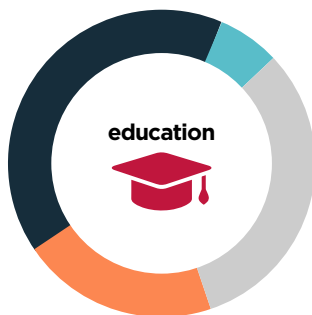
It's the key vehicle the CTF uses to communicate with its contributors.

We go a step further in our efforts to get the message out, by providing complimentary copies to provincial and federal politicians, media personalities and other stakeholders across Canada.

**Giving you even more exposure.**



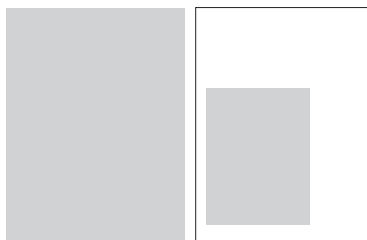
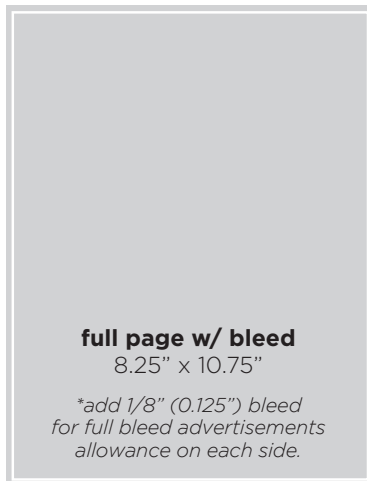
Source: Circulation data



Source: 2019 Supporter Results Survey



# ad dimensions



**full page**  
8" x 10.5"

**half island**  
4.625" x 4.125"



**half page**  
7" x 4.5"

**third page**  
2.25" x 9.25"



**1/4 page**  
3.415" x 5.25"

**1/8 page**  
3.415" x 2.25"

## advertising rates

ad page	single ad	three ads
full page	\$3,810	\$3,487
half island	\$2,929	\$2,627
half page	\$2,474	\$2,342
third page	\$1,685	\$1,520
quarter page	\$1,262	\$1,112
eighth page	\$838	\$767

## 2021 closing & material due dates

issue	material due	ad closing date
Spring	May 20, 2021	May 24, 2021
Summer	June 28, 2021	July 12, 2021
Winter	October 7, 2021	October 18, 2021



for more info contact:

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