

media kit

2019

THE TAXPAYER
taxpayer.com

help your business help a good cause



ADVERTISE IN THE TAXPAYER

THE OFFICIAL
PUBLICATION OF THE
CANADIAN TAXPAYERS
FEDERATION

contact:

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Canadian
Taxpayers
FEDERATION

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 130,000 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.

For instance, you'll find a riveting story by Scott Hennig in our Fall 2018 issue titled "Venezuela, a Socialist Paradise No More." It's an in-depth look at how — and why — an experiment went horribly wrong. There's also an interview with Andres Guevara, the Venezuelan freedom fighter trying to bring some stability back to the country he loves.

You'll find great stories that command your attention in every issue of The Taxpayer, along with letters to the editor, analysis and opinion pieces, and more.

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



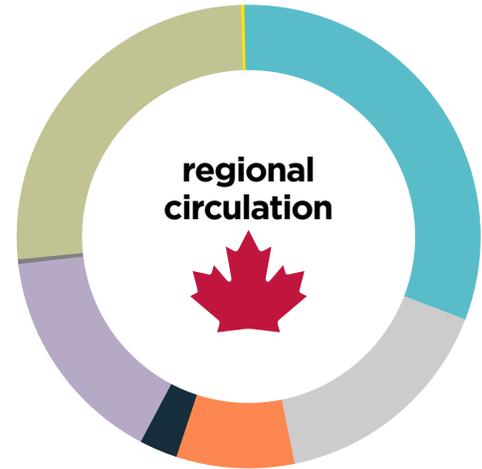
our readership profile

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.

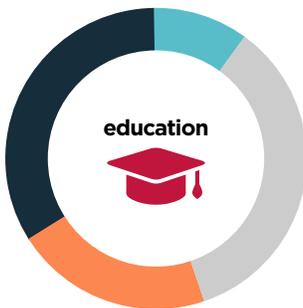
We go a step further in our efforts to get the message out, by providing complimentary copies to provincial and federal politicians, media personalities and other stakeholders across Canada.

Giving you even more exposure.

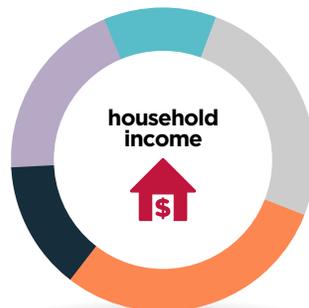


- 31% Alberta
- 16% Ontario
- 16% British Columbia
- 0.3% Québec
- 8.5% Manitoba
- 26.5% Saskatchewan
- 2.5% Atlantic
- 0.1% Yukon Territories

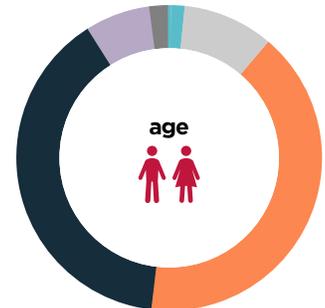
Source: Circulation data



- 10% Elementary
- 35% High School
- 21% Trades
- 34% University



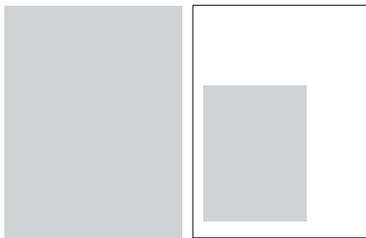
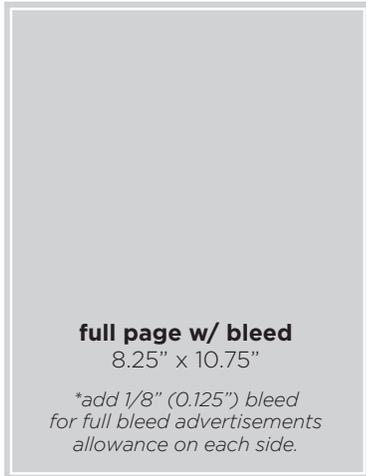
- 11.93% Under 55k
- 25.31% 55k-100k
- 29.58% 100k-200k
- 13.46% Over 200k
- 19.72% Prefer not to answer



- 1.68% Under 35
- 9.56% 36-50
- 40.75% 51-65
- 38.91% 66-80
- 7.34% Over 80
- 1.76% Prefer not to answer

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	\$7,621	\$6,975
half island	\$5,859	\$5,255
half page	\$4,949	\$4,685
third page	\$3,370	\$3,041
quarter page	\$2,525	\$2,225
eighth page	\$1,677	\$1,535

2019 closing & material due dates

issue	material due	ad closing date
Spring	May 20, 2019	May 24, 2019
Summer	June 28, 2019	July 12, 2019
Winter	October 7, 2019	October 18, 2019



for more info contact:

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