

Advertising Rate Kit

HELP YOUR BUSINESS
HELP A GOOD CAUSE



Advertise in *The Taxpayer* magazine, official publication of the Canadian Taxpayers Federation



Who we are:

The Canadian Taxpayers Federation (CTF) is a not for profit, non-partisan organization dedicated to lower taxes, less waste and accountable government. Incorporated in 1990, the CTF has grown to be recognized as Canada's most vocal and effective government watchdog. Over 130,000 Canadians are part of the CTF's supporter base nation-wide.

The Taxpayer magazine

The *Vancouver Sun* calls it "a Playboy magazine for taxpayers. Titillating, eyebrow raising, a bit shocking." The magazine "bountiful with information numbers that rivet attention" is the publication of the CTF.

Published four times a years, *The Taxpayer* a 48 page, full colour publication with circulation of 26,000 nation-wide and readership over 50,000. It provides analysis, campaign updatges, guest commentaries, along with horror stories and success stories alike.

[Click here](#) for a sample issue --

Winter 2015 -- which details how high taxes discourage NHL players from signing in certain cities and we find out what happened to the missing \$3 billion spent on fighting terrorism.



to the editor

at capital gains and will pay consideration upon disposal at the current 50% inclusion rate. This rate will increase to 66% or 75% would increase my tax liability at a point when I can

al tax change is patently unfair and dis-seniors who have invested in Canadian government. I urge the government to guard their retirement. I urge the government to off the table completely or at a minimum a large exemption or graduated increase tied to capital gains tax payable. For on the first \$100,000, 66% on the next 75% on the remainder. The government's option would be to institute a lifetime cap on the amount of say \$250,000, for all individual public company shares.

Fred Kardel
Nanaimo, BC

We were pleased to see the federal government did not include the 2017 budget. However, they continue to review the 2018 budget. This potential change doesn't make sense. Concerned Canadians should contact their MP and let their voices be heard.

Like a Taxpayer

this year Dan Albas, MP for Central Canada—Similkameen—Nicola posted a tweet from his Ottawa office desk on Twitter. It included permanent plaques to remind him: "Like a Taxpayer" and "The Buck Stops Here". Perhaps it's no surprise that Dan became a regular voter against wasteful municipalities when he was a Penticton city councillor. It would be great if more politicians had similar plaques on their desks. Way to go Dan!

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AD DIMENSIONS:

Full page

Full size including bleed
2550 px by 3300 px
8.5" by 11"

Image size

2220 px by 2970 px
7.4" by 9.9"

Half Page Horizontal

1980 px by 1335 px
6.6" by 4.45"

Half Page Vertical

990 px by
2670 px

3.3" by
8.9"

1/8 Page

990 px by
669 px
3.3" by 2.23"

Quarter page

990 px by
1335 px
3.3" by 4.45"

READERSHIP PROFILE:

Advertising in *The Taxpayer* helps you reach small business, farm owners, self-employed and retired Canadians. The magazine is a key vehicle that the CTF uses to communicate with its contributors. As part of its advocacy efforts, the CTF also provides complimentary copies of *The Taxpayer* to provincial and federal politicians, media personalities and related stakeholders across the country.

Education

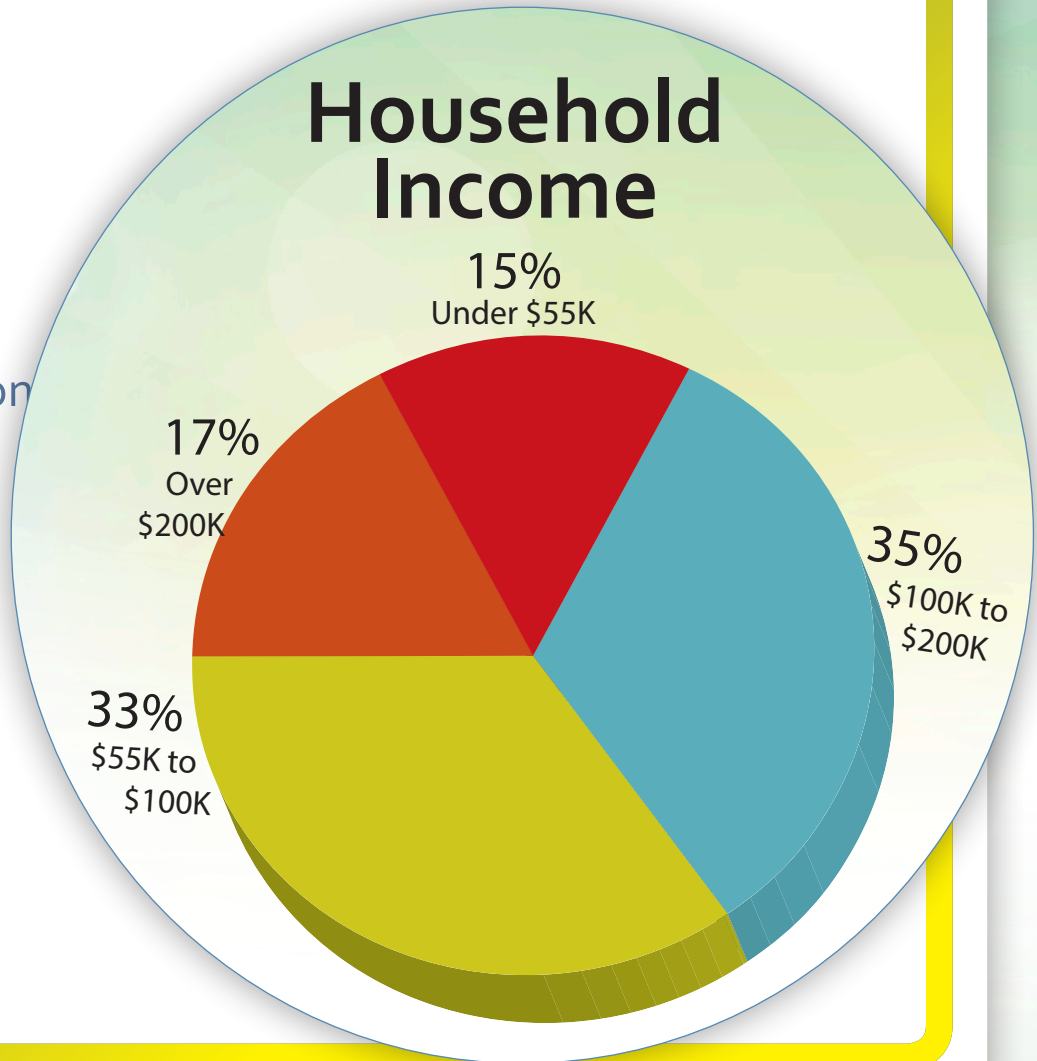
- Elementary . 10%
- High School..35%
- Trades 21%
- University.... 34%

Regional circulation

- BC 18%
- Alberta31%
- Sask27%
- Manitoba 9%
- Ontario 12%
- Other 3%

Age

- Under 35..... 3%
- 36 to 6553%
- 66 to 80.....37%
- 80+ 8%



Ad Rates

	Single ad	Multiple ad discount 10%	Camera ready discount 10%	Multiple ad and camera ready discounts 20%
1/8 Page	\$400	\$360	\$360	\$320
1/4 Page	\$750	\$675	\$675	\$600
1/2 Page	\$1,300	\$1,170	\$1,170	\$1,040
Full Page	\$2,300	\$2,070	\$2,070	\$1,840
Back Cover	\$2,800	\$2,520	\$2,520	\$2,240

*Multiple issue bookings receive 10% off single issue price ** If ad copy is ready for print (camera ready) customers receive 10% off the single issue price. Prices do not include taxes.

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