media kit

THE TAXPAYER
taxpayer.com

help your business, help a good cause

ADVERTISE IN the taxpayer

THE OFFICIAL PUBLICATION OF THE CANADIAN TAXPAYERS FEDERATION



contact:
SCOTT HENNIG
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who we are

and why you should advertise with us

We're The Taxpayer.

The official magazine of the Canadian Taxpayers Federation.

The CTF is a non-profit, non-partisan organization with hundreds of thousands of supporters (and counting), all fighting for lower taxes, less waste and accountable government. ***Simple, eh?***

Every issue delivers investigations, interviews, campaign updates and commentary. It's strong editorial content and a great environment for your company's message.



64	26,000	50,000+	3
PAGES	CIRCULATION	READERS	ISSUES A YEAR



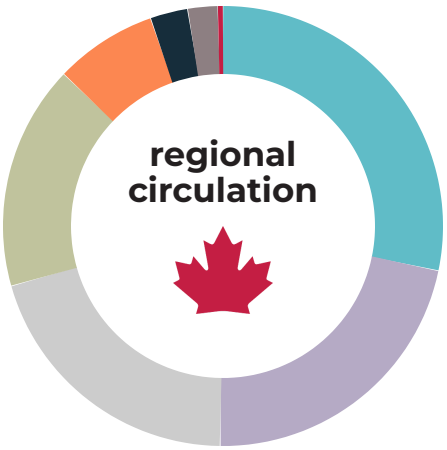
our readership profile

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 opinion leaders across Canada.

Giving you even more exposure.



- **28%** Alberta
- **22%** Ontario
- **20%** British Columbia
- **17%** Saskatchewan
- **8%** Manitoba
- **3%** Atlantic
- **2%** Québec
- **<1%** Territories

Source: Direct-mail circulation data

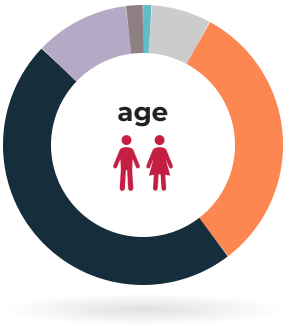


- **5%** Less than High School
- **32%** High School
- **21%** Trades
- **40%** University

Source: Supporter survey results



- **10%** Under 55k
- **25%** 55k–100k
- **29%** 100k–200k
- **14%** Over 200k
- **22%** Prefer not to answer



- **1%** Under 35
- **7%** 36–50
- **32%** 51–65
- **48%** 66–80
- **11%** Over 80
- **2%** Prefer not to answer

ad rates



full page
trim: 8” x 10.5”
with bleed: 8.25” x 10.75”

ad size	single ad	three ads price per ad
STANDARD POSITIONS		
full page	$3,000	$2,550
half page (horizontal or island)	$2,000	$1,700
third page	$1,500	$1,300
quarter page	$1,000	$850
PREMIUM POSITIONS full page only		
inside front cover	$3,500	$3,000
inside back cover	$3,500	$3,000
back cover	$4,000	$3,400

Three-ad rate: book ads in three consecutive issues and pay the lower rate for each ad. All rates are per ad, in Canadian dollars, plus GST.



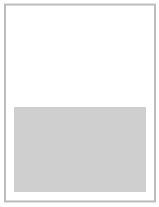
half page – horizontal
7” x 4.5”

ad specs

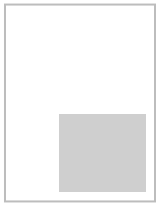
ad dimensions



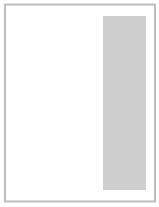
full page*
trim: 8” x 10.5”
with bleed: 8.25” x 10.75”



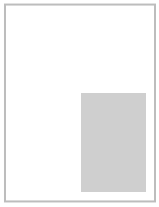
half page
horizontal: 7” x 4.5”



half page
island: 4.625” x 4.125”



third page
2.25” x 9.25”



quarter page
3.415” x 5.25”

*Full-page ads, including all premium positions, run to the edge of the page. Send the file at 8.25” x 10.75”, which adds 1/8” (0.125”) of bleed beyond the trim on every side. The dashed line marks the trim. Half, third and quarter page ads don’t need a bleed.

BEST OPTION

Send a print-ready PDF

Standard	PDF/X-4:2010
Compatibility	Acrobat 7 (PDF 1.6)
Bleed	0.125” on all four sides (full-page ads)
Marks	Trim marks and page information on
Mark offset	0.167”

OTHER OPTION

Sending an Illustrator file?

- Convert all text to outlines (paths) and embed all images in the file, **or**
- Package the file and send it with all linked images and fonts.
- Either way, include a PDF of the ad for reference.

issue deadlines

The Taxpayer publishes three times a year. Contact us for upcoming issue deadlines.

to book an ad or send artwork:

SCOTT HENNIG
shennig@taxpayer.com