

# CALIBRE

THE CANADIAN FIREARM MAGAZINE

# 2017

# MEDIA KIT

## TESTIMONIALS & EXPERIENCES

“In short order, Calibre has become a must read for Canadian firearm enthusiasts. They are a great partner for advertising and honest reviews of new products.”

Ken McRory  
General Manager  
Vortex Canada

“Calibre has allowed us to place our products directly in front of our end customers with great success. Being associated with Dan and his team has shown solid results for our lines and our dealers.”

Phil O'Dell  
Owner  
O'Dell Engineering

“There are very few good Canadian publications dedicated entirely to firearms, and Calibre serves a much needed purpose.

We have been advertising for the last 2 years in Calibre and the return on investment has been great.”

Hugo Laliberté  
Director, Commercial Division  
Gravel Agency

“Your magazine is the best I have read in North America. I love that every review and ad inside is something I can buy!”

Andrew Henderson  
Subscriber  
Edmonton, AB

## 2017 NATIONAL RATES & INFORMATION

### FULL PAGE & DPS ADVERTISERS

	1 issue	3 issues	6 issues
Full Page	\$1465	1377	1255
DPS	\$2535	2384	2145

### COVER ADVERTISERS

	1 issue	3 issues	6 issues
IFC Spread	\$2859	2687	2248
IFC	\$1807	1699	1536
IBC	\$1807	1699	1536
OBC	\$2053	1931	1745

### FRACTIONAL ADVERTISERS

	1 issue	3 issue	6 issue
1/3 Page	\$733	688	622
1/2 Page	\$1025	963	871

## 2017 PUBLISHING SCHEDULE

	Space Closing	Material Closing	Print Date
Number 1	30 Dec 2017	1 Jan 2017	7 Jan 2017
Number 2	25 Feb 2017	1 Mar 2017	7 Mar 2017
Number 3	26 Apr 2017	1 May 2017	7 May 2017
Number 4	27 Jun 2017	1 Jul 2017	7 Jul 2017
Number 5	29 Aug 2017	1 Sep 2017	7 Sep 2017
Number 6	31 Oct 2017	1 Nov 2017	7 Nov 2017

## CALIBRE PUBLISHING

1215 C 56th Street  
P.O. Box 18174 Tsawwassen  
Delta BC V4L 2M4  
info@calbremag.ca / 604-790-3136

**AGENCY COMMISSION:** 15% commission to recognized advertising agencies only if invoice paid within 30 days of receipt.  
**ADDITIONAL TAXES:** The above published advertising rates are exclusive of any and all applicable federal and provincial taxes.  
**PAYMENT TERMS:** Invoices tendered on print date of each issue, with full payment due within 15 days of invoicing. Late charges of 5% per month may be applicable on overdue accounts.  
**SPECIAL ADVERTISING UNITS:** Advertising units such as gate-folds, business reply cards, and inserts available upon request.  
**PLACEMENT FEE:** A \$150 fee for specific placement requests may be charged per issue. Calibre Publishing cannot guarantee specific advertisement placement.

## Calibre's Vital Statistics

**CIRCULATION:** Calibre prints 32,000 copies per issue. 10,000 copies are distributed in bulk for redistribution through a national network of firearms retailers. The rest are packaged with protective polybags and are mailed directly to our subscribers.

**FREQUENCY:** 6 issues per year.

**WHY IT WORKS FOR RETAILERS:** Calibre is the reputable source of information for Canadian gun owners looking for reviews, comparisons, and new product launches. And they've come to appreciate the advertisements within; subscribers routinely tell us they appreciate flipping through a magazine while knowing they can purchase any of the products depicted within, be it in an editorial feature or within an ad.

**WHY IT WORKS FOR BUSINESS-TO-BUSINESS CUSTOMERS:** Circulated to some of Canada's largest and most popular gun retailers, Calibre serves as an excellent sales tool to reach both retail staff and buyers, and advise them of new product availability, line launches and expansions, and other important information on a regular basis.

**HOW DO YOU ADVERTISE?** Email us, or give us a call; it's that simple. We'll be honest about what Calibre can do for your business as an advertising medium, as well as what you shouldn't expect from a print media advertising campaigns. Furthermore, we can assist with advertising graphic creation and ad material as needed.

## AD PAYMENT TERMS

**CONTRACTS:** All advertising space is sold under contract. All contracts limited to a term of no more than six issues. All contracted advertisers have first right of refusal on any contracted space.

**NEW CUSTOMERS:** All first-time advertisers will be asked to pay for their first advertising insertion prior to print date.

**PAYMENT TERMS:** All invoices paid within 15 days of issuance are privy to a 5% discount. All overdue invoices may be assessed a 3% collection charge every 30 days until payment is received.