

CALIBRE

THE CANADIAN FIREARM MAGAZINE



Growing your audience.

Calibre is the largest, most visible firearms media outlet in Canada. After eight years of continuous growth we now boast over 200,000 readers per issue, publish six issues per year, and maintain an ongoing circulation audit that is available upon request. The average Calibre reader holds a restricted and non-restricted firearms license, owns multiple firearms, and participates in at least two outdoor pursuits; including fishing, hunting, shooting, and camping. The majority of our readers are attached males, with at least two vehicles in their household and above average income.

Growing your market.

The Canadian gun market continues to grow year-over-year, with momentum only increasing as political pressure in Canada drives hopeful would-be gun owners to obtain their firearms licenses. For 2019, Canada saw a 6% net growth in the number of gun license holders over 2018, continuing a trend that began roughly a decade ago. Furthermore, healthy growth in firearm licenses is creating even larger increases in downstream consumer behaviour, as the market matures and consumers move upmarket while simultaneously seeking out new shooting sports and outdoor activities.

Growing your value.

Print media advertising does not die. For as long as the magazine exists on a bookshelf or in a hunting lodge, the ads contained within continue to net impressions, furthering the effectiveness of an ad long after it's been paid for. You don't get that kind of performance or longevity with any other form of advertising. But, that sort of longevity only comes from publications worth holding on to, so we work hard to keep our editorial content as relevant and enjoyable as it is timeless.

Half Page

Full Page

Third Page

ADVERTISING DIMENSIONS

	Trim Size	Bleed Size
Full Page	8.375" x 10.75"	8.875" x 11.25"
Half Page	8.375 x 5.375"	8.83" x 5.875"
Third Page	2.825" 10.75"	3.325" x 11.25"



2020 National Rates

FULL PAGE & FRACTIONAL ADVERTISING SPACES

	1x	2x	3x	4x	5x	6x
Full Page	\$1640	1599	1558	1517	1476	1435
1/2 Page	\$1148	1119	1091	1062	1033	1005
1/3 Page	\$820	800	779	759	738	718

COVER ADVERTISING SPACES

	1x	2x	3x	4x	5x	6x
IFC Spread	\$3505	3417	3330	3242	3155	3067
IBC	\$2023	1972	1922	1871	1821	1770
OBC	\$2560	2496	2432	2368	2304	2240

GUNSMITH / GUIDE ADVERTISING SPACES

	3x	6x
2.6" x 1.5"	\$120	100

2020 PUBLISHING SCHEDULE

Issue	Space Closing	Material Closing
8.1	1 Feb 2020	7 Feb 2020
8.2	3 Apr 2020	10 Apr 2020
8.3	5 June 2020	12 June 2020
8.4	1 Aug 2020	7 Aug 2020
8.5	2 Oct 2020	9 Oct 2020
8.6	4 Dec 2020	11 Dec 2020

NEW FOR 2020: GUNSMITHS & GUIDES

All new for 2020, Calibre is very excited to launch the new *Gunsmith & Guide* advertising program, intended to provide primarily gunsmiths, fishing lodges, and hunting guides with an affordable option to reach Canada's most dedicated gunsmiths and outdoorsmen. Limited to 3- and 6-issue commitments, these business-card shaped ads will share space to serve as a directory, helping specialists in their industry reach their market. If you're a gunsmith that wants more work, a guide that wants more guests, or a truly boutique supplier that knows the market is out there for your product, this is the best option for you.

But we know small business owners are very busy so for 2020 we're making advertising even easier: Launching with the *Gunsmith & Guide* section this year, we're also debuting Calibre's web-based ad booking portal, allowing you to book your ads online. Our automated system takes care of the book keeping and payment, so there's no bills to worry about, and we'll email you your invoice. You get access to 200,000 of Canada's most dedicated gun owners and outdoorsmen, and we'll take care of the rest.

CALIBRE PUBLISHING

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AGENCY COMMISSION: A 15% commission can be added to recognized advertising agency insertion orders only if invoice is paid within 30 days of receipt. If not paid within 30 days, standard rates and payment terms apply.
ADDITIONAL TAXES: The above published advertising rates are exclusive of any and all applicable federal and provincial taxes. Please note advertising is generally considered exempt from PST, if you live in a PST province.
PAYMENT TERMS: Invoices tendered as soon as possible after print date of each issue, with full payment due within 15 days of invoicing. Late charges of 3% per month may be applicable on overdue accounts.
SPECIAL ADVERTISING UNITS: Additional advertising units, such as gatefolds, business reply cards, and inserts available upon request. If you need something special, for a launch, sale, or raffle, please don't hesitate to contact us!
PLACEMENT FEE: A \$150 fee for specific placement requests may be charged per issue. Calibre Publishing will strive to meet space requests, but cannot guarantee specific advertisement placement without the Placement Fee.