MEET SJC MEDIA

*Maclean’s* is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 17.9 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada’s most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

**We are beyond content.**

**We are SJC Media.**
ABOUT MACLEAN’S

Canada’s premier current affairs magazine.

Canada’s national magazine covers current affairs in the broadest sense of the term, including politics, culture, trends, ideas and personalities. Whether through our monthly print edition, daily online stories or live events, Maclean’s delivers new and smart ways for our audiences to appreciate the world through a Canadian lens.

—Alison Uncles
Editor-in-Chief
WE'RE EVOLVING...

The Maclean's redesign — the first in 10 years — will broaden the magazine’s core mandate to include a mix of clever stories on science, technology, trends, art, books, personalities and ephemera. Maclean’s new look and feel delivers on the promise of a current affairs magazine, circa 2021; we cover politics and public affairs, of course, but we also embrace the zeitgeist stories you’ll be discussing with your friends tomorrow.

We describe our new cover look as 'urgent elegance,' and locate it somewhere between a newspaper front-page and a book cover; it’s the kind of cover that sits comfortably on the coffee table for a month but also simply has to be read the moment it arrives in the mail. Our inside pages will pop with more and bigger exclusive photography, as well as stories written by Canada’s best writers.

DISCOVER THE NEW MACLEAN’S IN FALL 2021
MEET OUR AUDIENCE

Our readers are educated, affluent and actively engaged citizens who are confident in their ability to control their destiny and influence others.

Compared to the average Canadian, Maclean’s readers are:

- 45% more likely to have a HHI $200K+
- 44% more likely to purchase a new vehicle within 12 months
- 35% more likely to strongly agree advertising influences their purchase decision

Source: Vividata (Fall 2020), Google Analytics 3-Month Average (Jan. to Dec. 2020), Canada Only.
IN EVERY ISSUE

NATIONAL
Agenda-setting stories that zoom in on today's power brokers and influence-wielders.

THE INTERVIEW
Monthly conversations with Canada's most sought-after guests, including entertainment stars, political leaders and industry titans.

OPINION
Thought-provoking must-reads from Maclean’s roster of the best columnists in the country.

PROFILES
Deeply reported pieces about engaging personalities setting the nation's agenda.

BEFORE YOU GO
Moving personal letters by ordinary Canadians with extraordinary things to say.
MACLEAN'S
PUBLISHING CALENDAR

UNIVERSITY GUIDEBOOK (SIP)
April 2021

BEST BOOKS (SUMMER)
July 2021

DISTANCE EDUCATION
July 2021

MBA SCHOOLS
August 2021

COLLEGES GUIDEBOOK (SIP)
September 2021

PRIVATE SCHOOLS GUIDE
October 2021

UNIVERSITY RANKINGS (SIP)
November 2021

BEST BOOKS (WINTER)
December 2021

EDUCATION TRENDS
December 2021

THE YEAR AHEAD
January 2022

THE POWER LIST
February 2022

Subject to Change
WHAT WE OFFER

We’ll help tailor your campaign to one (or all) of our robust media channels, whether it’s a print magazine ad delivered to the home of a devoted Maclean’s subscriber, or digital custom content amplified across macleans.ca and our social channels.

PRINT

DIGITAL

SOCIAL

BRANDED CONTENT

EVENTS

2.9M+ Unique Visitors Monthly

2.6M+ Readers Per Issue

696K+ Social Followers

Source: Vividata (Fall 2020), Google Analytics 3-Month Average (Jan. to Dec. 2020), Canada Only.
# Publishing Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Material Close</th>
<th>Impact Date</th>
<th>On-Sale Date</th>
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<tbody>
<tr>
<td>June 2021</td>
<td>Apr 22</td>
<td>Apr 29</td>
<td>May 13</td>
<td>May 20</td>
</tr>
<tr>
<td>July 2021</td>
<td>May 20</td>
<td>May 27</td>
<td>Jun 10</td>
<td>Jun 17</td>
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<tr>
<td>August 2021</td>
<td>Jun 17</td>
<td>Jun 24</td>
<td>Jul 8</td>
<td>Jul 15</td>
</tr>
<tr>
<td>September 2021</td>
<td>Jul 12</td>
<td>Jul 19</td>
<td>Aug 5</td>
<td>Aug 12</td>
</tr>
<tr>
<td>2021 Colleges Guide</td>
<td>Jul 29</td>
<td>Aug 5</td>
<td>--</td>
<td>Sep 2</td>
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<tr>
<td>October 2021</td>
<td>Aug 16</td>
<td>Aug 23</td>
<td>Sep 9</td>
<td>Sep 16</td>
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<tr>
<td>2021 University Rankings</td>
<td>Sep 16</td>
<td>Sep 21</td>
<td>Oct 7</td>
<td>Oct 14</td>
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<tr>
<td>November 2021</td>
<td>Sep 13</td>
<td>Sep 21</td>
<td>Oct 7</td>
<td>Nov 4</td>
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<tr>
<td>December 2021</td>
<td>Oct 12</td>
<td>Oct 18</td>
<td>Nov 7</td>
<td>Nov 11</td>
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<tr>
<td>January 2022</td>
<td>Nov 1</td>
<td>Nov 8</td>
<td>Nov 25</td>
<td>Dec 2</td>
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## Rates (Net)

<table>
<thead>
<tr>
<th>Freq. DISC.</th>
<th>% Discount</th>
<th>Full-Page</th>
<th>DPS</th>
<th>OBC</th>
<th>IBC</th>
<th>IFC Spread</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>25%</td>
<td>$14,999</td>
<td>$26,196</td>
<td>-</td>
<td>-</td>
<td>$12,973</td>
<td>$8,981</td>
<td></td>
</tr>
<tr>
<td>3X</td>
<td>29%</td>
<td>$14,999</td>
<td>$26,196</td>
<td>-</td>
<td>-</td>
<td>$12,973</td>
<td>$8,981</td>
<td></td>
</tr>
<tr>
<td>6X</td>
<td>39%</td>
<td>$12,973</td>
<td>$22,702</td>
<td>-</td>
<td>-</td>
<td>$8,432</td>
<td>$5,838</td>
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<tr>
<td>9X</td>
<td>40%</td>
<td>$11,975</td>
<td>$20,956</td>
<td>-</td>
<td>-</td>
<td>$7,784</td>
<td>$5,389</td>
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</tr>
</tbody>
</table>
We offer a variety of premium advertising placements across macleans.ca. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

**DISPLAY ADS**

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>Devices</th>
<th>Rates (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Box (300x250)</td>
<td>Desktop, Tablet, Mobile</td>
<td>$25/CPM</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>Desktop, Tablet</td>
<td>$25/CPM</td>
</tr>
<tr>
<td>Double Big Box (300x600)</td>
<td>Desktop, Tablet</td>
<td>$30/CPM</td>
</tr>
<tr>
<td>Pushdown (970x66)</td>
<td>Desktop, Tablet</td>
<td>$25/CPM</td>
</tr>
<tr>
<td>Mobile Banner (320x50)</td>
<td>Mobile</td>
<td>$25/CPM</td>
</tr>
<tr>
<td>Video</td>
<td>Desktop, Tablet, Mobile</td>
<td>$40/CPM</td>
</tr>
</tbody>
</table>

**HOMEPAGE TAKEOVER (POE)**

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 55K Canadian impressions daily on the homepage and most other points of entry.

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>Devices</th>
<th>Rates (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Box (300x250)</td>
<td>Desktop, Tablet, Mobile</td>
<td>$2,000/Day</td>
</tr>
<tr>
<td>Leaderboard (728x90)</td>
<td>Desktop, Tablet</td>
<td>$2,000/Day</td>
</tr>
<tr>
<td>Double Big Box (300x600)</td>
<td>Desktop, Tablet</td>
<td>$2,000/Day</td>
</tr>
<tr>
<td>Pushdown (970x66)</td>
<td>Desktop, Tablet</td>
<td>$2,000/Day</td>
</tr>
<tr>
<td>Mobile Banner (320x50)</td>
<td>Mobile</td>
<td>$2,000/Day</td>
</tr>
<tr>
<td>Mobile Banner HD (640x100)</td>
<td>Mobile</td>
<td>$2,000/Day</td>
</tr>
</tbody>
</table>
DIGITAL

NEWSLETTERS

Maclean’s subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Align your brand with one of three curated newsletters based on your desired category, reach and frequency.

<table>
<thead>
<tr>
<th>NEWSLETTERS</th>
<th>FREQUENCY</th>
<th>AD UNITS</th>
<th>SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>RATES (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Daily (Mon-Fri)</td>
<td>Big Box, Big Box</td>
<td>49,000+</td>
<td>42%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Storyline</td>
<td>Weekly (Sat)</td>
<td>Big Box, Big Box</td>
<td>40,100+</td>
<td>39%</td>
<td>$2,100</td>
</tr>
<tr>
<td>Politics</td>
<td>Daily (Mon-Fri)</td>
<td>Big Box, Big Box</td>
<td>25,000+</td>
<td>42%</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

DEDICATED EBLAST

Our eblast list is comprised of subscribers who have opted to receive communications from Maclean’s partners. Engage this audience with an eblast designed specifically for your event, promotion or product sampling offer.

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>RATES (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUSTOM</td>
<td>37,500+</td>
<td>29%</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

41% AVERAGE OPEN RATE

29% AVERAGE OPEN RATE
SOCIAL

With a combined following of 696K+, *Maclean’s* is no stranger to social media. We know how to engage our followers on every platform that matters. In 2020, *Maclean’s* Facebook content reached more than 13.9M+ people, and generated **over 7M+ engagements** (including reactions, comments, shares and clicks).

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>AUDIENCE</th>
<th>RATES (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>202,900+</td>
<td>Starting at $2,400/Post</td>
</tr>
<tr>
<td>Instagram</td>
<td>19,900+</td>
<td>Starting at $2,400/Post</td>
</tr>
<tr>
<td>Twitter</td>
<td>473,500+</td>
<td>Starting at $1,500/Post</td>
</tr>
</tbody>
</table>

**7M+**

**FACEBOOK ENGAGEMENTS IN 2020**
BRANDED CONTENT

Storytelling is what we do, and we’d love to help tell your brand’s story. Our iconic media brands craft stories that resonate with Canadians, and our new branded content studio will lend that same editorial expertise to creating content that elevates your brand.

CUSTOM CONTENT

• Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations

• Voice, look and feel of the content itself will differ from the brand’s style

INTEGRATED EDITORIAL

• Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content

• Voice, look and feel of the content will match the brand’s style

*Integrated editorial subject to approval
BRANDED CONTENT CASE STUDY

The Power of One, in partnership with Tom Clancy’s Jack Ryan on Amazon Prime

One person can change the world—and this six-part limited series podcast shows how by shedding light on history’s forgotten heroes, from the spy who saved D-Day to the greatest whistleblower of all time.
ALWAYS-ON BRANDED CONTENT POSSIBILITIES

Money Guides
Premium digital destination for investment, financial and banking content

Private Schools Guide + University Rankings
Make your institution stand out with an enhanced listing or spotlight feature

Tech Spotlight
Highlight innovation with a close look at envelope-pushing products, services and companies

Special Issues

Year Ahead
A look at the people and trends shaping our lives in the year to come

Power List
The changemakers and policymakers shaping life in Canada

Maclean’s Education
Three different special interest publications (Universities Guidebook, Colleges Guidebook and University Rankings) Canada’s most trusted resources for students and parents for 30 years.
Whether it’s sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

**MARKETING, AWARENESS & REACH**

- We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

**CONTENT & POST EVENT COVERAGE**

- Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.
- Opportunity for print, digital and/or social post-event coverage.

**MACLEAN’S LIVE EVENT SERIES**

- Hosted at the National Arts Centre and broadcast digitally and on CPAC, Maclean’s Live offers an exclusive hour of no-holds-barred conversation between Maclean’s editors and Canada’s newsmakers.
CONTACT US

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