

MACLEAN'S

2022 ADVERTISING OVERVIEW

SJC

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.

OUR CONTENT

**National
The Interview
Opinion
Profiles
Before You Go**



REACH

PRINT

1.5M

readers per issue

WEB

3.7M

UV per month

EMAIL

160K

subscribers

SOCIAL

697K

followers

AUDIENCE

PRINT DIGITAL

50 / 42

Avg. Age

\$83K / \$94K

Avg. HHI

60% / 62%

Male

80% / 85%

College+

PRINT

EDIT CALENDAR

ISSUE	AD CLOSE	IMPACT
Feb	12/3/21	1/6/22
Mar	1/17/22	2/10/22
Apr	2/14/22	3/10/22
May	3/14/22	4/7/22
Jun	4/18/22	5/12/22
Jul	5/16/22	6/9/22
Aug	6/13/22	7/7/22
Sep	7/11/22	8/4/22
Oct	8/15/22	9/8/22
Nov	9/12/22	10/6/22
Dec	10/11/22	11/3/22
University Guide	2/22/22	3/24/22
Colleges Guide	7/29/22	9/1/22
University Ranking	9/6/22	10/6/22

PRINT RATES

FULL-PAGE	\$19,958
DPS	\$34,927
OBC	\$24,948
IBC	\$21,954
IFC SPREAD	\$43,658
1/2 PAGE	\$12,973
1/3 PAGE	\$8,981

DIGITAL

MACLEANS.CA

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 (ROS)	Starting at \$25/CPM
VIDEO	\$40/CPM
HPTO w/ POE	\$2,000/Day

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 Big Box display ads in one of three curated newsletters based on your desired category, reach and frequency.

NEWSLETTER	SUBSCRIBERS	RATE
Daily	56K+	\$2,800
Weekly	43K+	\$2,200
Politics	25K+	\$1,300

EBLASTS

Our eblast list is comprised of subscribers who have opted to receive communications from our partners. Engage this audience through custom designed eblasts that offer 100% SOV.

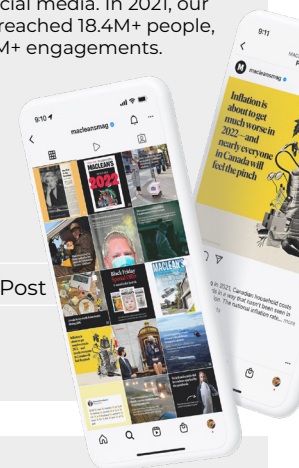
SUBSCRIBERS	RATE
36K+	\$7,200

SOCIAL

With a combined following of 697K+, we're no stranger to social media. In 2021, our Facebook content reached 18.4M+ people, and generated 5.4M+ engagements.

202K
21K
474K

Starting at \$2,000/Post



Patron(Studio)

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. Contact your sales rep for more information.

