ABOUT MACLEAN’S

Canada’s best-known and most beloved national magazine

Canada’s national magazine covers politics, culture, trends, ideas and personalities with a focus on blockbuster longform feature storytelling. In our irresistible monthly print edition, in eye-catching online stories, through our social channels, in our regular e-newsletter and in live events, Maclean’s helps readers understand their country and their world.

At Maclean’s we publish the most ambitious, compelling longform journalism in the country. We aim to bring all our stories—big and small—alive with insight, drama and joy. Maclean’s is a must-read experience for anyone who cares about Canada.

—Sarah Fulford
EDITOR-IN-CHIEF
MEET OUR AUDIENCE

3,100,870+
monthly Canadian audience (print & digital)

1,866,870+
monthly Canadian audience (digital reach)

1 IN 3
Maclean’s readers are managers, owners, professionals or executives

54%
58%
$82,555+
49
80%
Print
36%
64%
$91,242+
43
85%
Digital

SOCIAL FOOTPRINT

Source: Vividata (2022, adults 18+), Google Analytics 12-month average (Jan-Dec 2022)
REACH EDUCATED, AFFLUENT AND ENGAGED CITIZENS

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

68% more likely to be personally involved in business purchases

72% more likely to be in the authorization/approval process for business purchases/leases

84% more likely to have taken an action after seeing an ad in a magazine (print or digital)

122% more likely to have purchased a product/brand/service after seeing an ad in a magazine (print or digital)

Source: Vividata 2022 winter study
**OUR CONTENT**

- **Print**: 12 issues a year, with blockbuster covers that capture the attention of the nation.
- **Trends and Ideas**: Opinionated writing on the trends and ideas that define our time: from pickleball to microdosing and everything in between.
- **Digital**: New and exclusive content published daily, including the thrice-weekly Best of Maclean’s newsletter.
- **Memoir**: Intimate first-person storytelling that puts a human face on the nation’s headlines.
- **Social**: Constantly curated social feeds that reach more than 730K readers.
- **Education**: Annual guides that include Canada’s preeminent university rankings as well as everything students and their families need to navigate getting into university and college.
- **Investigations**: Deep-dive enterprise reporting on the big stories of the day.
- **Profiles**: In-depth personality pieces about the characters who shape the nation.
The Year Ahead
January issue
Impact date: December 1
Our authoritative guide to the trends, people and places that will shape Canada in 2023. The biggest trends in the economy, labour, real estate, tech, media, health care and much more.

The Universities Guidebook
Special issue, newsstand only
Impact date: March 23
The definitive guide to getting into the best Canadian universities. How to get in, the country’s best programs and how to get the best scholarships.

The New Power List
April issue
Impact date: March 16
The most influential people in the hottest, most important sectors in the country, from banking to AI to green investing to new media.

The Country’s Best Restaurants
June issue
Impact date: May 18
An authoritative list of the country’s 10 best restaurants. Award-winning food critic and Top Chef Canada judge Chris Nuttall-Smith is eating his way across Canada to find the country’s most exciting dining experiences in 2023.

Climate Change: Canada in 2050
September issue
Impact date: September 14
A speculative, research-based portrait of what the country will look like 30 years from now, after years of floods, fires, erosion and evolution.

Best Places to Live
October issue
Impact date: September 14
An exhaustive guide to the best places in Canada to live for remote workers, young families, renters, tech workers, newcomers, hipsters who want to live in a small town, as well as for active boomers and retirees.

University Rankings
November issue
Impact date: October 12
The definitive, signature annual ranking of the country’s best universities based on a year’s worth of research, data gathering and statistical analysis, with winners in three top categories. The most anticipated issue of the year with the power to make or break an institution’s reputation.

Guide to Canadian Colleges
Special issue, newsstand only
Impact date: August 31
Our annual guide to the country’s top colleges: how to get in, how to thrive and how to pick the right program for the careers of the future.
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 devoted Maclean's subscribers, or digital custom content amplified across macleans.ca and our social channels.

Advertising

- 991K+ Unique Visitors Monthly

Branded Content

- 1.2M+ Readers Per Issue

Events

- 729K+ Social Followers

Source: Vividata (fall 2022, adults 18+), Google Analytics 12-month average (Jan-Dec 2022)
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DIGITAL

Display ads
Standard Display: $20 - $25/CPM (NET)
Video: $40/CPM (NET)

We offer a variety of premium advertising placements across macleans.ca. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

Homepage Takeover + POE
Starting at: $1,500/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 49K daily impressions on the homepage and most other points-of-entry (POE).
**EMAIL**

**Subscribers: 32,000+**

**Dedicated e-Blasts**

*Starting at $6,500 (NET)*

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

**Subscribers: 85,000+**

**Newsletter**

*Ad Unit: Big Box, Starting at: $4,300*

*Maclean’s subscribers love seeing us in their inbox,* as shown by our tremendous open rates that far exceed industry benchmarks.
SOCIAL

Starting at $2,500 (NET)

With a combined following of 729K+, Maclean’s is no stranger to social media. We know how to engage our followers on every platform that matters. In 2022, Maclean’s Facebook content reached more than 9 million people and generated more than 1.8 million engagements (including reactions, comments, shares and clicks).

9M+
REACH ON FACEBOOK IN 2022
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.

**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
- Posted on organic social feeds

**Sponsor 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
- Dark-posted on social
Maclean’s and Kal Tire partnered to celebrate the return of travel with this dynamic and interactive custom digital destination. Readers were engaged to discover their ideal Canadian road trip, learn prep tips for hitting the road, and then entered to win a vacation prize pack.
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 and 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 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 social post-event coverage.
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 16.8 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.
CONTACT US

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