

2024

MEDIA KIT

The **edge**
A LEADER'S MAGAZINE

EMPOWERING LEADERS & SHAPING INNOVATION

A Decade Of Excellence With The Edge, A Leader's Magazine

One of The Edge's most significant initiatives is consistently shining a spotlight on Top Canadian Thought Leaders and Global Industry Influencers in every issue. Our inclusive, multicultural approach to the content we feature provides real value and attracts users from around the globe to our Website and Social Media platforms.

Our print magazine retails in Chapters, Indigo, and high-traffic bookstores across Canada and some U.S. cities.

Annual circulation of one issue per quarter Found in all chapters, indigo, and select major bookstores across canada.





MEDIAN HOUSEHOLD INCOME

\$80K – 120K

subscribers

180K

online pageviews

3M

readership

600K+

average reader age

43

hold senior level
management positions

65%

canada-wide circulation



AUDIENCE



57

MALE%



43

FEMALE%

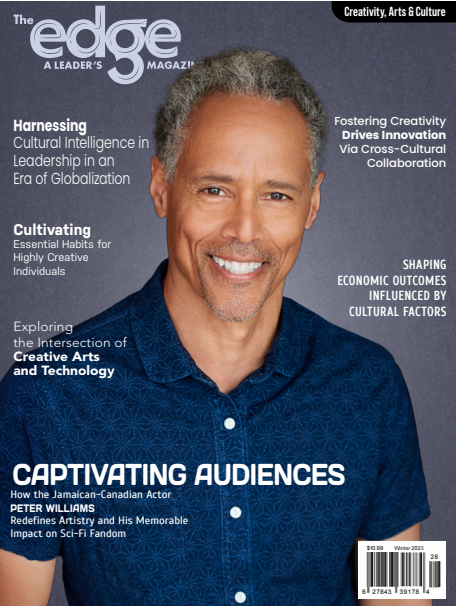
PRINT & DIGITAL

Bringing leadership insights to your fingertips and doorstep

Making a lasting impact with The Edge, A Leader's Magazine

- Be included in the annual circulation of 120,000 copies retailed in all Chapters, Indigo, and select major bookstores across Canada.
- Be included in the digital edition found on Issuu with 1 million active users. Designed for conversion and search engine optimization.
- Establish a long-term presence on *The Edge, A Leader's Magazine* website with articles and banner ads. Reaching more than 30 thousand monthly viewers.
- Get promoted on all social media channels managed by *The Edge, A Leader's Magazine*.
- Appeal to an educated audience that is browsing with purchase intent.

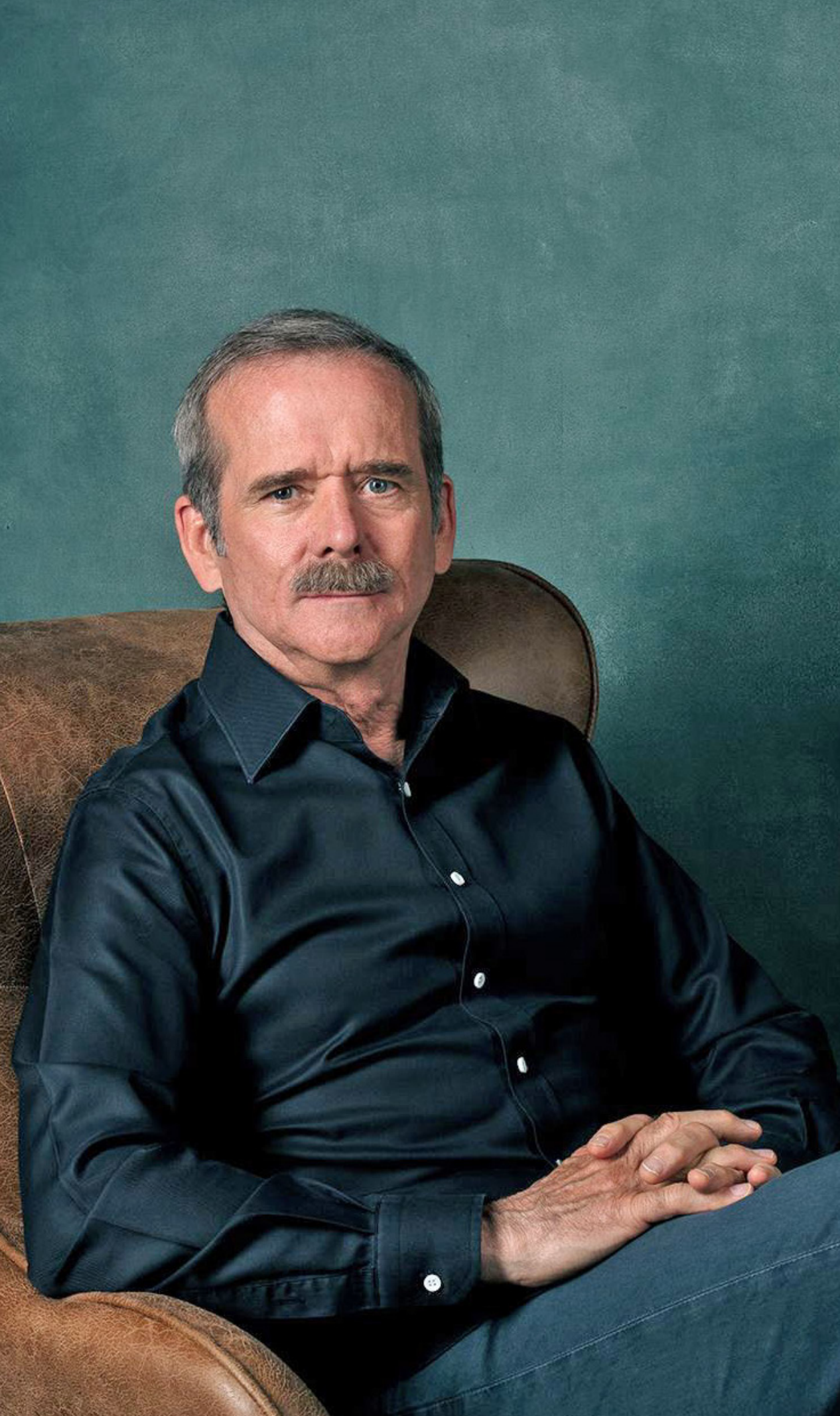




2024-2025 EDITORIAL CALENDAR

ISSUE	CONTENT DUE	IN-STORES
Spring	Jan 24	Mid-March
Summer	Apr 25	Mid-June
Fall	Jul 25	Mid-September
Winter	Oct 24	Mid-December





PRINT ADVERTISING RATES

ADVERTISEMENTS

PRINT ADS	PRICE	2X	3X	4X
Full page	\$8,520	\$7,668	\$6,816	\$5,967
Half page	\$5,250	\$4,725	\$4,200	\$3,675
Double page spread	\$14,366	\$12,929	\$11,492	\$10,065
Outside back cover	\$12,331	\$11,098	\$9,864	\$8,631
Inside front cover	\$15,633	\$14,070	\$12,506	\$10,943
Inside back cover	\$10,581	\$9,523	\$8,465	\$7,407

ADVERTORIALS

An advertorial is an article that showcases a company’s services with an Ad that brands them.

PLACEMENT	PRICE	2X	3X	4X
Double page spread	\$15,990	\$14,391	\$12,792	\$11,193
Full page	\$9,120	\$8,208	\$7,296	\$6,384
Featured story	\$24,905	\$22,414	\$19,924	\$17,434

DIGITAL ADVERTISING RATES

PLACEMENTS			
PLACEMENTS	DURATION (1 MONTH)	DURATION (2 MONTHS)	DURATION (3 MONTHS)
Homepage Box Ad	\$600	\$900	\$1,100
ROS	\$300	\$500	\$800
Newsletter (Bi-Monthly)	\$400	\$600	\$800
Website Article + Podcast	\$1,999		
Podcast (30 Seconds)	\$800		

WEBSITE ARTICLE PLACEMENT	
Written Article Submission	\$400



PODCAST SERIES

Edge of Business Podcast

Presented by The Edge, A Leader's Magazine

Edge of Business is a podcast series hosted by The Edge, A Leader's Magazine. We dive deep into the minds of established entrepreneurs to learn what it takes to make a business successful. The guests we invite come from all walks of life and have cemented themselves in their respective industries.

[Listen on Spotify](#)



Series 1 Episodes

Series 2 Episodes

Scott McGillivray: Empowering Aspiring Investors to Succeed

August 1, 2022 • Business, Interviews, Winners Circle



Photo courtesy of Scott McGillivray.

Scott McGillivray has achieved incredible success as a real estate investor and has imparted his knowledge to help scores of others.

Keyspire — the company co-founded with his business partner — offers training and education to those yearning to make it big in real estate investing. While attending university in his early twenties, Scott purchased his first property, and today, some two decades later, he owns hundreds of properties across North America.

Television viewers know Scott as a much-loved HGTV personality; since 2008, he has appeared in more than 400 episodes on shows that include Income Property, Scott's House Call, Moving The McGillivray, Buyers Bootcamp, Scott's Vacation House Flipper, and Quicken Loans' Shark Week, which has earned him a spot on the network's Franchise 500.

Meghan McPeak: Blazing Her Path

January 8, 2024 • Business, Inspiration, Interviews, Winners Circle



FEATURED



Meghan McPeak: Blazing Her Path

January 8, 2024



Zeze Peters, CEO of Beam.City DNA

March 13, 2023



WESLEY J HALL, Amplifying the Call for Social Justice

May 1, 2023



Kelsey Boyer: Passionate about creating more female leaders

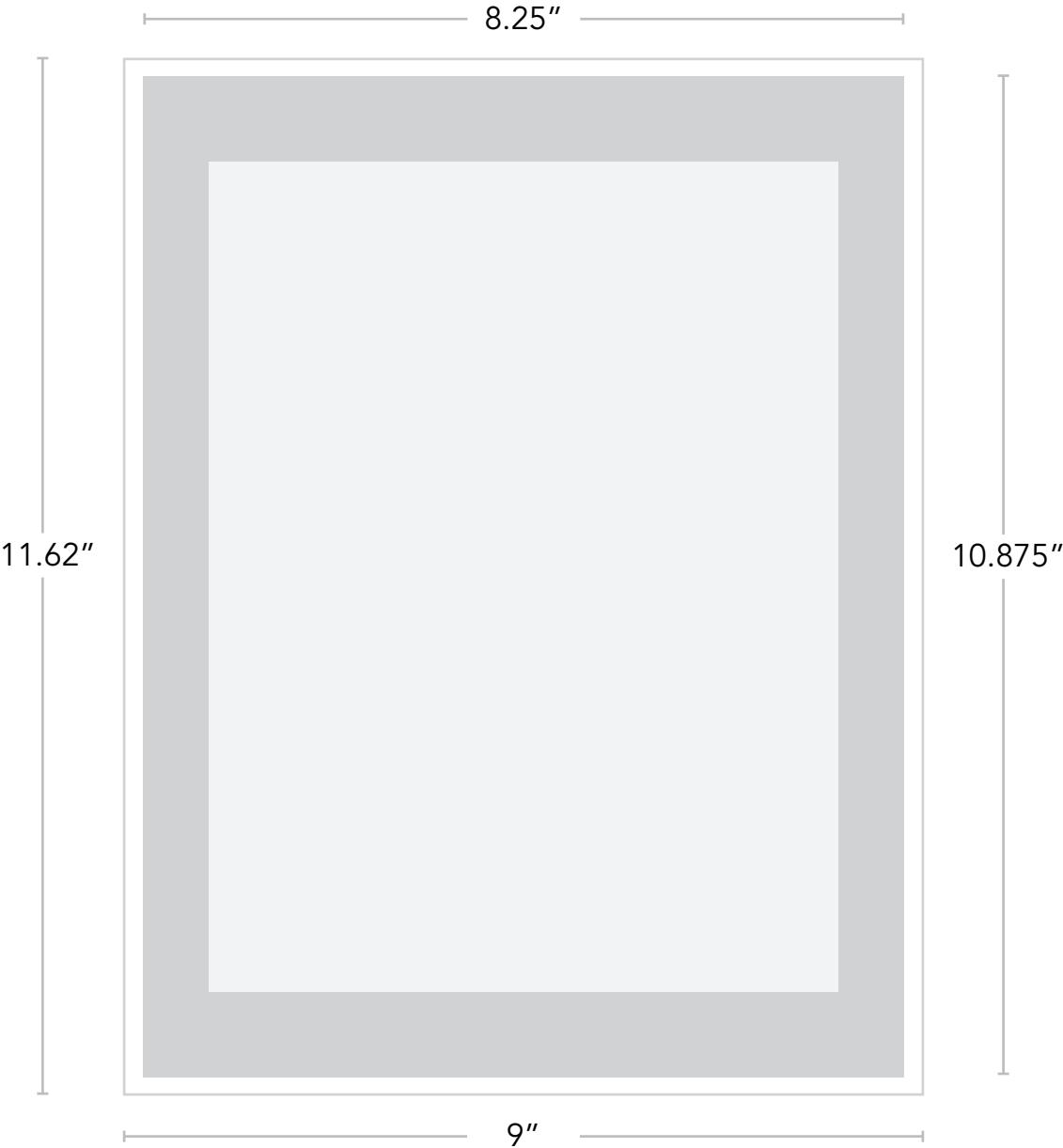
June 19, 2023



Bashir Khan, Scaling the Use of Drones

August 21, 2023

MAGAZINE SPECS



Publication Cycle:
Spring, Summer, Fall, Winter

Finish:
Perfect Bind

Trim Size:
8.25" x 10.875"

Bleed Size:
9" x 11.62"

Bleed:
0.75"

Cover Page:
100lbs (Matte)

Inner Pages:
60lbs (Matte)

Resolution:
300 – 400 dpi

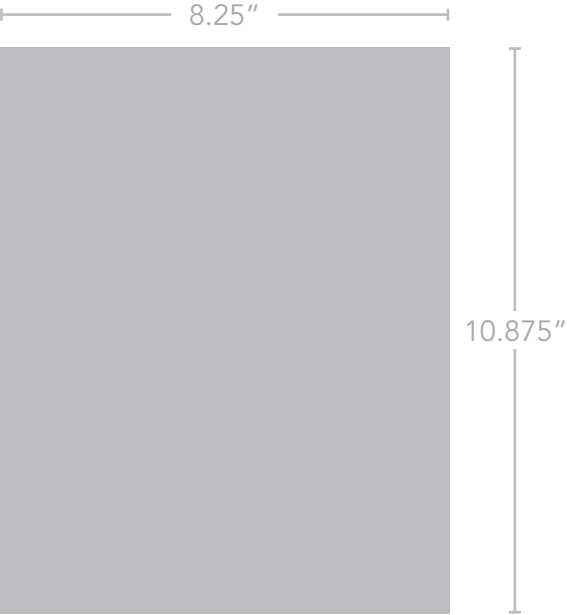
Colour:
4/C Process
(RGB or LAB Colours Not Acceptable)

Acceptable File Formats:
PDF (PDF/X1a), EPS, TIFF, PNG

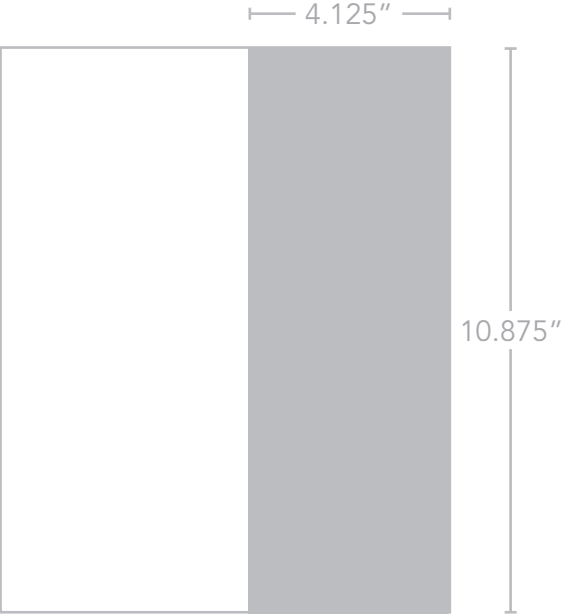
NOTE:
Please submit your ad materials to support@theedgeleaders.com. Positions and sizes may vary slightly to accommodate magazine layout. The appearance of process colour materials printed in *The Edge, A Leader's Magazine* may vary from proofs made by other method or papers. The Publisher may accept materials that do not fully comply with guidelines above, but will not be liable for the changes in appearance that result from the formatting process. Liability for production work done through the Publisher is limited to production charges for that work. The Publisher is not liable for production claims in instances when production charges have been waived.



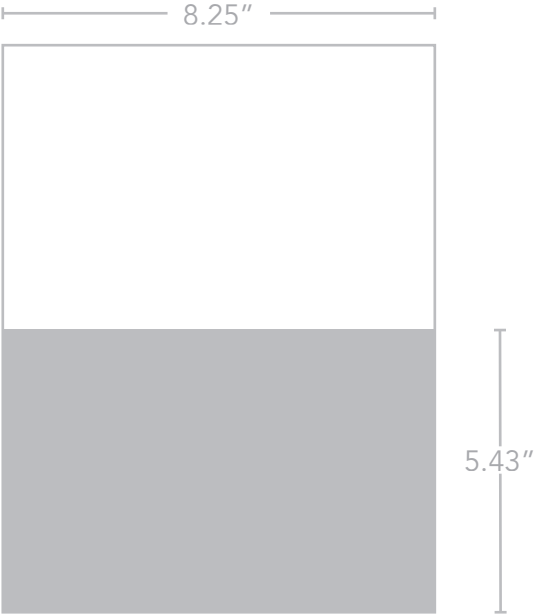
PRINT AD SPECS



Full Page Ad



Full Page Vertical Ad

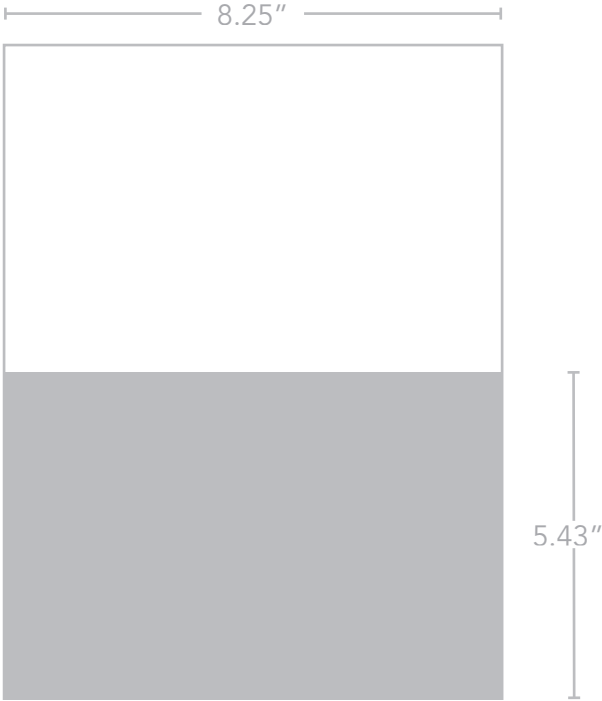


Half Page Ad

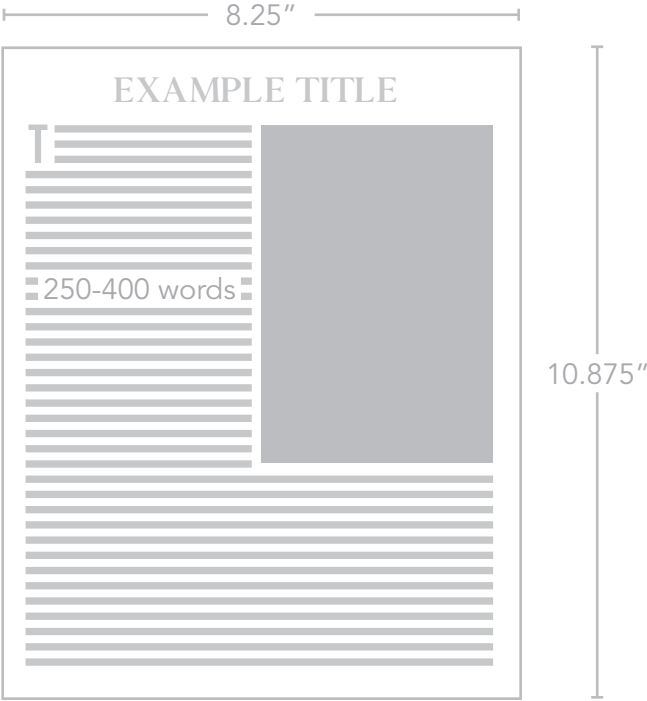


Full Page Ad

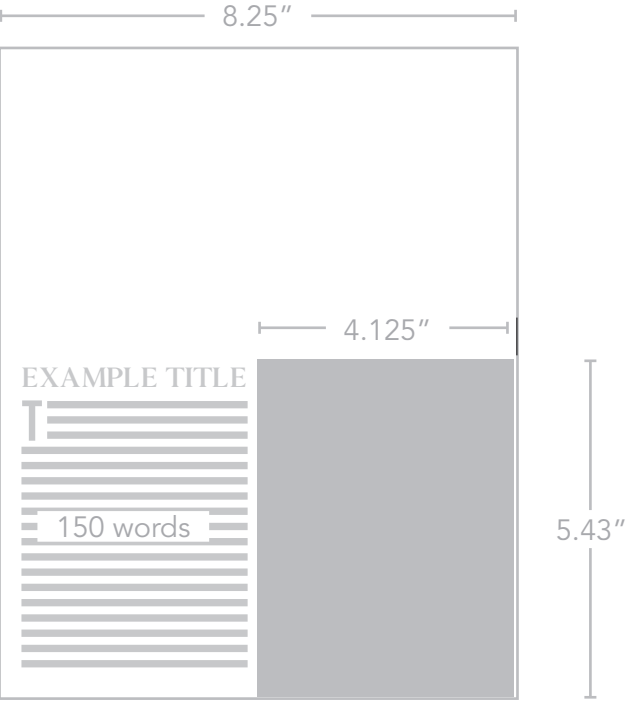
PRINT ADVERTORIAL EXAMPLES



Half Page Advertorial Dimensions



Full Page Advertorial



Half Page Horizontal Advertorial



416-773-1077 | support@theedgeleaders.com | theedgeleaders.com

