



2024

# MEDIA KIT

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The **edge**  
A LEADER'S MAGAZINE

# Exploring The Galaxy

Col. Chris Hadfield is a distinguished retired Canadian astronaut, recognized for his groundbreaking contributions to space exploration. With a career spanning over 21 years in the Canadian Space Agency (CSA) and NASA, Hadfield has earned international commendation for his three space missions, including serving as Commander of the International Space Station (ISS). Notable achievements include being the first Canadian to command the ISS, and conducting spacewalks.

## 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**

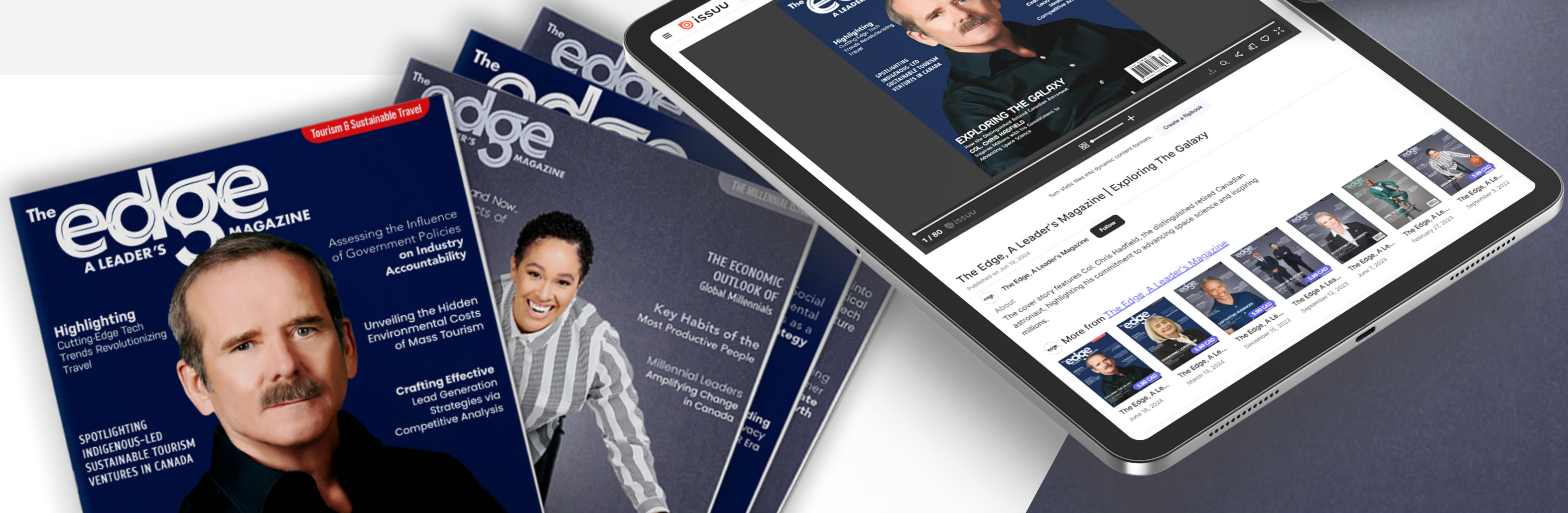
FEMALE%

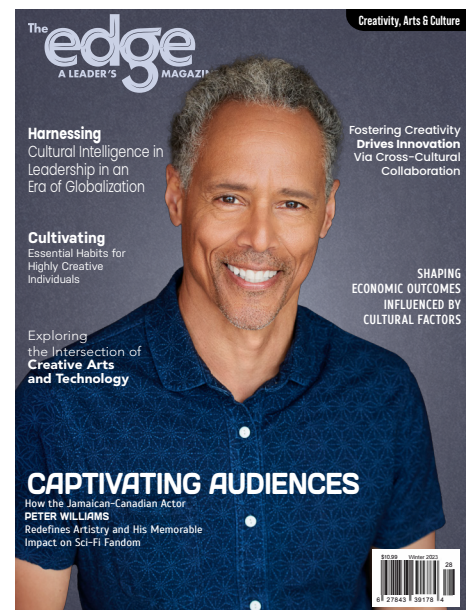
# PRINT & DIGITAL

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 '25	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 Interview	\$800		
Studio Interview	\$2,000		

## 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](#)

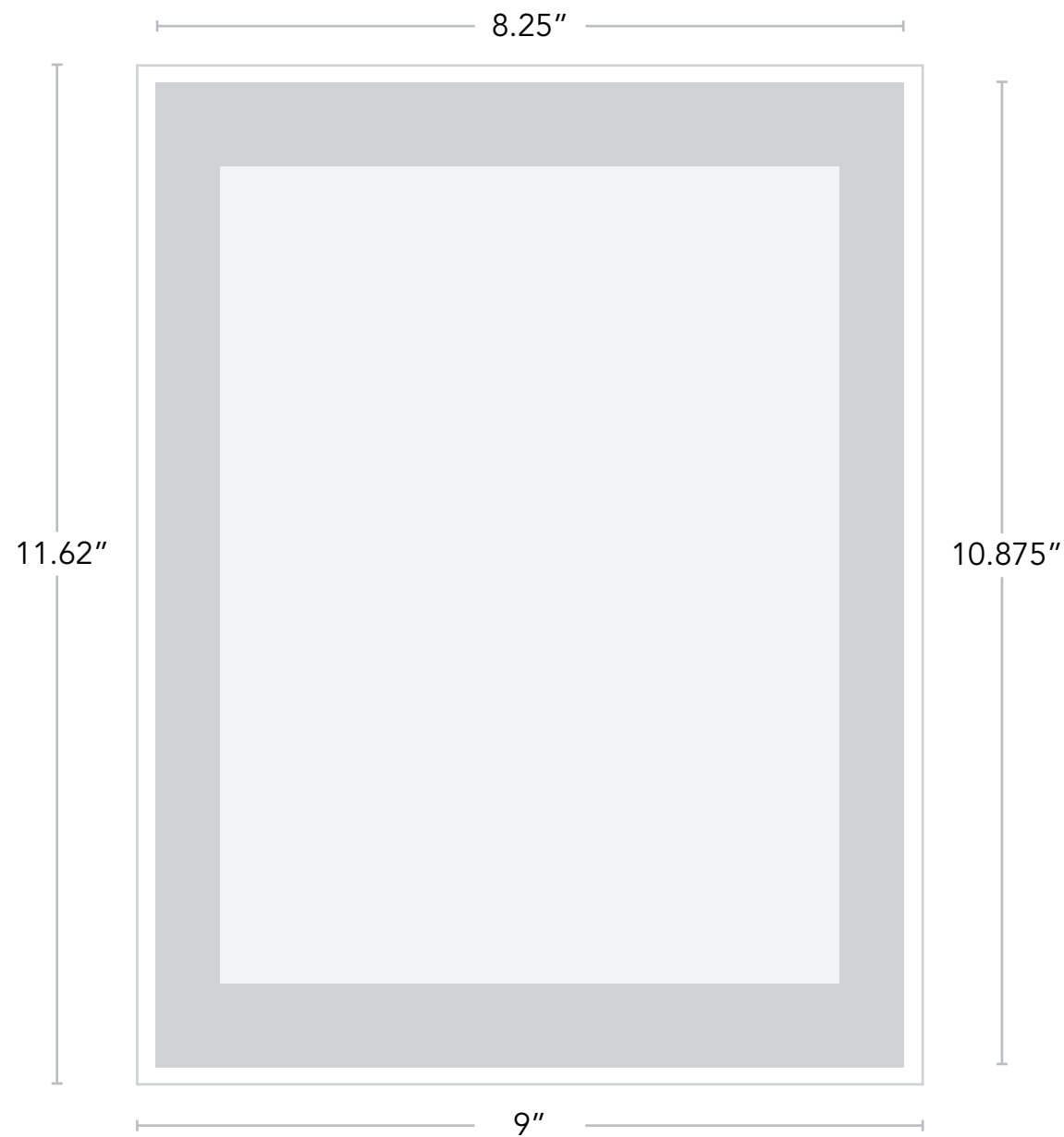


Series 1 Episodes

Series 2 Episodes



# 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**

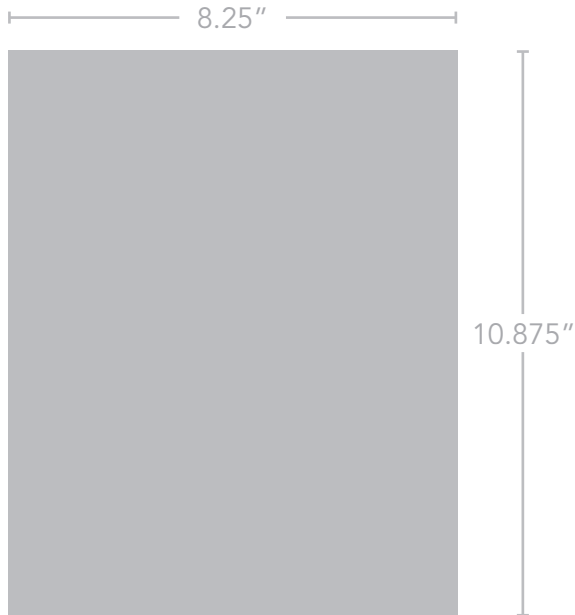


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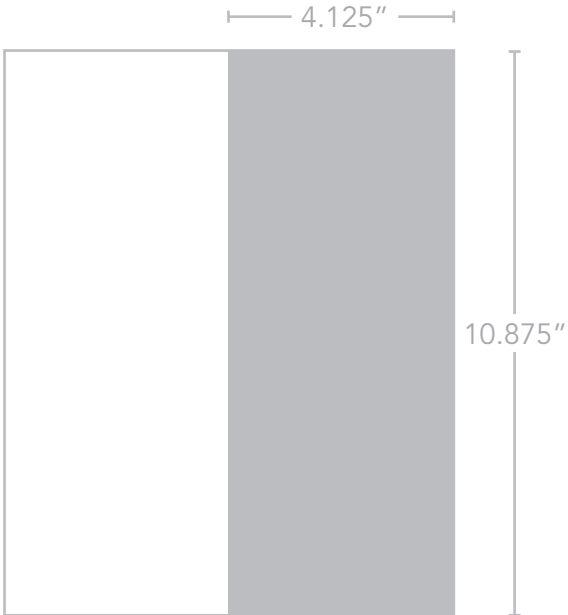
Please submit your ad materials to [support@theedgeleaders.com](mailto:support@theedgeleaders.com). Positions and sizes may vary slightly to accommodate magazine layout. The appearance of process colour materials printed in *The Edge, A Leader's Magazine* may vary from proofs made by other method or 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.



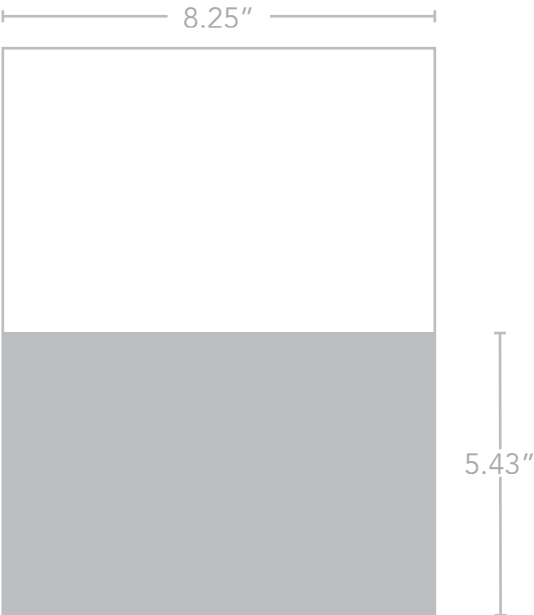
# PRINT AD SPECS



Full Page Ad



Half Page Vertical Ad

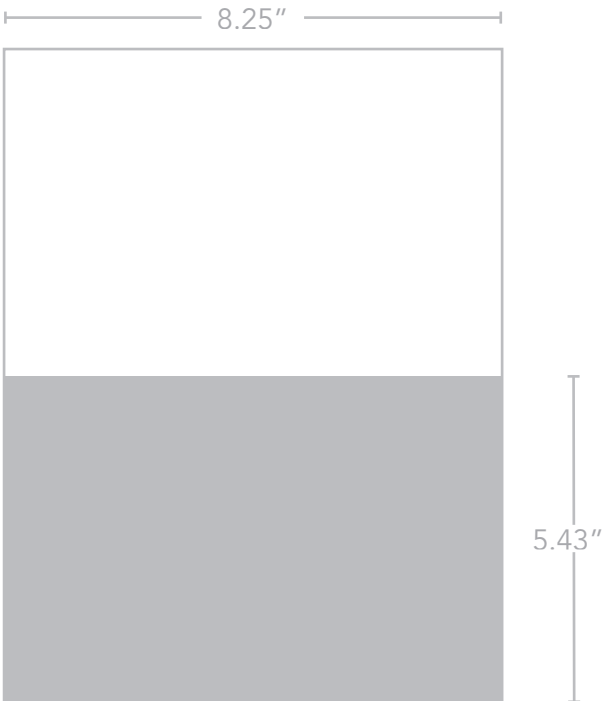


Half Page Ad

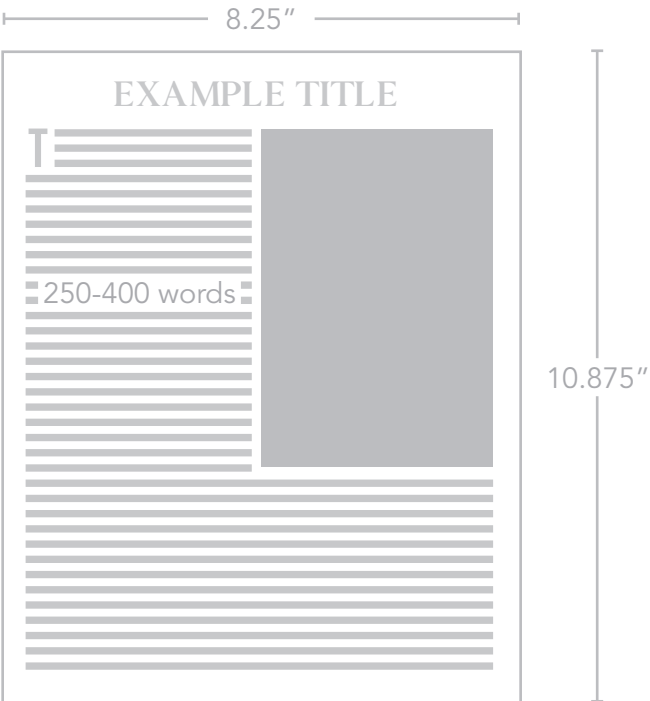


Double Full Page Ad

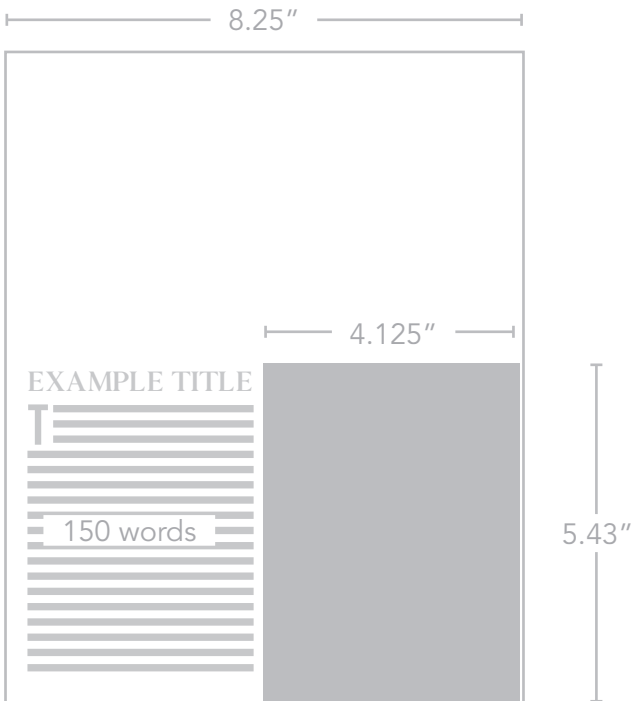
# PRINT ADVERTORIAL EXAMPLES



Half Page Advertorial Dimensions



Full Page Advertorial



Half Page Horizontal Advertorial

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