



2026

MEDIA KIT

The **edge**
A LEADER'S MAGAZINE

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

\$130K – 150K

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%

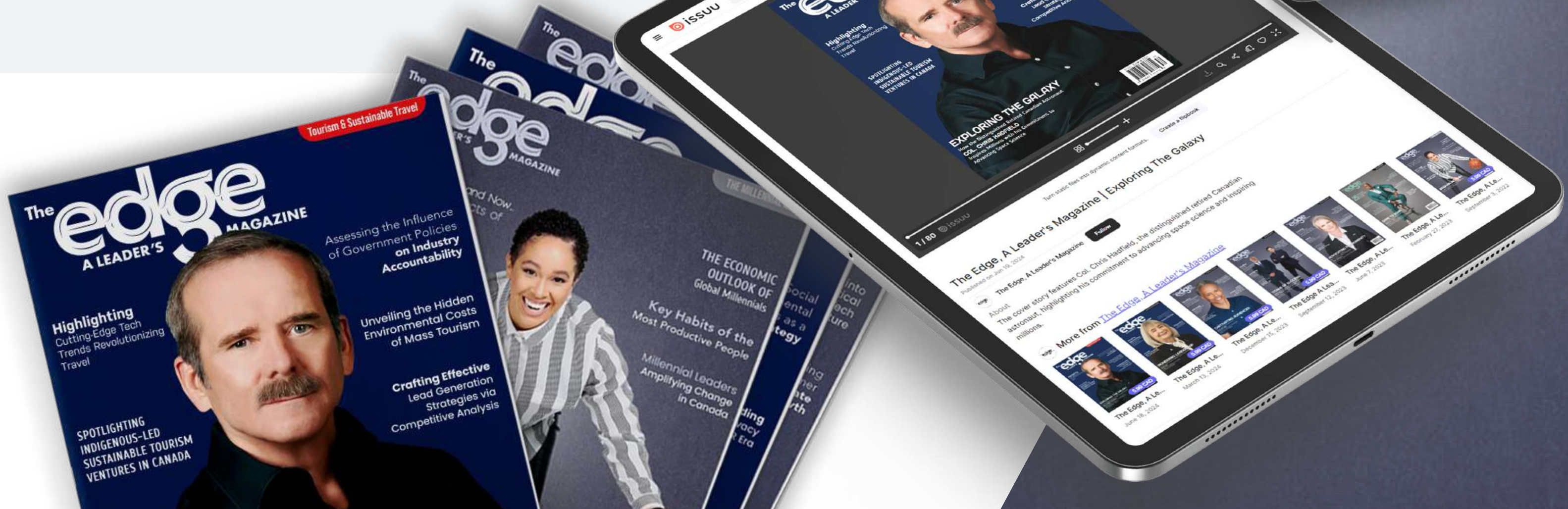
Our audience represents high-income professionals with strong purchasing power across business, luxury, and professional services.

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.





WHY ADVERTISE WITH US

TURN VISIBILITY INTO AUTHORITY AND REVENUE

Our readers are senior decision-makers actively seeking partnerships, services, and investments. Your brand is positioned directly in front of buyers, not browsers.

WHO READS	WHAT THEY DO	WHY IT MATTERS
<ul style="list-style-type: none">• Executives• Business owners• Decision-makers• Industry leaders	<ul style="list-style-type: none">• Buy• Invest• Partner• Influence purchasing decisions	<ul style="list-style-type: none">• High-value exposure• Brand authority• Long-term visibility• Credibility through trusted publication placement

ADVERTISING PACKAGES

STARTER VISIBILITY PACKAGE

- 1/2 page ad
- Website feature
- Newsletter mention

Perfect for businesses looking to establish visibility and build brand awareness within a premium business audience.

Price: \$2,995

AUTHORITY BUILDER PACKAGE

- Full-page ad
- Website article
- Social promotion
- Newsletter feature

Designed for brands looking to strengthen authority, increase engagement, and establish a stronger market presence.

Price: \$6,995

MARKET LEADER PACKAGE

- Cover placement or feature story
- Podcast interview
- Homepage takeover
- Multi-issue presence

An elite multi-platform branding opportunity designed for industry leaders seeking maximum exposure, authority, and long-term visibility.

Price: \$16,995

CUSTOM ENTERPRISE PACKAGES AVAILABLE UPON REQUEST





TRUSTED BY LEADING BRANDS

Trusted by leading brands, organizations, and industry innovators across Canada.





2026-2027 EDITORIAL CALENDAR

ISSUE	AD BOOKING DEADLINE	FINAL ARTWORK DUE	PUBLICATION DATE
Winter 2026/27	Sept 15, 2026	Oct 15, 2026	Mid-December 2026
Spring 2027	Dec 15, 2026	Jan 15, 2027	Mid-March 2027
Summer 2027	Mar 15, 2027	Apr 15, 2027	Mid-June 2027
Fall 2027	Jun 15, 2027	Jul 15, 2027	Mid-September 2027





PRINT ADVERTISING RATES

ADVERTISEMENTS

PRINT ADS	PRICE	2X(10%)	3X(20%)	4X(30%)
Full page	\$5,472	\$4,924	\$4,378	\$3,830
Half page	\$3,150	\$2,835	\$2,520	\$2,205
Double page spread	\$8,620	\$7,758	\$6,896	\$6,034
Outside back cover	\$7,399	\$6,659	\$5,919	\$5,179
Inside front cover	\$9,380	\$8,442	\$7,504	\$6,566
Inside back cover	\$6,349	\$5,714	\$5,079	\$4,444

ADVERTORIALS

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

PRINT ADVERTORIALS	PRICE	2X	3X	4X
Double page spread	\$9,594	\$8,635	\$7,675	6,715.80
Full page	\$5,112	\$4,601	\$4,090	\$3,578
Featured story	\$14,943	\$13,449	\$11,954	11,954

Limited premium placements available per issue. Early booking is strongly recommended.

DIGITAL ADVERTISING RATES

PLACEMENTS

DIGITAL AD PLACEMENTS	IMPRESSIONS: 25,000	IMPRESSIONS: 50,000	IMPRESSIONS: 100,000+
Homepage Takeover (HPTO)	\$800	\$1200	\$2,000
Homepage Box Ad	\$400	\$600	\$900
In-article Box Ad	\$500	\$800	\$1,000
Newsletter Sponsor	\$300	\$500	\$800

PLACEMENTS

SPONSORED EXPERIENCES COST:

Website Article + Podcast	\$1,500
Podcast Interview	\$500
Studio Interview	\$1,000
Written Article Submission	\$400

Featured digital placements and homepage takeovers are limited each issue cycle.



PODCAST SERIES

Edge of Business Podcast

Presented by The Edge, A Leader's Magazine

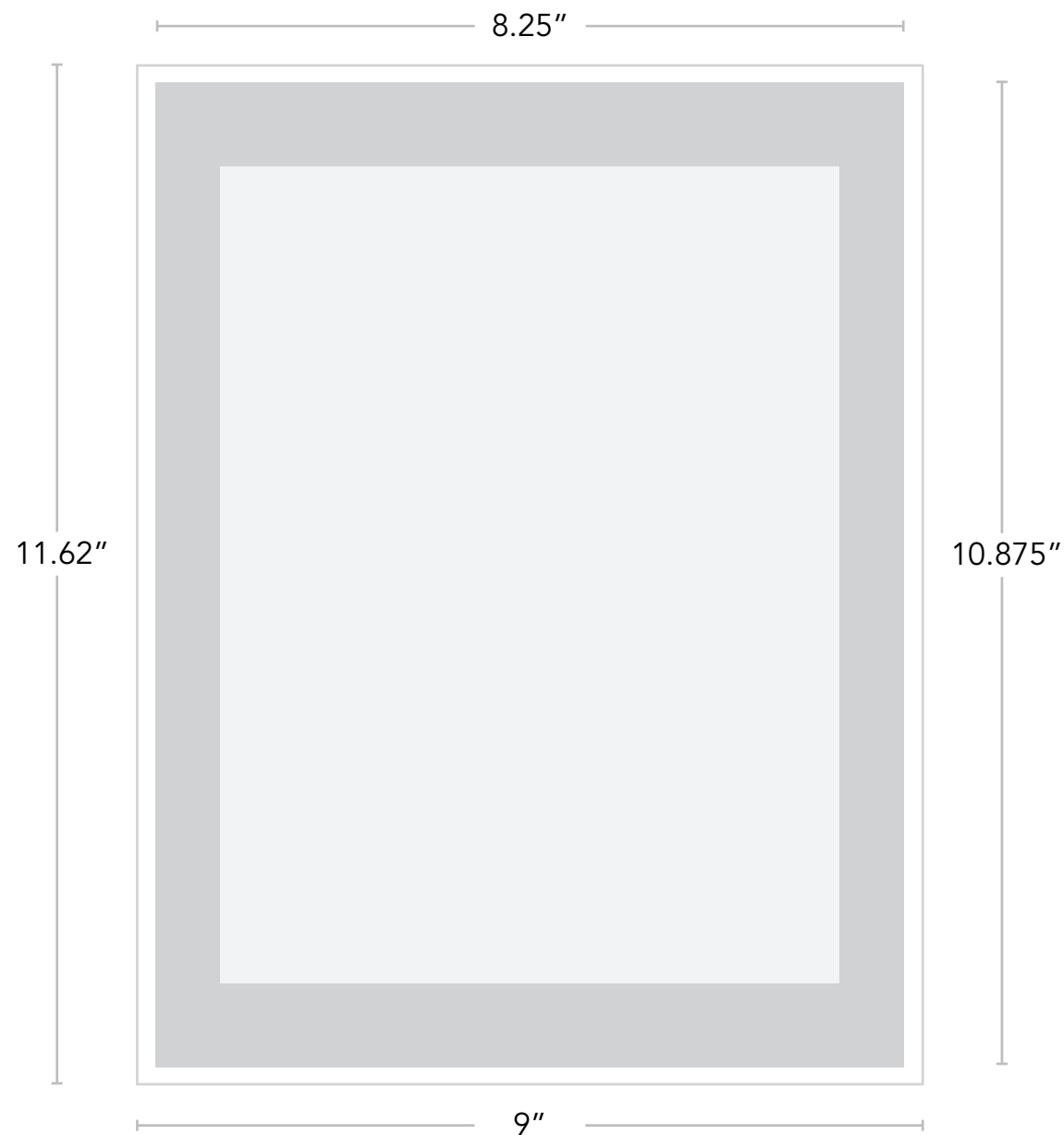
Edge of Business is a podcast series hosted by The Edge, A Leader's Magazine. We dive deep into the minds of established entrepreneurs to learn what it takes to make a business successful. The guests we invite come from all walks of life and have cemented themselves in their respective industries.

EDGE OF

BUSINESS



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)**

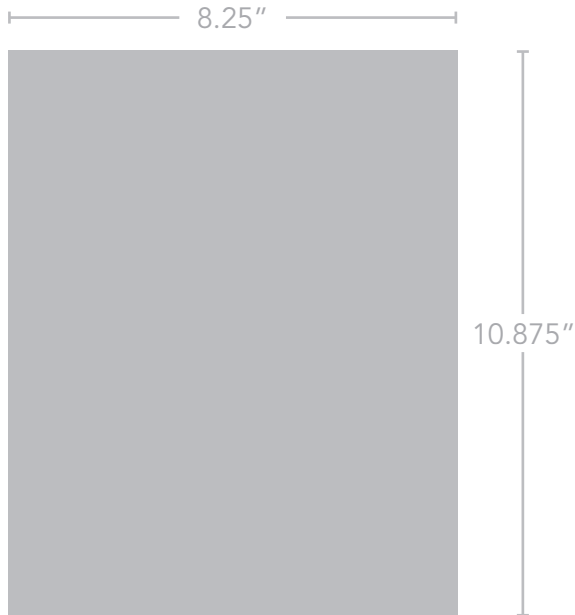
Acceptable File Formats:
PDF (PDF/X1a), EPS, TIFF, PNG



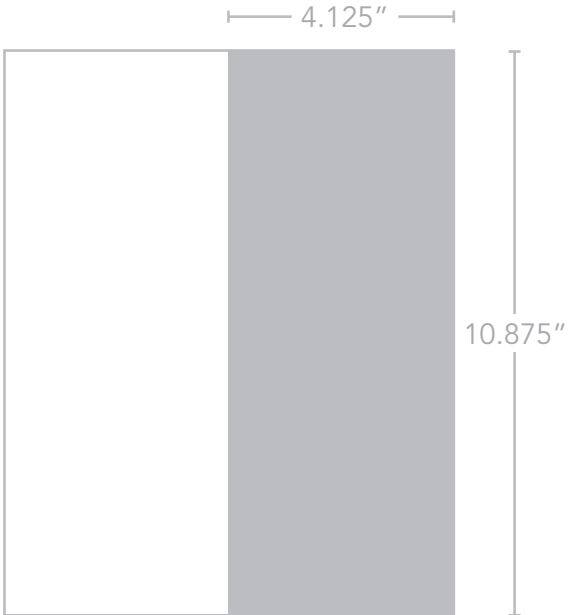
NOTE:

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.

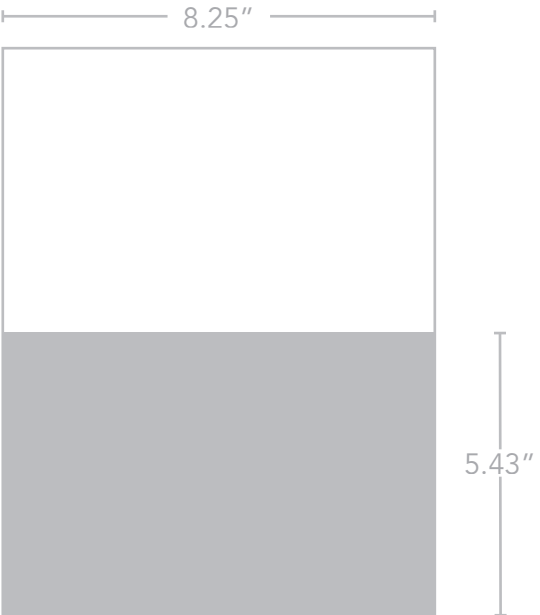
PRINT AD SPECS



Full Page Ad



Half Page Vertical Ad

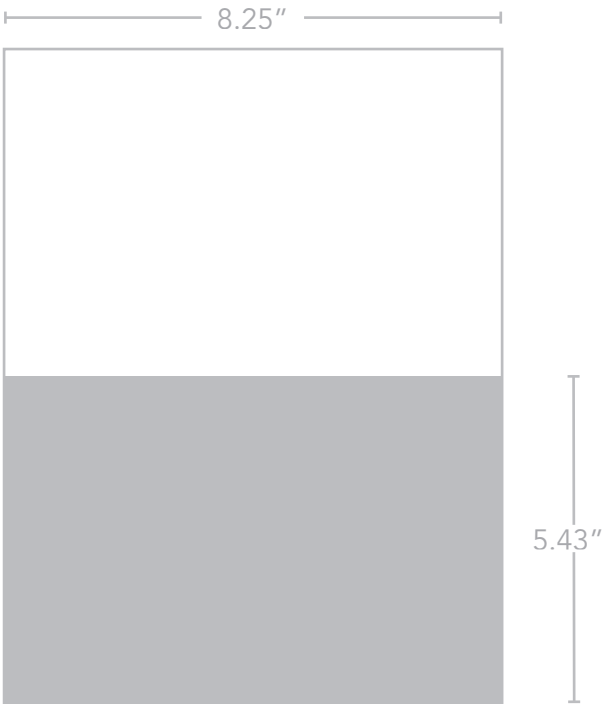


Half Page Ad

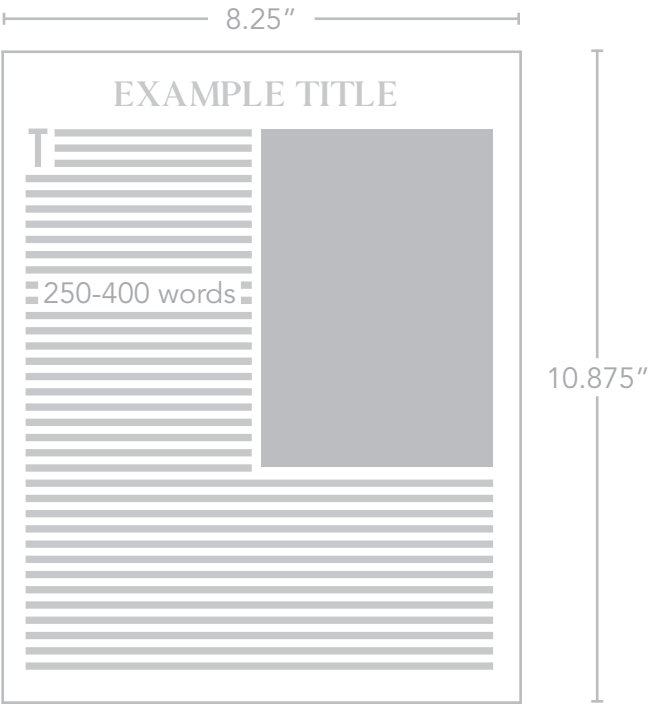


Double Full Page Ad

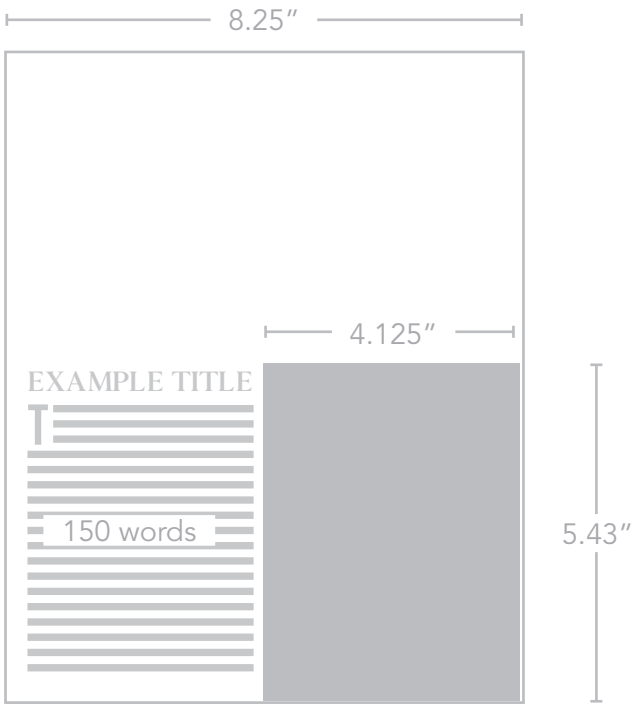
PRINT ADVERTORIAL EXAMPLES



Half Page Advertorial Dimensions



Full Page Advertorial



Half Page Horizontal Advertorial

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

