

CAA

SASKATCHEWAN MAGAZINE



MEDIA KIT 2022





CAA SASKATCHEWAN MAGAZINE: AT A GLANCE



270,000 READERS PER ISSUE

17%
GROWTH VS.
SPRING 2019



ISSUES PER YEAR



CIRCULATION

119,575

YOUR AUDIENCE IS WAITING

CAA Saskatchewan Magazine is the ideal media environment for advertisers who do business with CAA Saskatchewan's **176,000 Members**. It reaches more homes than any other Saskatchewan magazine, while capturing the attention of engaged readers and active consumers with a brand they trust.

DISTRIBUTION

Each issue is delivered in home by addressed mail through Canada Post and is eagerly welcomed into the homes of CAA Saskatchewan Members.



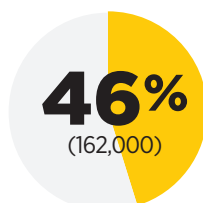
MEET OUR READERS: SASKATCHEWAN

We're #1: the most widely read print title in Saskatchewan, including newspapers.

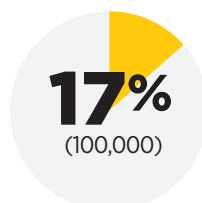
DEMOGRAPHICS



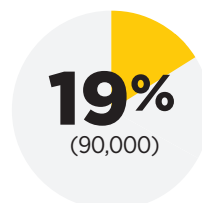
AVERAGE AGE
58 YEARS OLD



55+
YEARS OLD



UNDER
55 YEARS OLD



25-54
YEARS OLD

- **270,000** readers per issue
- **\$78,709** average household income
- **90%** are head of their household
- **73%** are the principal wage earner
- **75%** have a college+ education
- **75%** are married

Compared with the average Saskatchewan adult:

- **16%** more likely to be a parent or guardian
- **7%** more likely to have a college+ education

CAA Saskatchewan Magazine delivers mass reach with **niche targeting!**



MEET OUR READERS: SASKATCHEWAN

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AUTOMOTIVE

CAA *Saskatchewan Magazine* households account for **485,000** vehicles. Across Saskatchewan, we reach:

- **30%** of adults who are the primary driver of at least one vehicle
- **38%** of adults who own a premium/luxury vehicle
- **28%** of adults who prefer to buy a new car, not used
- **26%** of adults who plan to buy a vehicle within 12 months
- **25%** of adults who plan to buy a SUV within 12 months

Compared with the average Saskatchewan adult:

- **14%** more likely to be a principal driver in their household
- **37%** more likely to own a premium/luxury vehicle
- **20%** more likely to purchase new, not used, within 12 months
- **16%** more likely to spend \$50,000+ on new vehicle purchase
- **43%** more likely to spend \$1,000+ on auto parts and service

TRAVEL

Last year, CAA *Saskatchewan Magazine* readers accounted for 601,000 domestic vacations and 227,000 international vacations, totalling **1,318,000** hotel nights booked!

Across Saskatchewan, we reach:

- **36%** of adults who travel for vacation
- **29%** of adults who fly for vacation
- **37%** of adults who fly premium economy
- **26%** of adults who book a cruise
- **30%** of adults who stayed at a resort
- **32%** of adults who will vacation in the U.S.
- **34%** of adults who will vacation in Mexico

Compared with the average Saskatchewan adult:

- **49%** more likely to take 3+ international vacations per year
- **47%** more likely to book a romantic travel package
- **34%** more likely to fly premium economy
- **14%** more likely to stay at a resort
- **47%** more likely to travel by RV
- **27%** more likely to visit museums and galleries



MEET OUR READERS: SASKATCHEWAN

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FINANCE

CAA Saskatchewan Magazine readers collectively hold **\$46 billion** in total savings and investments.

Across Saskatchewan, we reach:

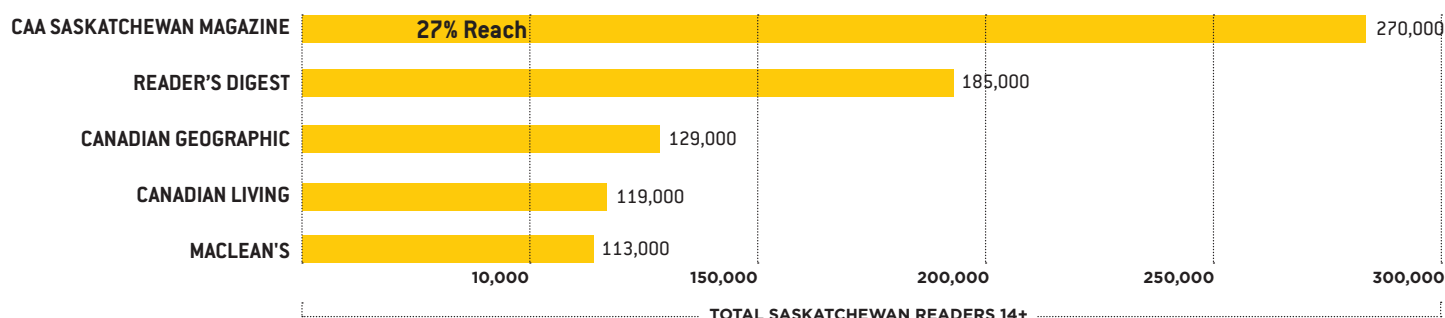
- **35%** of adults with savings/investments of over \$1 million
- **31%** of adults who own individual stocks/bonds
- **31%** of adults who use a financial planner
- **31%** of adults who own mutual funds
- **28%** of adults who have an RRSP
- **28%** of adults who have a home line of credit
- **29%** of credit card users
- **27%** of adults who have life insurance
- **36%** of adults who have a will

Compared with the average Saskatchewan adult:

- **12%** more likely to use a financial planner/advisor
- **29%** more likely to have a will
- **11%** more likely to own individual stocks/bonds
- **13%** to own mutual funds
- **22%** more likely to have private health insurance
- **23%** more likely to have \$1 million+ in savings/investments

COMPETITIVE REACH

CAA Saskatchewan Magazine is the most widely read publication in Saskatchewan, with 46% greater reach than *Reader's Digest*





IN EVERY ISSUE

Each issue is packed with engaging original content by some of Canada's top writers and photographers. Covering a range of lifestyle topics—from travel and automotive to shopping and insurance—*CAA Saskatchewan Magazine* gives readers the inside track on new places, products and experiences.



TRAVEL

Stories from around the globe about the hottest destinations, must-try activities and places to stay, as well as practical advice for travellers.



LIFESTYLE

Keeping readers in the know for their day-to-day lives, including home improvement tips and answers to common insurance questions.



AUTOMOTIVE

Columns highlighting driving tips, traffic safety, vehicle maintenance and auto trends.



CAA SASKATCHEWAN MEMBER BENEFITS

Information about Member benefits, exclusive savings from CAA Saskatchewan Rewards partners and more.



LOCAL

What's new in Saskatchewan, local events, close-to-home getaways and unique places and people around the province.



2022 EDITORIAL CALENDAR

SPRING

IN HOME
February 4

AD CLOSE
December 3

MATERIAL CLOSE
December 17

GLORIOUS GASPÉ

A look at one of Quebec's lesser-known gems: the maritime town of Gaspé and the surrounding peninsula.

ROAD TRIP!

Everything you need to know for the ultimate road trip, including vehicle maintenance, driving tips and backseat games.

HOME OFFICE REDUX

Simple ways to spruce up your home office, plus chic accessories and furniture to boost productivity in your WFH space.

SUMMER

IN HOME
April 29

AD CLOSE
March 11

MATERIAL CLOSE
March 18

MADE IN SASKATCHEWAN

Close-to-home road trips adventure in our own backyard. Plus, unique sights and experiences across the province.

GRILL, GROW, GO

Make the most of summer by barbecuing, gardening and camping. Stories and columns provide insider secrets and helpful how-to's.

THE WORLD AWAITS

A look at travel's "new normal" and the global destinations ready to welcome back Saskatchewanians with open arms.

FALL

IN HOME
August 26

AD CLOSE
July 8

MATERIAL CLOSE
July 15

COZY UP!

Move indoors to curl up with some of fall's top reads, while sporting snuggly styles and accessories.

WE LOVE LOCAL

A look at some of Saskatchewan's most unique towns, home-grown goodies, harvest events, hip galleries and world-class eateries.

SUNNY SKIES AHEAD

Planning a southern getaway: The hottest beach destinations, how to cruise now, and smart strategies for safe travel.

WINTER

IN HOME
October 28

AD CLOSE
September 9

MATERIAL CLOSE
September 16

SNOW DAYS

How to embrace the cold and make the most of Saskatchewan winters. A look at outdoor experiences—and where to warm up!

THE FESTIVE FEELS

A holiday guide to ensure safe celebrations, complete with gourmet fare, inspired gift picks and adorable decor.

BUCKET-LIST TRAVEL

How to plan once-in-a-lifetime trips. Our travel experts share insider knowledge and tried-and-true strategies.



PRINT DATES AND SPECS

PRODUCTION SCHEDULE

ISSUE	AD CLOSE	AD MATERIAL DUE	IN HOME (ESTIMATE)
SPRING 2022	DEC. 3, 2021	DEC. 17, 2021	FEB. 4, 2022
SUMMER 2022	MARCH 11, 2022	MARCH 18, 2022	APRIL 29, 2022
FALL 2022	JULY 8, 2022	JULY 15, 2022	AUG. 26, 2022
WINTER 2022	SEPT. 9, 2022	SEPT. 16, 2022	OCT. 28, 2022

AD SPECIFICATIONS

ADVERTISING UNIT	TRIM SIZE	BLEED SIZE	SAFETY
DPS	15.75" X 10.875"	16" X 11.125"	15" X 10.125"
FULL PAGE	7.875" X 10.875"	8.125" X 11.125"	6.875" X 9.875"
1/2 PAGE DPS	15.75" X 5.3125"	16" X 5.5625"	14.75" X 4.3125"
2/3 PAGE VERTICAL	5.125" X 10.875"	5.375" X 11.125"	4.125" X 9.875"
1/2 PAGE HORIZONTAL	7.875" X 5.3125"	8.125" X 5.5625"	6.875" X 4.3125"
1/3 PAGE VERTICAL	2.6875" X 10.875"	2.9375" X 11.125"	1.6875" X 9.875"
1/6 PAGE VERTICAL	2.3125" X 4.9375"	N/A	1.3125" X 3.9375"
1/6 PAGE HORIZONTAL	4.75" X 2.4375"	N/A	3.75" X 1.4375"
MARKETPLACE	3.4583" X 4.5"	N/A	3.2083" X 4.25"

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PRODUCTION SPECIFICATIONS

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- CAA has final approval of all ads and ad creative.
- Strategic Content Labs will not assume any responsibility for advertising reproduction that does not conform to the mechanical specifications listed here. All ads must be supplied digitally.
- All critical matter must be kept within .25" from trim edges.
- Include .125" bleed on all sides for pages built to bleed specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point
- Reverse type less than 12 points is not suitable for reproduction.
- Strategic Content Labs is not responsible for reproduction of type in smaller size than those mentioned above.
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from supplied PDFX-1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- Strategic Content Labs reserves the right to refuse any or all copy deemed by Strategic Content Labs to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against Strategic Content Labs because of such content.
- Please do not apply trapping to PDF files. Strategic Content Labs will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by Strategic Content Labs if not requested within one year after date last used.
- Bleed Ads: Ads intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional .125" on all sides for bleed. Keep all essential elements (text and logos) .25" inside the bleed trim for type safety.
- Non-Bleed Ads: Ads that don't bleed should be built to this size. Ads will be placed on our template.
- Proof Requirements: Strategic Content Labs will only be responsible for a reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDFs, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements. Visit: <https://www.magazinescanada.ca/publicite/production/dmacs>.

USING THE ADDIRECT AD PORTAL

All ads must be delivered to Magazines Canada's AdDirect™ ad portal:

1. Log into Magazines Canada's AdDirect™ Ad Portal (addirect.sendmyad.com)
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload
3. Follow the on-screen preflight process
4. Approve your ad