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Media Kit 2015/2016

commissions. Securities regulators have done an excellent job in warning investors about the fraud/ identity theft potentialities of the Internet yet their recent plans to grant Equity Crowdfunding an exemption opens citizens up to a

checks on issuers. The company is required to produce and distribute streamlined disclosure—at its most basic, disclosure of the issuer's cash and annual financial statements—and to maintain accurate records regarding

of crowd funding portals and requiring background checks on issuers. The company is required to produce and distribute streamlined disclosure—at its most basic, disclosure of the issuer's cash and annual financial



The paper concluded that, while Canadian high-growth entrepreneurial firms have access to sufficient capital is critically important to the health of our economy, labour sponsored venture capital corporations were not the answer. Only a handful made any money at all, even over the eight-year holding period required to avoid repaying the tax credits. And

of Equity Crowdfunding. The Ontario Securities Commission itself notes, crowdfunding may be a highly risky investment and investors may experience a high probability of loss, even if there is no fraud. Many start-ups and SMEs are expected to fail: Canadian data shows that only 72% of SMEs that entered the marketplace in 2007 survived for two years and only 51%

Investors have been constructively critical of Equity Crowdfunding. As the Ontario Securities Commission itself notes, crowdfunding may be a highly risky investment and investors may experience a high probability of loss, even if there is no fraud. Many start-ups and SMEs are expected to fail: Canadian data shows



About Us



Investing with the Facts

Canadian MoneySaver is an acclaimed investment advisory with a recognized reputation for providing a trustworthy and down-to-earth service since 1981.

Editor-in-Chief Peter Hodson, CFA

Having been in the investment business 28 years, Peter resigned as Chairman of Sprott Asset Management to take over Canadian MoneySaver. He has seen first-hand how the investment industry works and knows the tricks of the trade. Being a former insider, he can now help individual investors to know what to watch for, products to avoid, how to save fees, how to reduce taxes, and how to better investigate investments.



Our Philosophy

Canadian MoneySaver is an independent, conflict-free financial publication that is primarily funded by its members. Our philosophy is that individual investors should take charge of their financial life—no one else in the industry will care about your money like you do. We teach investors how to properly diversify and position yourself properly for a prosperous, long-term investment life. Our contributing editors are experts in their respective fields and offer their wisdom at no additional cost or obligation.



Why Advertise With Us



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Marketing is an investment in your company's future. We are an unbiased voice within the Canadian investment industry. Readers of Canadian MoneySaver Magazine are a knowledgeable group, seeking investment opportunities and advice in Canada. Our advertorial policy creates trust and interest in companies that choose to advertise with us.

Effective Marketing

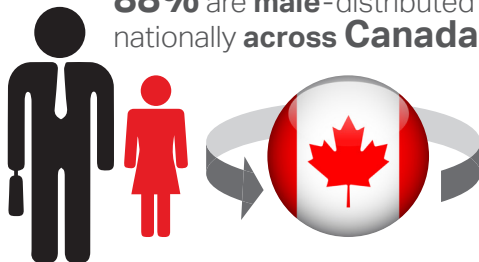
Canadian MoneySaver is distributed at a number of well-known investment conferences across Canada including the **World MoneyShow**, **Zoomer** shows and **FSNA** conferences. It is also widely distributed in Canadian retailers and in private and government libraries. Additionally, the magazine is mailed to many investment professionals, and private individuals throughout Canada. We invest heavily in social marketing in the form of investment blogs, webinars, **Facebook** and **Twitter** (to name a few). You will find us on sites such as **wheredoesallmymoneygo.com**, **youngandthrifty.ca**, available on **iTunes**, and **The Dividend Ninja**—another acclaimed financial advisory.

Demographics

Our top subscriber is **age 51+**



88% are **male**-distributed nationally across **Canada**



Education level: **University**



63% take part in **webinars/seminars**



Combined household income is **\$125,000+** and **60%** have a **\$500,000+** asset level

40,000+ readers



Advertising Specifications & Rates

Magazine distribution:

Canadian MoneySaver has approximately 18,000 active subscribers.

Recent studies suggest that we have over 40,000 readers accounting for print and on-line magazine sharing.

Carried in most libraries, offices and Chapters/Indigo stores throughout Canada. Canadian MoneySaver publishes monthly with three double issues (July/Aug, Nov/Dec and March/April).

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Artwork

The ad must be uploaded as a **press-ready PDF file** (minimum **300 dpi**).

Covers: keep all colours **CMYK**. Spot colour available on inside pages must match the Pantone colour used in the specific Canadian MoneySaver edition.

All ads must be approved by Canadian MoneySaver.

Canadian MoneySaver is not responsible for any errors or omissions in the ad submitted.

Magazine Trim Size: 8" Width x 10.5" Depth

Print Edition Rates:				
Description	Ad Size Non-Bleed	Ad Size Trim/Bleed Add 0.25" bleed beyond trim on all sides	1x Rate	3x Rate
Inside Covers (full colour)	6.83 x 9.34	8 x 10.5	\$1275	\$1090
Outside Back Cover (full colour)	3.42 x 9.34	4 x 10.5	\$1550	\$1375
Full-page Inside (spot colour)	6.83 x 9.34	8 x 10.5	\$900	\$780
Half-page Vertical (spot colour)	3.42 x 9.34	4 x 10.5	\$725	\$650
Half-page Horizontal (spot colour)	6.83 x 4.67	8 x 5.25	\$725	\$650
Quarter-page (spot colour)	3.42 x 4.67	4 x 5.25	\$675	\$500
Digital Rates:				
Size	Home Page	In-site Pages		
Square 2 x 2	\$250/month*	\$190/month*	*3 month minimum	
Banner 1 x 5	\$280/month*	-		
Sponsor a Webinar: \$5.50 per attendee				
Add will be displayed on PowerPoint slides as well as at the beginning and ending of Webinar. Webinar is then published on YouTube and on our blog. Sponsor logos are also displayed in any marketing material including our events section.				
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