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# MEDIA KIT





## ABOUT US

Canadian MoneySaver is the acclaimed personal finance magazine with a reputation built on trustworthy and pragmatic services since 1981. Published nine times a year, in print and digitally, the website and accompanying podcast make it an essential resource for Canadians interested in personal finance and financial literacy.

Typically grounded in a monthly theme, Canadian MoneySaver partners with Canadian experts in the personal finance space including, investing, savings, family budget, women in investments, and personal finance covering topics ranging from investing and savings to taxation, budgeting and ESG issues facing Canadians.

## OUR MISSION

We strive to educate and empower Canadians to have the ability to take their finances into their own hands.





# EDITORIAL TEAM



## LANA SANICHAR - Editor in Chief

Lana is the editor-in-chief of Canadian MoneySaver magazine and Co-Host the popular MoneySaver Podcast. Passionate about personal finance and the importance of having the right mindset to achieve financial fitness. Lana shares her passion by carefully catering each edition to offer the top personal finance information by top Canadian experts. A pioneer of women in finance and her dedication to financial education for all makes her the perfect leader for the Canadian Moneysaver team.



## PETER HODSON - Editor

Peter, Editor, holds the Chartered Financial Analyst designation and has a Bachelor of Business Administration in Economics from the University of Western Ontario. He was Chairman of Sprott Asset Management LP, a Director of Sprott Inc. and lead portfolio manager for the Sprott Growth Fund. Peter is also Portfolio Manager for the i2i Long/Short US Equity Fund.





# MAGAZINE

The Canadian MoneySaver Magazine is the only personal finance centric magazine offering a print edition in Canada. Its loyal subscribers can access the magazine in print and digital versions, making it a targeted channel for your advertising needs. With its exhaustive online archive, available on Canada MoneySaver's website, your advertising will benefit from the added value of extended exposure.

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## 9 EDITIONS PER YEAR

JANUARY  
FEBRUARY  
MARCH  
APRIL/MAY  
JUNE  
JULY/AUGUST  
SEPTEMBER  
OCTOBER  
NOVEMBER/DECEMBER

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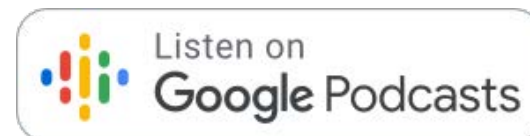


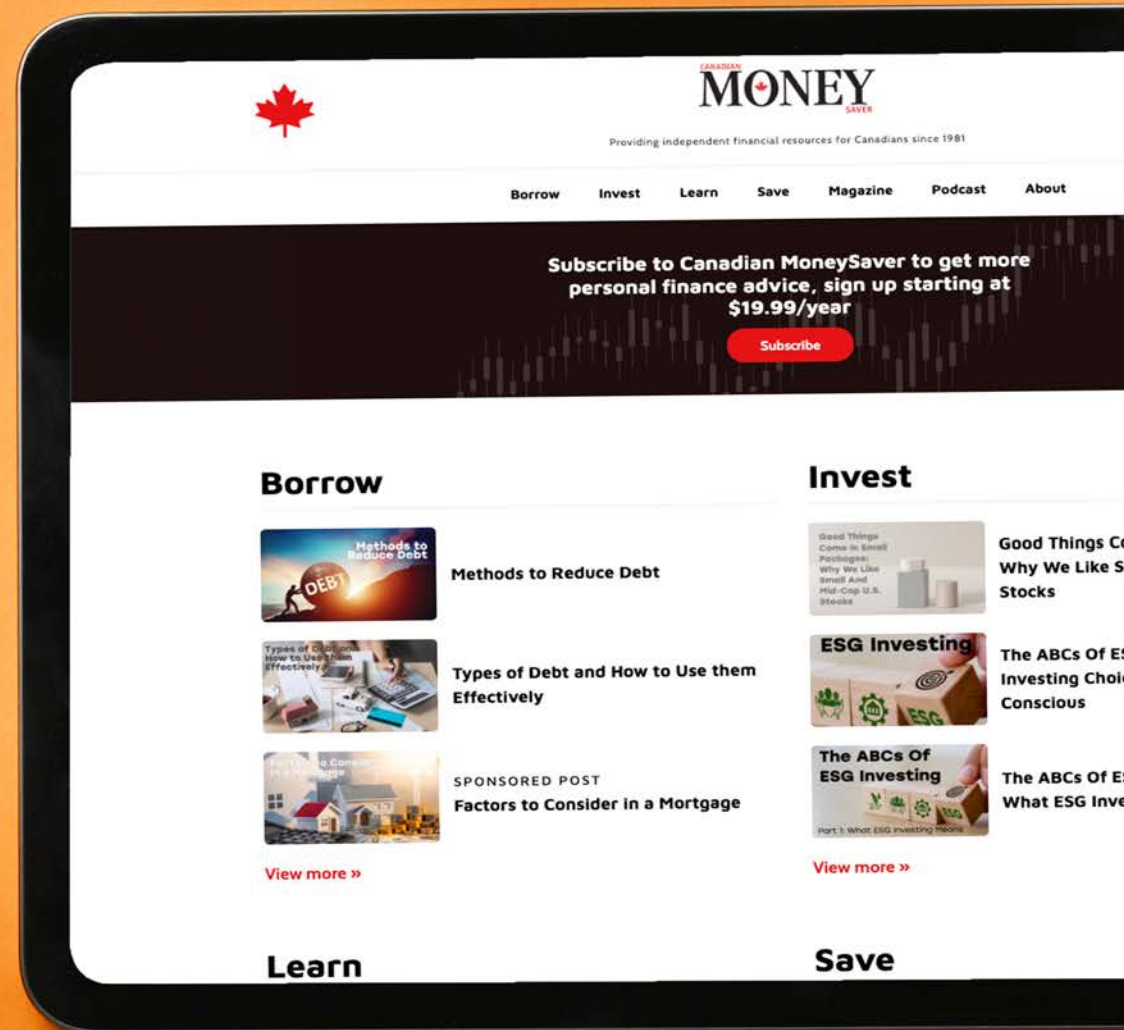
# PODCAST

Hosted by the power duo of journalist Ellen Roseman and editor in Chief Lana Sanichar, the podcast welcomes a myriad of Canadian Experts in many facets of personal finance to discuss the in-depth subject “du jour” and give trustworthy information to its audiences. The podcast aims to help listeners save money, increase their assets and deepen their personal finance literacy.

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Available via the Canadian MoneySaver website and top podcast providers, including





# WEBSITE

Canadianmoneysaver.ca is the hub of everything personal finance related in Canada. It is the portal to every new edition and offers archived past issues with a digital subscription. Special dossier, exclusive content, our podcast and valued partnerships complete our site, keeping our loyal audiences engaged and attracting a new generation of personal finance enthusiasts.

Organize under four comprehensive personal finance sections; content is available under

**BORROW**

**INVEST**

**LEARN**

**SAVE**



# MEET OUR AUDIENCE

11,000<sup>+</sup>

READERS PER MONTH

24,000<sup>+</sup>

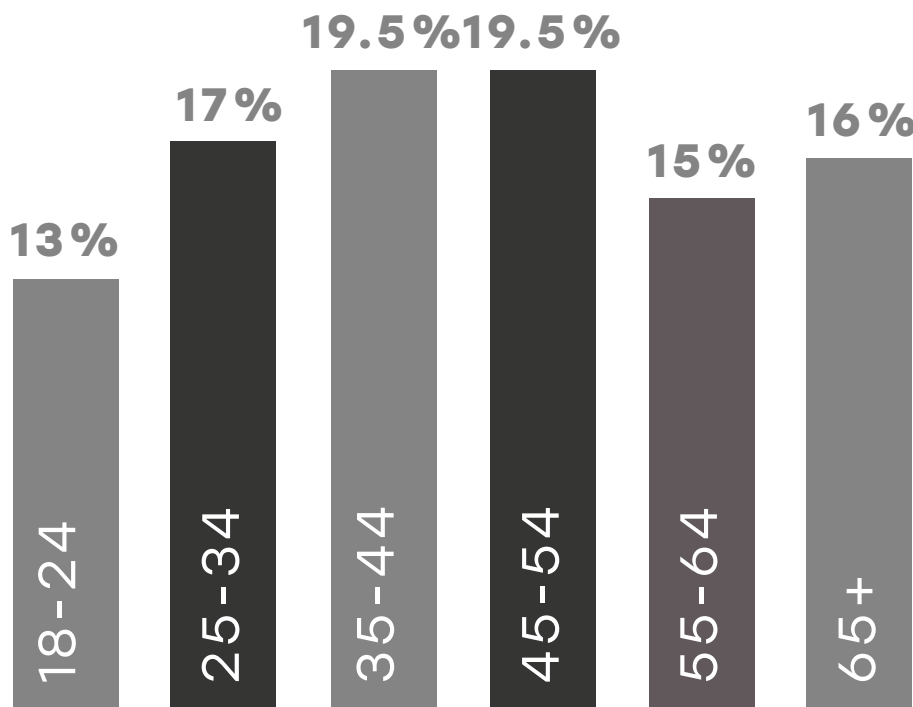
MAILLING LIST SUBSCRIBERS

4,900<sup>+</sup>

NEW VISITS PER MONTH

2,400<sup>+</sup>

PAGEVIEWS PER MONTH



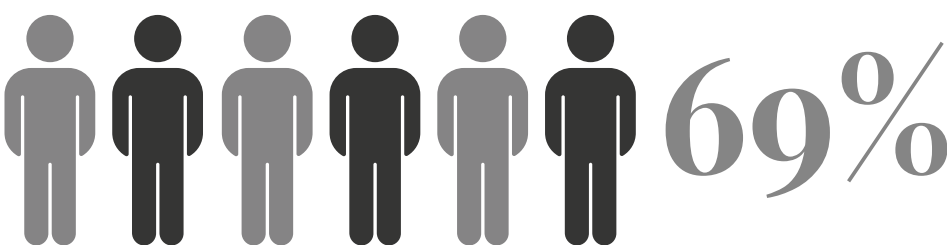
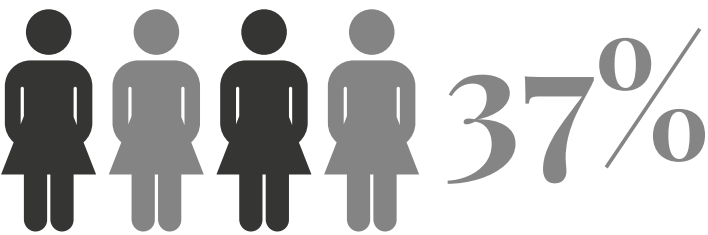
AGE DEMOGRAPHICS

TOP 10

FINANCIAL PODCAST IN CANADA

2,000<sup>+</sup>

PODCAST DOWNLOAD PER MONTH



# RATES CARD- MAGAZINE

AD	RATE	X2	X4
FULL PAGE BACK COVER 4 - COLOUR - 8.268" X 11.69"	\$2200	\$1700	\$1300
FULL PAGE INSIDE COVER 4 - COLOUR - 8.268" X 11.69"	\$2000	\$1600	\$1200
FULL PAGE B&W - 8.268" X 11.69"	\$1200	\$960	\$800
HALF PAGE, LANDSCAPE B&W - 7.495" X 5.381"	\$760	\$600	\$480
HALF PAGE, PORTRAIT B&W - 3.668" X 10.943"	\$760	\$600	\$480

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# RATES CARD- WEBSITE

AD	RATE	X2	X4
LEADERBOARD 1800 <sub>PX</sub> " X 300 <sub>PX</sub>	\$3700/ <sub>Per Month</sub>	\$2960/ <sub>Per Month</sub>	\$2072/ <sub>Per Month</sub>
SIDEBAR BOX 600 <sub>PX</sub> " X 1200 <sub>PX</sub>	\$1900/ <sub>Per Month</sub>	\$1500/ <sub>Per Month</sub>	\$1200/ <sub>Per Month</sub>
SPONSORED POST	\$3100/ <sub>Per</sub>	\$2400/ <sub>Per</sub>	\$1900/ <sub>Per</sub>
OPT-IN OFFER	\$5500/ <sub>Per</sub>	\$4400/ <sub>Per</sub>	\$3500/ <sub>Per</sub>

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# RATES CARD- PODCAST & MORE

AD	RATE	X2	X4
PODCAST ADVERTISING EXCLUSIVITY - PRE & MID-ROLL	\$2200/ <sub>Per</sub>	\$1700/ <sub>Per</sub>	\$1400/ <sub>Per</sub>
PODCAST ADVERTISING PRE OR MID-ROLL	\$1900/ <sub>Per</sub>	\$1500/ <sub>Per</sub>	\$1200/ <sub>Per</sub>
NEWSLETTER LEADERBOARD 1200 <sub>PX</sub> " X 400 <sub>PX</sub>	3800/ <sub>Per</sub>	\$3040/ <sub>Per</sub>	\$2400/ <sub>Per</sub>
NEWSLETTER TILE	3600/ <sub>Per</sub>	2800/ <sub>Per</sub>	2200/ <sub>Per</sub>

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