



# MACLEAN'S

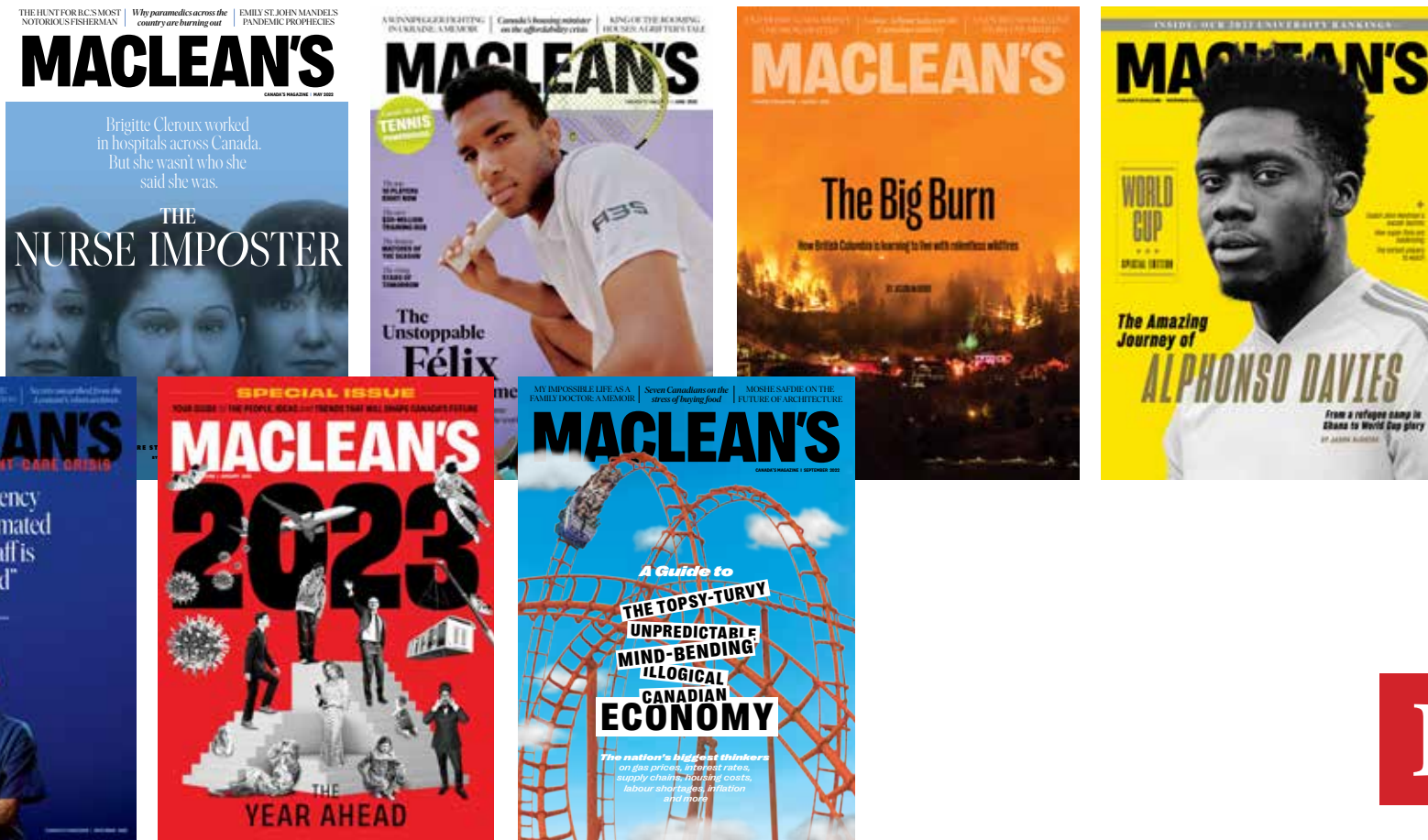
MEDIA KIT



Beyond media.

**MACLEAN'S**

2023 MEDIA KIT



**EDITOR'S MESSAGE**

# ABOUT MACLEAN'S

Canada's best-known and most beloved national magazine

Canada's national magazine covers politics, culture, trends, ideas and personalities with a focus on blockbuster longform feature storytelling. In our irresistible monthly print edition, in eye-catching online stories, through our social channels, in our regular e-newsletter and in live events, *Maclean's* helps readers understand their country and their world.

At *Maclean's* we publish the most ambitious, compelling longform journalism in the country. We aim to bring all our stories—big and small—alive with insight, drama and joy. *Maclean's* is a must-read experience for anyone who cares about Canada.

—Sarah Fulford  
EDITOR-IN-CHIEF



# MEET OUR AUDIENCE

**3,100,870+**  
monthly Canadian audience  
(print & digital)

**1,866,870+**  
monthly Canadian audience  
(digital reach)

**1 IN 3**

*Maclean's* readers are managers, owners, professionals or executives



**PRINT**

**1,234,000+**  
readers per issue



**DIGITAL**

**991,790+**  
UVs per month



**EMAIL**

**145,390+**  
subscribers



**SOCIAL**

**729,695+**  
followers  
(includes Facebook, Instagram, Twitter, LinkedIn, YouTube)



F



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AVERAGE HHI



AVERAGE AGE



MOPEs+

Print

**42%**

**58%**

**\$82,555+**

**49**

**80%**

Digital

**36%**

**64%**

**\$91,242+**

**43**

**85%**

**SOCIAL FOOTPRINT**



201k+



28.6 K+



26.1K+



472.8K+



4K+

MACLEAN'S



**REACH  
EDUCATED,  
AFFLUENT  
AND ENGAGED  
CITIZENS**

**Compared to the average Canadian,  
*Maclean's* readers are:**

**68%**

more likely to be personally involved in business purchases

**72%**

more likely to be in the authorization/approval process for business purchases/leases

**84%**

more likely to have taken an action after seeing an ad in a magazine (print or digital)

**122%**

more likely to have purchased a product/brand/service after seeing an ad in a magazine (print or digital)

SJC

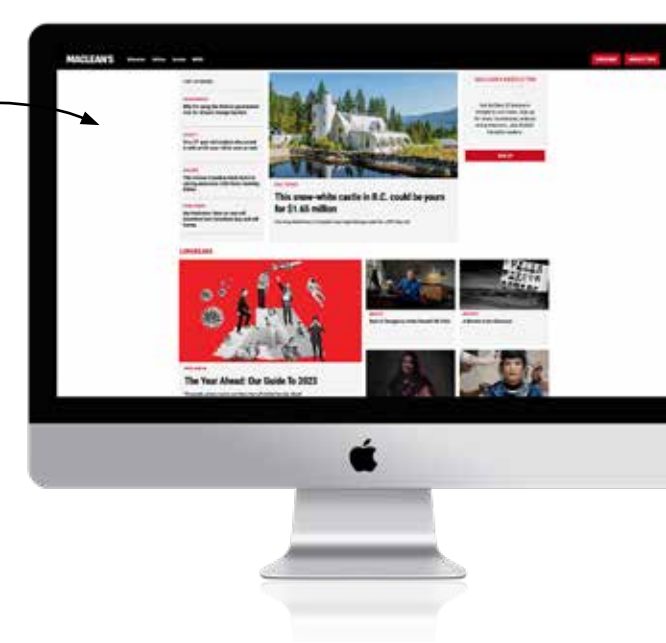
## Trends and Ideas

Opinionated writing on the trends and ideas that define our time: from pickleball to microdosing and everything in between



## Digital

New and exclusive content published daily, including the thrice-weekly Best of Maclean's newsletter



## Memoir

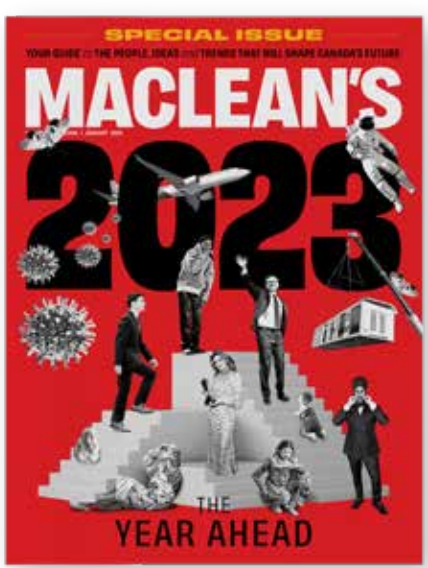
Intimate first-person storytelling that puts a human face on the nation's headlines



# OUR CONTENT

## Print

12 issues a year, with blockbuster covers that capture the attention of the nation



## Social

Constantly curated social feeds that reach more than 730K readers



## Education

Annual guides that include Canada's preeminent university rankings as well as everything students and their families need to navigate getting into university and college.



## Profiles

In-depth personality pieces about the characters who shape the nation



## Investigations

Deep-dive enterprise reporting on the big stories of the day



# MACLEAN'S

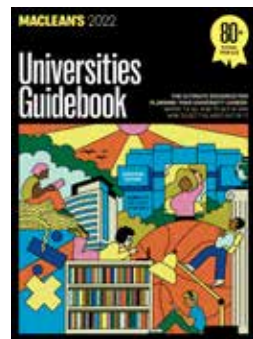
# SPECIAL EDITIONS—2023



## The Year Ahead

*January issue*  
Impact date: December 1

Our authoritative guide to the trends, people and places that will shape Canada in 2023. The biggest trends in the economy, labour, real estate, tech, media, health care and much more.



## The Universities Guidebook

*Special issue, newsstand only*  
Impact date: March 23

The definitive guide to getting into the best Canadian universities. How to get in, the country's best programs and how to get the best scholarships.



## The New Power List

*April issue*  
Impact date: March 16

The most influential people in the hottest, most important sectors in the country, from banking to AI to green investing to new media.



## The Country's Best Restaurants

*June issue*  
Impact date: May 18

An authoritative list of the country's 10 best restaurants. Award-winning food critic and *Top Chef Canada* judge Chris Nuttall-Smith is eating his way across Canada to find the country's most exciting dining experiences in 2023.



## Climate Change: Canada in 2050

*September issue*  
Impact date: September 14

A speculative, research-based portrait of what the country will look like 30 years from now, after years of floods, fires, erosion and evolution.



## Best Places to Live

*October issue*  
Impact date: September 14

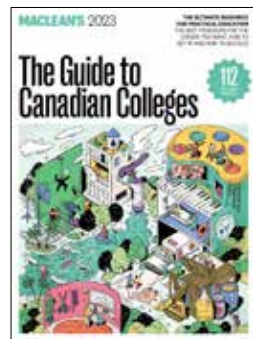
An exhaustive guide to the best places in Canada to live for remote workers, young families, renters, tech workers, newcomers, hipsters who want to live in a small town, as well as for active boomers and retirees.



## University Rankings

*November issue*  
Impact date: October 12

The definitive, signature annual ranking of the country's best universities based on a year's worth of research, data gathering and statistical analysis, with winners in three top categories. The most anticipated issue of the year with the power to make or break an institution's reputation.



## Guide to Canadian Colleges

*Special issue, newsstand only*  
Impact date: August 31

Our annual guide to the country's top colleges: how to get in, how to thrive and how to pick the right program for the careers of the future.



**Education**

Everything you need to know about Canadian colleges and universities, plus our annual rankings



**Travel**

Expert tips on where to eat, shop, stay and play in the hottest destinations in the country



**Real Estate**

Stunning, unique properties in breathtaking locations. Plus, stories of buying, selling and market trends.



**PILLARS**

**Society**

Regular in-depth insights into the way we live now—relationships, work, lifestyle, and more



**People**

Intimate encounters with the most powerful people in the country—and the new faces of tomorrow



**Food & Drink**

Sweeping, authoritative coverage of the best restaurants in Canada

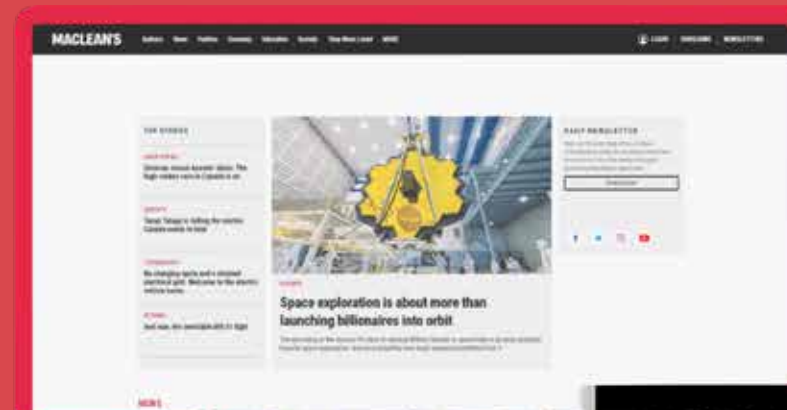


# WHAT WE OFFER

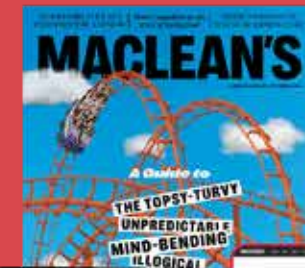
We'll help tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of devoted *Maclean's* subscribers, or digital custom content amplified across [macleans.ca](http://macleans.ca) and our social channels.

Advertising

991K+  
Unique Visitors Monthly



1.2M+  
Readers  
Per Issue



Branded  
Content



729K+  
Social  
Followers



Events

Issue	Space Close	Material Close	Impact Date	On-Sale Date
FEBRUARY	DEC 2	DEC 9	JAN 5	JAN 12
MARCH	JAN 16	JAN 23	FEB 9	FEB 16
APRIL	FEB 13	FEB 21	MAR 9	MAR 16
MAY	MAR 13	MAR 20	APR 6	APR 13
JUNE	APR 17	APR 24	MAY 11	MAY 18
JULY	MAY 15	MAY 23	JUN 8	JUN 15
AUGUST	JUN 12	JUN 19	JUL 6	JUL 13
SEPTEMBER	JUL 10	JUL 17	AUG 3	AUG 10
OCTOBER	AUG 14	AUG 21	SEPT 7	SEPT 14
NOVEMBER <small>(INCLUDES UNIVERSITY RANKINGS)</small>	SEPT 11	SEPT 18	OCT 5	OCT 12
DECEMBER	OCT 10	OCT 16	NOV 2	NOV 9
JANUARY 2023	OCT 30	NOV 6	NOV 23	NOV 30
UNIVERSITY GUIDE	FEB 21	FEB 27	-	MAR 23
COLLEGES GUIDE	JUL 31	AUG 8	-	AUG 31

FREQ. DISC	& Discount	Rates (NET)						
		Full Page	DPS	OBC	IBC	IFC Spread	1/2Page	1/3 Page
1X	-	\$19,958	\$34,927	\$24,948	\$21,954	\$43,658	\$12,973	\$8,981
3X	25%	\$14,969	\$26,195	-	-	-	\$9,730	\$6,736
6X	35%	\$12,973	\$22,702	-	-	-	\$8,432	\$5,838
9X	40%	\$11,975	\$20,956	-	-	-	\$7,784	\$5,389



# DIGITAL

## Display ads

Standard Display: \$20 - \$25/CPM (NET)

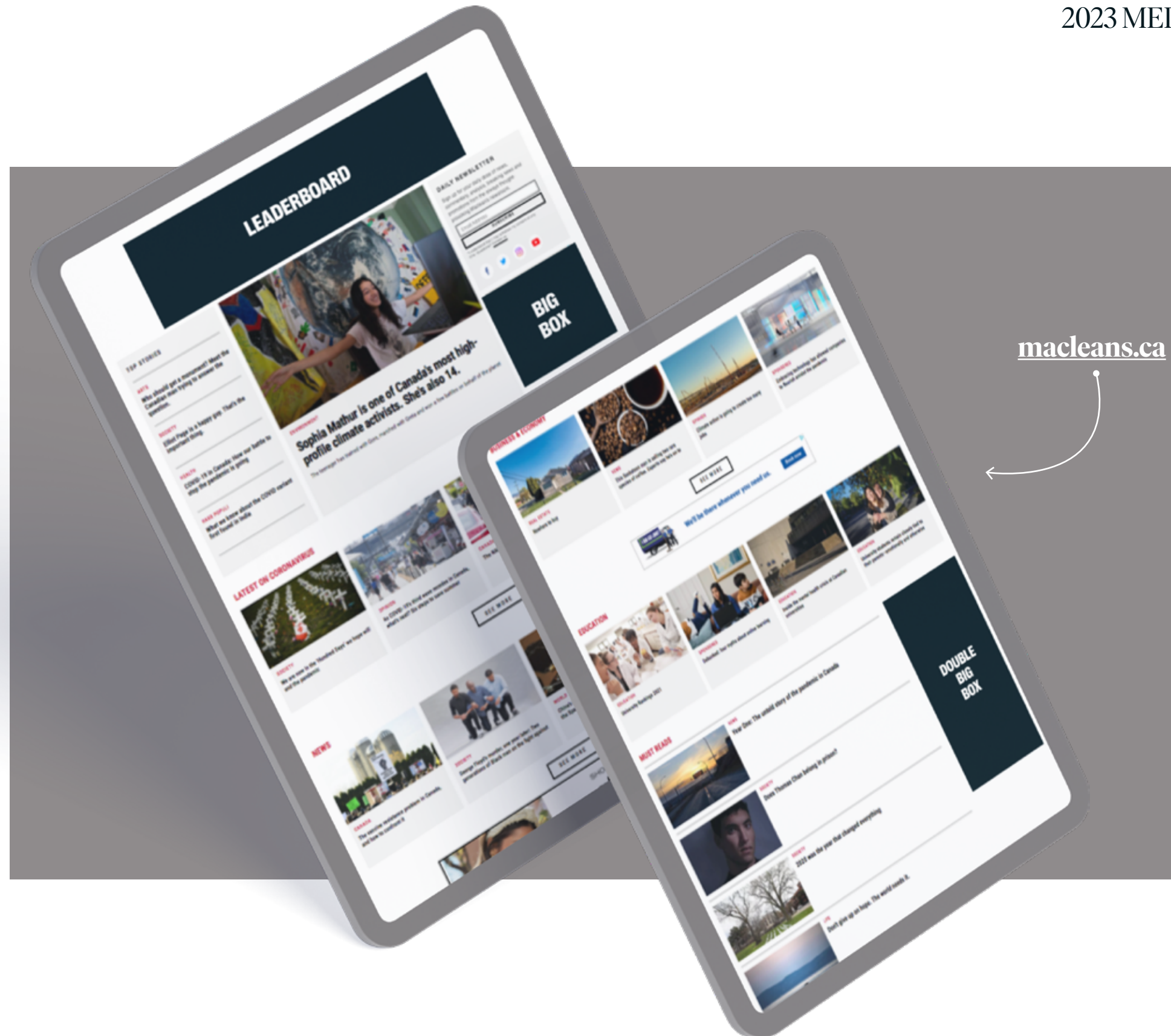
Video: \$40/CPM (NET)

We offer a variety of premium advertising placements across [macleans.ca](https://www.macleans.ca). Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

## Homepage Takeover + POE

Starting at: \$1,500/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 49K daily impressions on the homepage and most other points-of-entry (POE).



# EMAIL

Subscribers: 32,000+

## Dedicated e-Blasts

Starting at \$6,500 (NET)

Our e-blast list is comprised of subscribers who have opted to receive communications from Maclean's partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

Subscribers: 85,000+

## Newsletter

Ad Unit: Big Box, Starting at: \$4,300

Maclean's subscribers love seeing us in their inbox, as shown by our tremendous open rates that far exceed industry benchmarks.

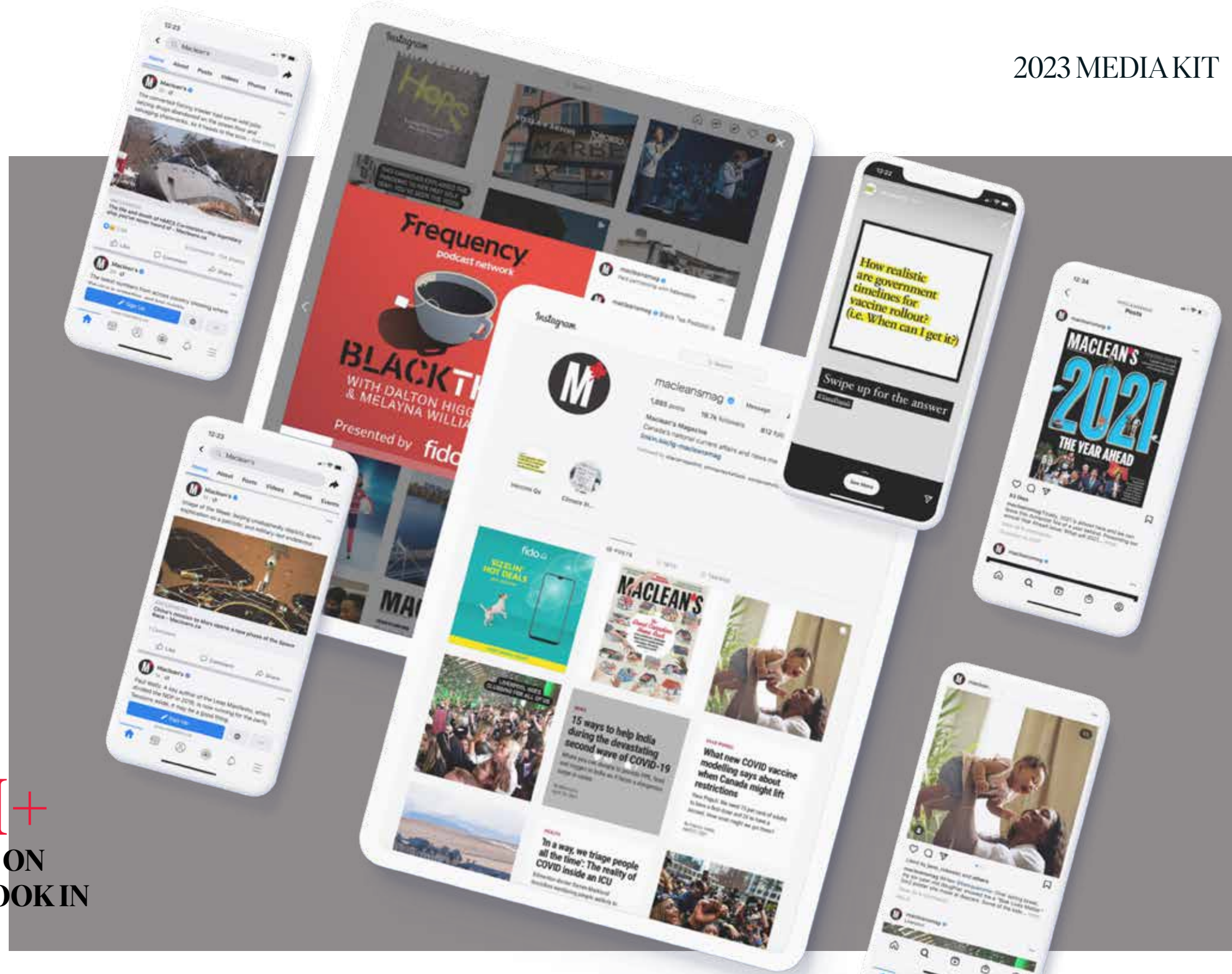


# SOCIAL

Starting at \$2,500 (NET)

With a combined following of 729K+, Maclean's is no stranger to social media. We know how to engage our followers on every platform that matters. In 2022, Maclean's Facebook content reached more than 9 million people and generated more than 1.8 million engagements (including reactions, comments, shares and clicks).

**9M+**  
REACH ON  
FACEBOOK IN  
2022



Followers 201K+ 26.1K+ 472.7K+ 28K+ 4K+



# BRANDED CONTENT

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our new branded content studio will lend that same editorial expertise to creating content that elevates your brand.

## Integrated Editorial

Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content

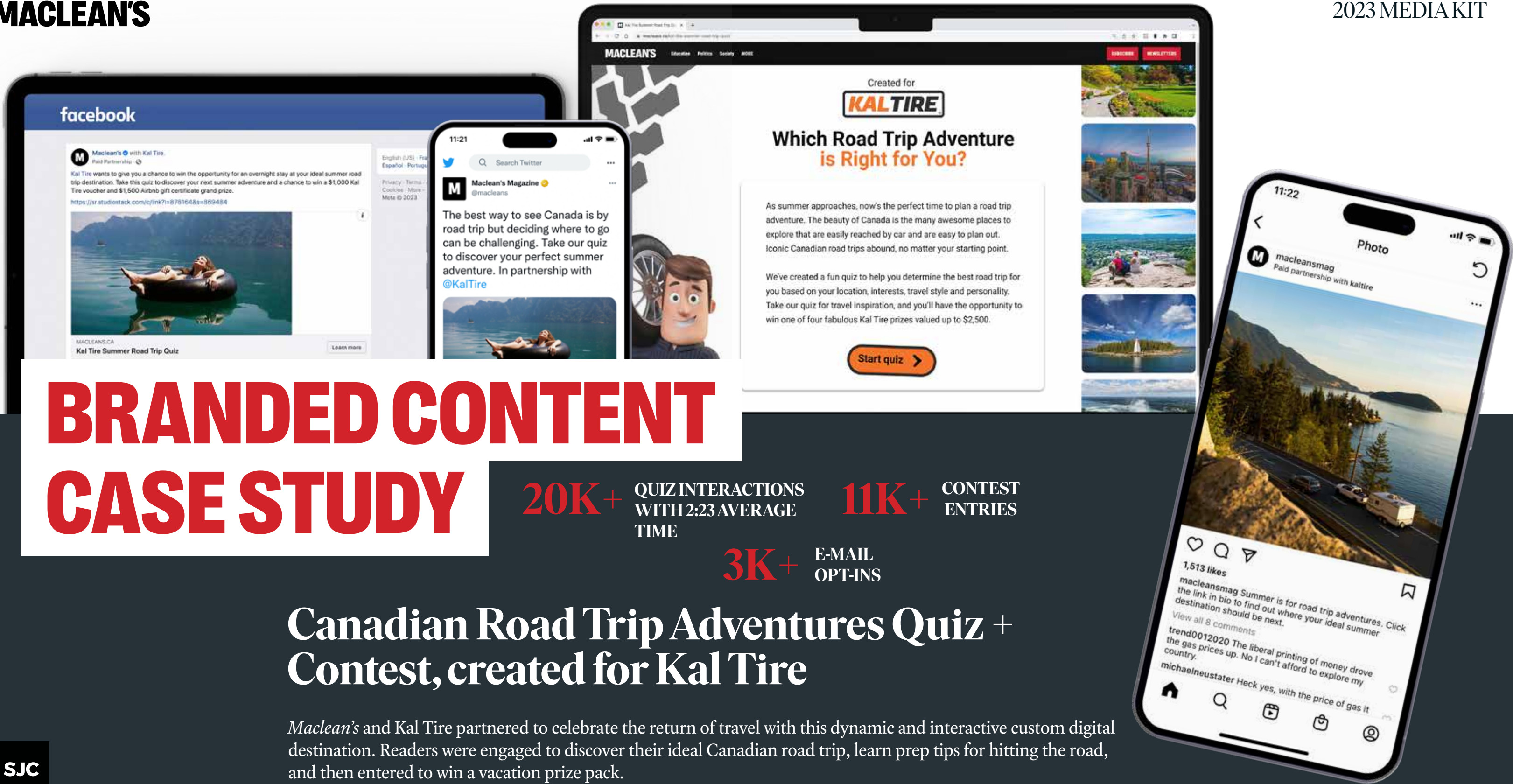
- Voice, look and feel of the content will match the brand's style
- Posted on organic social feeds

## Sponsor Custom Content

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations

- Voice, look and feel of the content itself will differ from the brand's style
- Dark-posted on social





# BRANDED CONTENT CASE STUDY

**20K+** QUIZ INTERACTIONS  
WITH 2:23 AVERAGE  
TIME

**11K+** CONTEST  
ENTRIES

**3K+** E-MAIL  
OPT-INS

## Canadian Road Trip Adventures Quiz + Contest, created for Kal Tire

Maclean's and Kal Tire partnered to celebrate the return of travel with this dynamic and interactive custom digital destination. Readers were engaged to discover their ideal Canadian road trip, learn prep tips for hitting the road, and then entered to win a vacation prize pack.

**MACLEAN'S**

# SIGNATURE & CUSTOM EVENTS

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding and signage, photography, entertainment and more.

## Marketing Awareness & Reach

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets, as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and social channels.

## Content & Post-Event Coverage

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and social post-event coverage.

**SJC**



**MACLEAN'S**

2023 MEDIA KIT



# MEET SJC MEDIA

*Maclean's* is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 16.8 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

**We are beyond content.  
We are SJC Media.**

**CanadianBusiness**

**MACLEAN'S**

**FASHION**

**HELLO!  
CANADA**

**CHATELAINE**

**Today's  
Parent**

**TORONTO  
LIFE**



# CONTACT US

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