

# 10 YEARS OF Policy

## 2023 RATE INFORMATION



*Policy* is a bi-monthly magazine, now in its ninth year of publication. The guaranteed circulation of *Policy* includes leading Canadian policy makers and business leaders, including MPs, Senators, ministers, senior public servants, heads of boards, agencies and associations, government relations specialists and members of the National Press Gallery. Distribution includes Air Canada Maple Leaf Lounges across Canada and VIA Rail lounges in Montreal, Ottawa and Toronto.



*Policy*'s guaranteed readership of decision makers is expanding daily with *Policy Online* at [policymagazine.ca](http://policymagazine.ca). With Analysis from Canada's best policy minds, Columns from our most talented political players, our weekly global review—*The Week in Policy*—Book Reviews and Special features, there's always something new at *Policy Online*.



*Policy Magazine* presents *The Week in Policy*, our weekly look at developments in the world of policy and politics in Ottawa, Washington and points beyond, published Friday afternoons. Contact: Lisa Van Dusen at [lvandusen@policymagazine.ca](mailto:lvandusen@policymagazine.ca)

We now offer combined rates for ad space in our print edition *Policy Magazine*, at *Policy Online* and in *The Week in Policy*. We also offer "sponsor content" pages and sections.

### *Policy Magazine* 2023 Publication Dates

ISSUES	Deadline for submission of ads
January – February	December 10, 2022
March – April	February 15
May – June	April 15
July – August	June 15
September – October	August 15
November – December	October 10

### *Policy Magazine* Advertising Rates

PRINT	1 Issue	2 Issues	6 Issues
1 Page	\$3,500	\$3,000	\$2,500
1/2 Page	\$2,000	\$1,500	\$1,250
Inside Covers	\$4,000	\$3,500	\$3,000
Back Cover	\$6,000	\$5,500	\$5,000

### *Policy Magazine* Ad Sizes

	Trim Size	Bleed Size	Safe Area
Full Page	8.5" x 11"	8.75" x 11.25"	7.5" x 10"
1/2 Page	8.5" x 5.5"	8.75" x 5.625"	7.5" x 4"

### *Policy Magazine* Ad Specifications

The preferred file format for ads is a press ready PDF. All fonts must be embedded or outlined. CMYK (4 colour process). Images at 300 dpi.

### *Policy Online* and *The Week in Policy* Advertising

Note that *Policy Online* and *The Week in Policy* are formatted to work well on desktops, tablets and mobile phones.

WEB	Size	1 Month	1 Year
Horizontal	728 X 90 px	\$1,000	\$10,000
Square	300 x 250 px	\$1,000	\$10,000
Banner	600 x 160 px	\$1,000	\$10,000

The preferred file format for *Policy Online* and *The Week in Policy* is jpg or png.

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