

THE CANADIAN MOVER

The Bi-Annual Magazine and Directory of the Canadian Association of Movers

The official publication of the Canadian Association of Movers and Canada's only moving magazine.

A photograph of two movers in blue uniforms and caps, carrying large cardboard boxes. They are standing in front of a white moving van with its back door open. The sky is blue with scattered white clouds. The movers are looking towards the right side of the frame.

2019 Media Planner



ABOUT CAM

The Canadian Association of Movers (CAM) is Canada's trade association representing moving and storage companies from across Canada. Our purpose is to further the interests of owner-managed moving and storage companies. Along with movers and relocation companies in Canada and overseas, our members also include companies that supply vital programs and services to and within the household goods industry. As an industry association, our objectives are to further the interests of our members and provide a forum in which issues of mutual concern can be discussed.



INTERESTING FACT:

61% of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

CONSIDER THIS:

- Recent studies show that custom publishing surpasses print, television, and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



WHY ADVERTISE?

UNPARALLELED EXPOSURE!

The Canadian Mover provides a unique opportunity to network and establish important business relationships with movers in all major markets. CAM's Canadian-mover members are this country's top moving companies. *The Canadian Mover* gives suppliers, Canadian and international movers and affiliates contacts with leading movers in Canada and around the world. *The Canadian Mover* presents an excellent means of communicating, networking, providing professional learning, business development and helping with connecting leading movers, suppliers, affiliates and international movers.

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide variety of our magazine readers within and outside of Canada. Our magazine is delivered to 1,400 readers and is also viewed online on CAM's website (www.mover.net). Our members include movers and relocation companies, van lines, international movers both in Canada and overseas, suppliers to the industry, affiliate companies that provide support services and moving associations in other countries.

THE MAGAZINE

The Canadian Mover is the official publication and voice of the Canadian Association of Movers and Canada's only moving magazine. It is published bi-annually and printed on high quality paper stock. Our goal is to promote organizational relationships and member development. Our magazine delivers the latest news, profiles, and feature articles, and is uniquely poised to deliver your message to fundamental players and advisers in Canada's moving industry.



INTERESTING FACT:

Last year, 4.4 million of Canada's 31 million Canadians moved - across town, to a neighbouring city, to the next province or to another country.

UPCOMING EVENTS

Anniversary Issue

Summer 2019

Conference Issue

Fall 2019

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$2,670	\$2,889.50
Inside Front Cover*	8.375"	10.875"	\$2,670	\$2,889.50
Outside Back Cover*	8.375"	10.875"	\$2,890	\$3,129.50

* **MUST** have .125" of bleed



DIGITAL EDITION SPONSORSHIP

READ ONLINE

Enjoy the next issue for the **THE CANADIAN MOVER** magazine in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



ADVERTISING RATES

Please Note that the AD Rates are Price Per Issue
 25% Off of rate for black and white
 CAM Members receive a 10% discount



SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$2,159	\$2,319.50
2/3 Vertical	4.583"	9.5"	\$1,758	\$1,899.50
2/3 Horizontal	7"	6.333"	\$1,758	\$1,899.50
1/2 Vertical (Island)	4.583"	7"	\$1,295	\$1,399.50
1/2 Horizontal	7"	4.583"	\$1,295	\$1,399.50
1/2 Long Vertical	3.333"	9.5"	\$1,295	\$1,399.50
1/3 Horizontal	7"	3"	\$932	\$1,009.50
1/3 Vertical	2.1667"	9.5"	\$932	\$1,009.50
1/3 Square	4.583"	4.583"	\$932	\$1,009.50
1/4 Horizontal	4.583"	3.333"	\$692	\$749.50
1/4 Banner	7"	2.1667"	\$692	\$749.50
1/4 Vertical	3.333"	4.583"	\$692	\$749.50
1/6 Horizontal	4.583"	2.1667"	\$542	\$589.50
1/6 Vertical	2.1667"	4.583"	\$542	\$589.50
1/8 Horizontal	3.333"	2.1667"	\$449	\$489.50
1/8 Vertical	2.1667"	3.333"	\$449	\$489.50

* MUST have .125" of bleed

MECHANICAL REQUIREMENTS		
SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

- INSERTS & BELLY BANDS:** Available upon request
- GUARANTEED POSITION:** 15% extra
- ADVERTISING AGENCIES:** Please add 15%
- AD PROOF CHARGE:** \$25.00

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
SUMMER 2019 MEMBERSHIP DIRECTORY	May 24, 2019	April 1, 2019
FALL 2019	September 20, 2019	July 26, 2019

For additional information contact
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