

MEDIA KIT 2025

DIPLOMAT

International Canada magazine



**DISCOVER OUR
NEW LOOK!**



MEDIA KIT
2025

The World in Canada:

The Leading Voice of Diplomacy & Global Affairs Since 1989

Diplomat & International Canada is the only magazine in Canada dedicated to diplomacy, global affairs, and international business.



With national distribution, our publication reaches policy-makers, federal and provincial government officials, business leaders, top 5,000 CEOs, ambassadors, foreign representatives and lobbyists, providing them with unparalleled insights into international trade, foreign policy, bilateral relations and economic trends.



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Our Audience:

Canada's most influential leaders

- **GOVERNMENT:** Prime minister, Global Affairs Canada, International Trade, National Defense, Canadian Forces College. RCMP, CSIS, Agriculture and Agri-Food Canada, Environment, Health, Immigration
- **LEADERS:** MPs and Senators, Prime Minister's Office, Governor General, Privy Council Office
- **TRADE:** Top 5000 Corporate leaders, Business Development Bank, Export Development Canada, International Development Research Centre
- **NGOs:** Canadian Human Rights Commission, United Nations Association
- **MEDIA:** National Press Gallery - CTV, CBC TV, GLOBAL TV, National and Provincial Newspapers and Magazines



15,000

Printed copies



55,000

Digital copies sent
to our subscribers



+250

Luxury Spots
in Canada



+150

Promoting high-end
Galas and Events



40 - 75 Years

Average reader age

45%
Female



55%
Male

45% - 55%

Average reader
demographic



+150,000

Household income

Advertising Opportunities and Rates



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MINIMUM AD SIZE: FULL PAGE

Print advertising rates:

- **Back cover:** \$5,500 per edition
- **Inside front cover:** \$4,500 per edition
- **Inside back cover:** \$4,000 per edition
- **Double-page spread:** \$6,000 per edition
- **Full page:** \$3,000 per edition
- **Get 10 per cent savings if you book 2 ads or more**

STANDARD UNIT SIZES

- **Printing method:** Computer-to-sheet-fed
offset press bindery method: saddle-stitched
- Double-page spread Trim: W 16.75" x H 10.875" / Bleed: W 17" x H 11.125"
- Outside back cover Trim: W 8.375" x H 10.875" / Bleed: W 8.625" x H 11.125"
- Inside back/front cover Trim: W 8.375" x H 10.875" / Bleed: W 8.625" x H 11.125"
- Full page Trim: W 8.375" x H 10.875" / Bleed: W 8.625" x H 11.125"

ONLINE ADVERTISING OPTIONS

- **Leaderboard banner (Top of homepage):**
\$2,000 per month
- **Sidebar banner (All pages):**
\$1,500 per month
- **Sponsored content (Featured article):**
\$3,000 per article
- **Video content placement:**
Starting at \$5,000 per campaign

ENGAGE BEYOND PRINT

- **Event sponsorships:** Partner with us at exclusive diplomatic and business events

PUBLICATION SCHEDULE 2025

- **APRIL/MAY 2025 EDITION**
- **SEPTEMBER/OCTOBER 2025 EDITION**

Advertising deadline: 3 weeks before publication





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Why Advertise with DIPLOMAT

EXCLUSIVE ACCESS:

Direct reach to leaders and key policy and decision-makers.

HIGH-IMPACT CONTENT:

Covering present issues from international trade and energy to tourism and governance.

STRATEGIC DISTRIBUTION:

Ensured high-visibility in all major Canadian cities.

PRESTIGIOUS REPUTATION:

Trusted since 1989 as the definitive source on Canadian diplomacy and international affairs.

ENGAGED READERSHIP:

A unique audience of public and private-sector executives and decision-makers.

UNMATCHED INFLUENCE:

The only magazine of its kind in Canada, delivering critical insights and influential voices in global affairs.





Discover Our New 2025 Look!

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