

MEDIA KIT 2026

DIPLOMAT

International Canada Magazine



**DISCOVER OUR
FALL 2025 EDITION**



MEDIA KIT
2026

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.



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



MEDIA KIT
2026



15,000

Printed copies



55,000

Digital copies sent
to our subscribers



+250

Luxury Spots
in Canada



+150

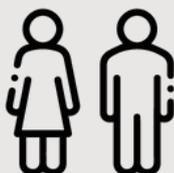
Promoting high-end
Galas and Events



40 - 75 Years

Average reader age

45%
Female



55%
Male

45% - 55%

Average reader
demographic



+150,000

Household income

Advertising Opportunities and Rates



MEDIA KIT
2026

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

- **MARCH 2026 EDITION**
- **JUNE 2026 EDITION**
- **SEPTEMBER 2026 EDITION**
- **DECEMBER 2026 EDITION**

Advertising deadline: 2 weeks before publication





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.





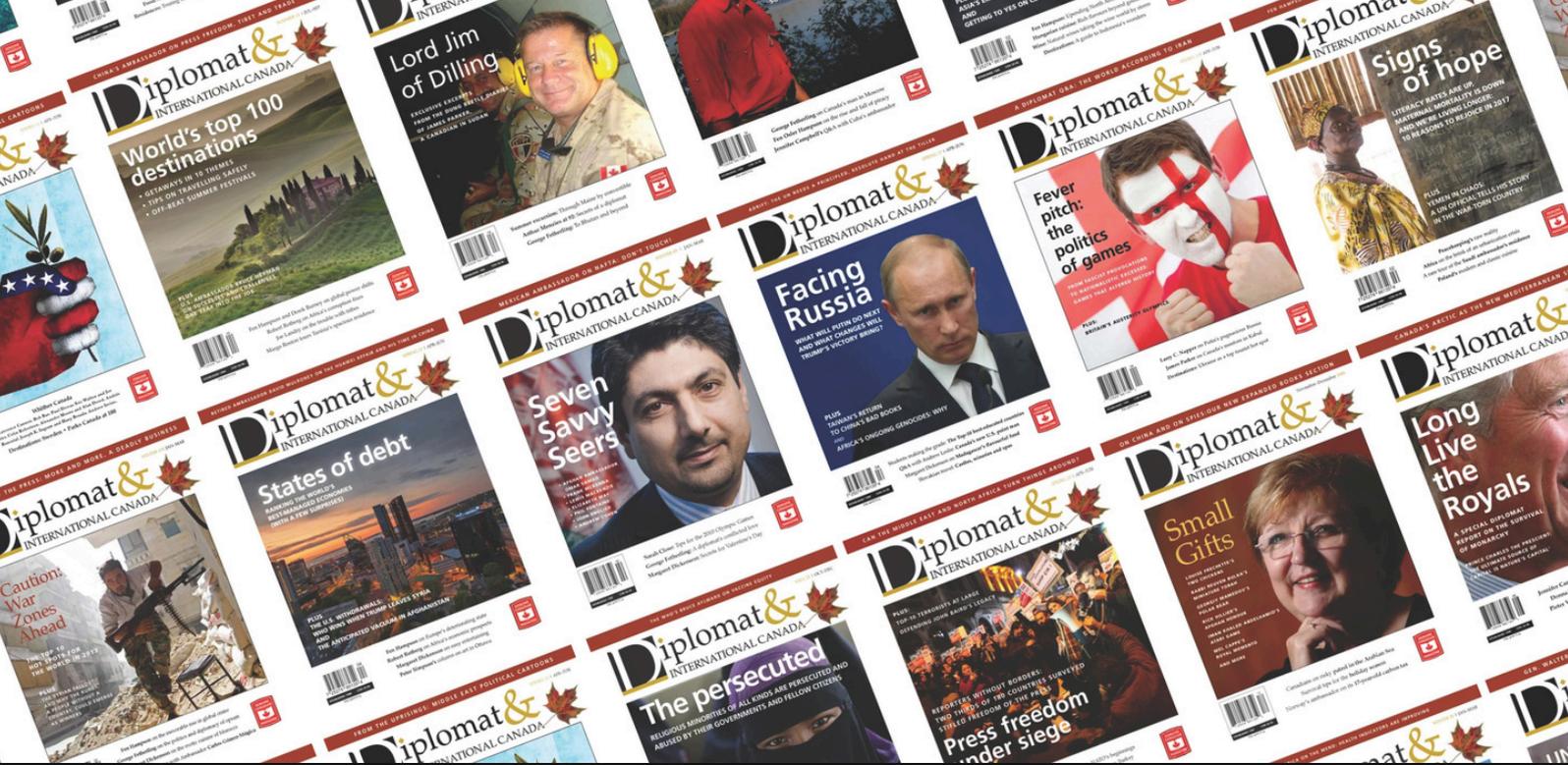
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