



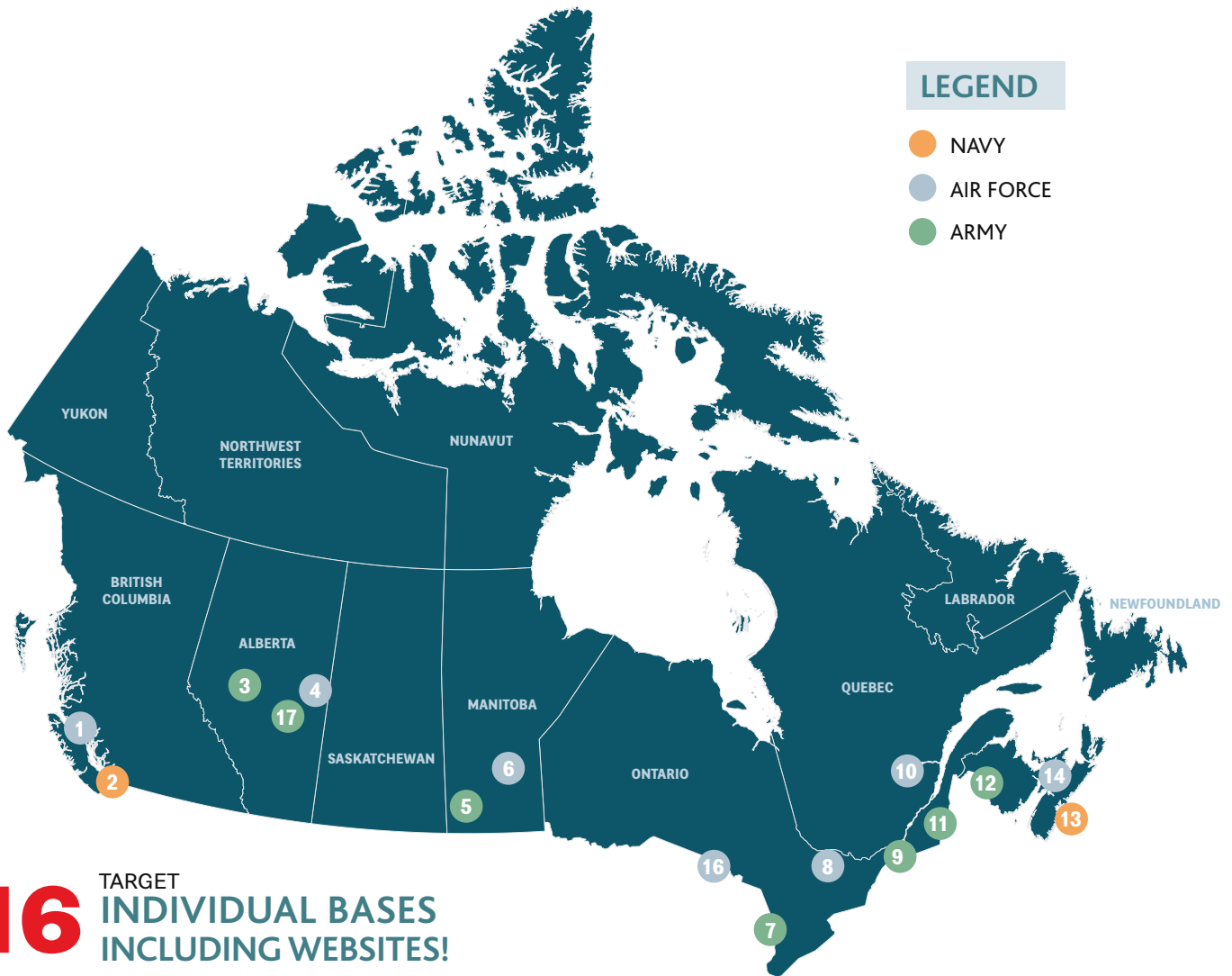
**Advertise to reach Canada's
Military and Boots on the Ground**

**DND, Canadian Armed Forces
Families and Veterans**

NATIONAL
MEDIA KIT



DISTRIBUTION



LEGEND

- NAVY
- AIR FORCE
- ARMY

16 TARGET INDIVIDUAL BASES INCLUDING WEBSITES!

- | | | | |
|--|--|---|---|
| <p>1 19 WING COMOX
Totem Times
DIST: EVERY TWO WEEKS</p> | <p>6 17 WING WINNIPEG
Voxair
DIST: EVERY TWO WEEKS</p> | <p>10 3 WING BAGOTVILLE
Le Vortex
DIST: MONTHLY</p> | <p>14 14 WING GREENWOOD
Aurora
DIST: WEEKLY</p> |
| <p>2 CFB ESQUIMALT
Lookout
DIST: WEEKLY, PLUS WEBSITE</p> | <p>7 CFB BORDEN
Borden Citizen, Website Only</p> | <p>11 VALCARTIER GARRISON
Journal Adsum
DIST: EVERY TWO WEEKS</p> | <p>15 22 WING NORTH BAY
The North Bay Shield Online PDF
DIST: MONTHLY</p> |
| <p>3 CFB EDMONTON
Edmonton Sun
DIST: EVERY WEEK</p> | <p>8 CFB PETAWAWA
Petawawa Post
DIST: WEEKLY, PLUS WEBSITE</p> | <p>12 CFB GAGETOWN
Daily Gleaner
DIST: DAILY</p> | <p>16 CFB WAINWRIGHT
Star Edge News
DIST: WEEKLY</p> |
| <p>4 4 WING COLD LAKE
Courier, Website only
DIST: WEEKLY</p> | <p>9 ST-JEAN AND MONTREAL GARRISONS
Journal Servir
DIST: EVERY TWO WEEKS</p> | <p>13 CFB HALIFAX
Trident Website, Online PDF
DIST: EVERY TWO WEEKS</p> | |
| <p>5 CFB SHILO
Shilo Stag
WEB</p> | | | |

Total Distribution = 107,200
FOR ONE INSERTION





CANADIAN ARMED FORCES

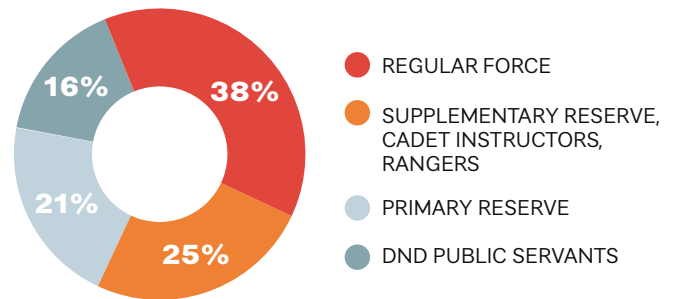
Community Profile

The CAF and the Department of National Defence are powerful consumer groups with billions in economic impact!

THE NATIONAL DEFENCE TEAM

Regular Force Members	66,465
Primary Reserves	47,135
Military Families	138,100
DND Public Servants	27,000
Veterans	649,300

Estimated Total: **928,000**



ADVERTISE IN
16 CANADIAN FORCES NEWSPAPERS
LOCATED ACROSS CANADA

Reach the three CAF environments:
Army, Air Force, and Navy!

CAF MEMBERS STATISTICS

Average Age	35
Average Income of Officers	\$98,000
Average Income of Non-Commissioned Members	\$72,000

DATA AS OF 2017-19



BOOKING

CENTRALIZED

Booking and billing

WITH ONE CONTACT:

Joshua Buck

Canadian Forces Newspaper

National Advertising Representative

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individuals who put
their life on the line
for Canada.