

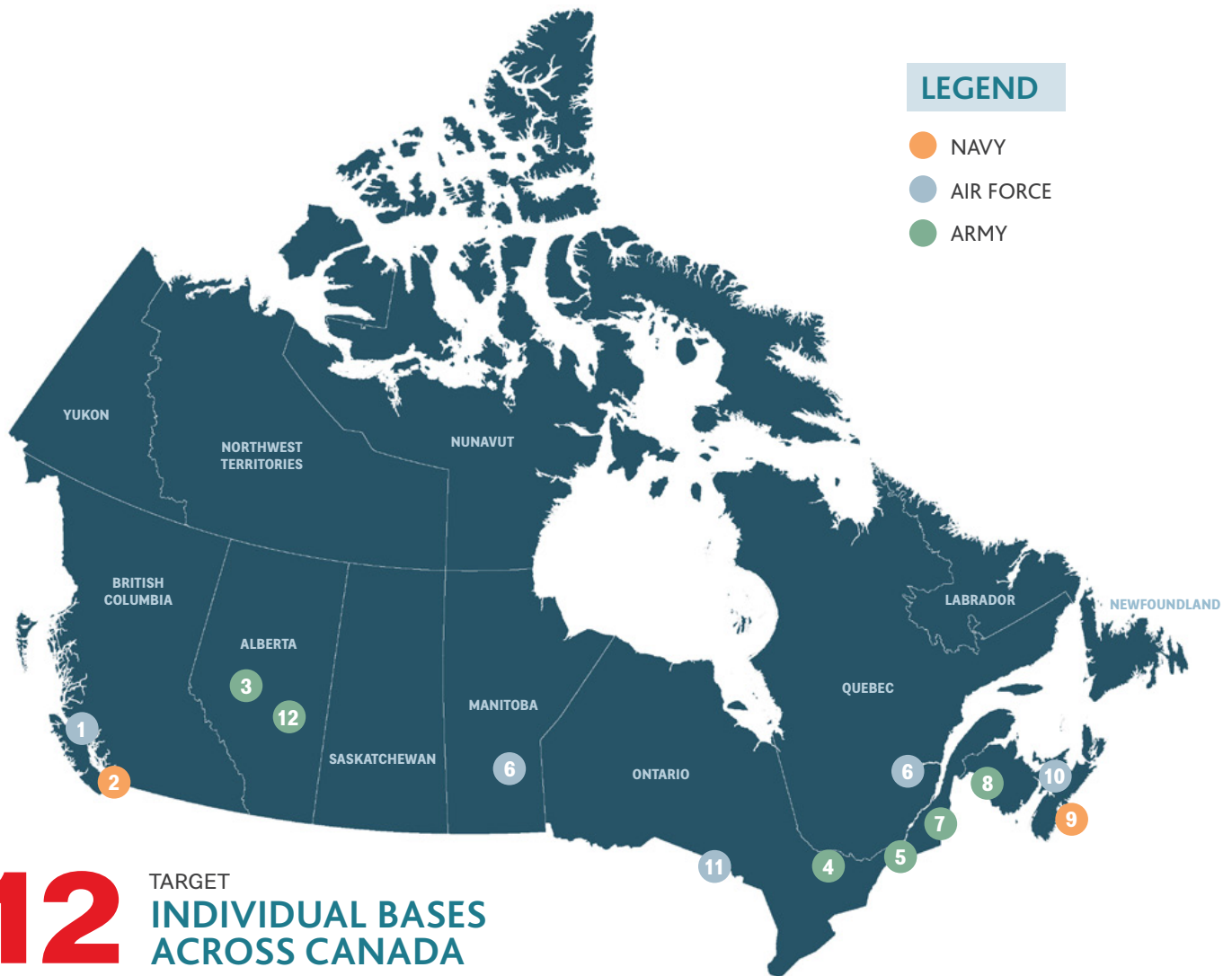


**Ads Placed on Military Bases,  
Reaching Boots on the Ground:**  
**DND, Canadian Armed Forces  
Families and Veterans**

NATIONAL  
MEDIA KIT



# DISTRIBUTION



## 12 TARGET INDIVIDUAL BASES ACROSS CANADA

- |   |  |  |   |
|---|--|--|---|
| 1 19 WING COMOX<br><b>Totem Times</b><br>DIST: EVERY TWO WEEKS  | 4 CFB PETAWAWA<br><b>Petawawa Post</b><br>DIST: WEEKLY, PLUS WEBSITE               | 7 VALCARTIER GARRISON<br><b>Journal Adsum</b><br>DIST: EVERY TWO WEEKS | 10 14 WING GREENWOOD<br><b>Aurora</b><br>DIST: WEEKLY                           |
| 2 CFB ESQUIMALT<br><b>Lookout</b><br>DIST: WEEKLY, PLUS WEBSITE | 5 ST-JEAN AND MONTREAL GARRISONS<br><b>Journal Servir</b><br>DIST: EVERY TWO WEEKS | 8 CFB GAGETOWN<br><b>Daily Gleaner</b><br>DIST: DAILY                  | 11 22 WING NORTH BAY<br><b>The North Bay Shield Online PDF</b><br>DIST: MONTHLY |
| 3 CFB EDMONTON<br><b>Edmonton Sun</b><br>DIST: EVERY WEEK       | 6 3 WING BAGOTVILLE<br><b>Le Vortex</b><br>DIST: MONTHLY                           | 9 CFB HALIFAX<br><b>Trident</b><br>DIST: EVERY TWO WEEKS               | 12 CFB WAINWRIGHT<br><b>Star Edge News</b><br>DIST: WEEKLY                      |

**Total Distribution = 88,700**  
FOR ONE INSERTION

ASK  
ABOUT  
OUR

DIGITAL  
MARKETING  
PACKAGES, FLYER  
INSERTION &  
BASE SIGNAGE

# DEMOGRAPHICS



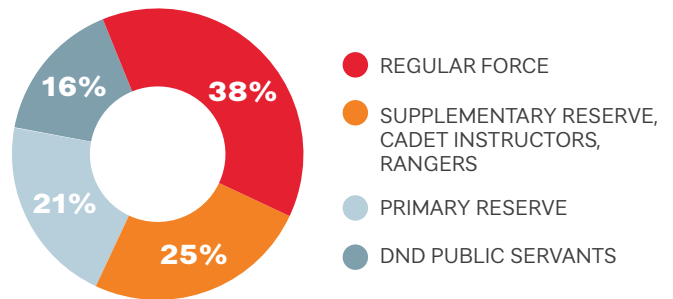
## CANADIAN ARMED FORCES Community Profile

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**



### 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

ADVERTISE IN  
**12** CANADIAN  
FORCES  
NEWSPAPERS  
LOCATED ACROSS CANADA

Reach Army, Air Force, and Navy!





**BOOK YOUR ADS:**

## **CENTRALIZED** **Booking and e-billing**

### **Joshua Buck**

*Canadian Forces Newspaper  
National Advertising Representative*

CELL: 778-977-5433

EMAIL: [military.base.advertising@gmail.com](mailto:military.base.advertising@gmail.com)

## **We Specialize** **in Marketing:**

- Ads targeting career-transitioning military
- Flyer insertions
- Targeted web ads
- Base signage
- Base trade shows



## **BOOK ANY OR ALL 12 NEWSPAPERS!**

### **BONUS! WE REACH VETERANS!**

**Distribution to  
Royal Canadian Legions  
surrounding military bases.**

[www.basenewspaper.com](http://www.basenewspaper.com)



### **REMEMBRANCE SALUTES**

*Don't Forget!*

*Send your  
Remembrance  
Salute across  
the Nation.*

Honour those  
individuals who put  
their life on the line  
for Canada.

**CONTACT US TODAY!**