REACH DND AND THE CANADIAN ARMED FORCES PERSONNEL

MEDIA KIT
16 INDIVIDUAL BASE NEWSPAPERS

1. 19 WING COMOX
   Totem Times
   Dist: Every Two Weeks

2. CFB ESQUIMALT
   Lookout
   Dist: Weekly

3. CFB EDMONTON
   Western Sentinel
   Dist: Every Two Weeks

4. 4 WING COLD LAKE
   Courier
   Dist: Weekly

5. CFB SHILO
   Shilo Stag
   Dist: Every Two Weeks

6. 17 WING WINNIPEG
   Voxair
   Dist: Every Two Weeks

7. CFB BORDEN
   Borden Citizen
   Dist: Weekly

8. 8 WING TRENTON
   Contact
   Dist: Weekly

9. CFB PETAWAWA
   Petawawa Post
   Dist: Weekly

10. 22 WING NORTH BAY
    North Bay Shield
    Dist: Monthly

11. ST-JEAN AND MONTREAL GARRISONS
    Servir
    Dist: Every Two Weeks

12. 3 WING BAGOTVILLE
    Vortex
    Dist: Monthly

13. VALCARTIER GARRISON
    Adsum
    Dist: Every Two Weeks

14. CFB GALETOWN
    Post Gazette
    Dist: Weekly

15. CFB HALIFAX
    Trident
    Dist: Every Two Weeks

16. 14 WING GREENWOOD
    Aurora
    Dist: Weekly

Total Distribution = 82,800
For one issue of all 16 newspapers
ADVERTISE IN 16 CANADIAN ARMED FORCES NEWSPAPERS LOCATED ACROSS CANADA

Reach the One Million Strong!
Representing the three CAF elements: Army, Air Force, and Navy!

CANADIAN ARMED FORCES

community profile

Current and former members of the CAF and the Department of National Defence are powerful consumer groups.

THE NATIONAL DEFENCE TEAM

| Serving Members and Families | 275,000 |
| Veterans and Families | 945,000 |
| DND Public Servants | 27,000 |

Estimated Total: 1.24 Million

CF MEMBERS STATISTICS

| Average Age | 35 |
| Average Income of Officers | $81,300 |
| Average Income of Non-commissioned Members | $55,600 |

DATA AS OF 2013
CENTRALIZED BOOKING & BILLING

ONE CONTACT:

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CFB ESQUIMALT
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sales@forcesadvertising.com

SAMPLE RATES FOR ONE AD IN
All 16 newspapers inclusive.

Please contact us to create a base-specific advertising package to suit your needs!

FULL COLOUR

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* Prices are estimates and are subject to change. Provincial tax not included. Call to confirm exact pricing.