Advertise to reach Canada’s niche spending force:
DND and Canadian Armed Forces personnel

2020 MEDIA KIT
DISTRIBUTION

16 INDIVIDUAL BASE NEWSPAPERS

1. 19 WING COMOX
   Totem Times
   DIST: EVERY TWO WEEKS

2. CFB ESQUIMALT
   Lookout
   DIST: WEEKLY

3. CFB EDMONTON
   Edmonton Examiner
   DIST: EVERY WEEK

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. ST-JEAN AND MONTREAL GARRISONS
    Servir
    DIST: EVERY TWO WEEKS

11. 3 WING BAGOTVILLE
    Le Vortex
    DIST: MONTHLY

12. VALCARTIER GARRISON
    Adsum
    DIST: EVERY TWO WEEKS

13. CFB GAGETOWN
    Post Gazette
    DIST: WEEKLY

14. CFB HALIFAX
    Trident
    DIST: EVERY TWO WEEKS

15. 14 WING GREENWOOD
    Aurora
    DIST: WEEKLY

16. 22 WING NORTH BAY
    The Shield
    DIST: MONTHLY

Total Distribution = 107,200

FOR ONE INSERTION IN ALL 16 BASE NEWSPAPERS
ADVERTISE IN 16 CANADIAN FORCES NEWSPAPERS LOCATED ACROSS CANADA

REACH THE THREE CAF ENVIRONMENTS: Army, Air Force, and Navy!

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Force Members</td>
<td>66,465</td>
</tr>
<tr>
<td>Primary Reserves</td>
<td>47,135</td>
</tr>
<tr>
<td>Military Families</td>
<td>138,100</td>
</tr>
<tr>
<td>DND Public Servants</td>
<td>27,000</td>
</tr>
<tr>
<td>Veterans</td>
<td>649,300</td>
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</tbody>
</table>

Estimated Total: 928,000

CAF MEMBERS STATISTICS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>35</td>
</tr>
<tr>
<td>Average Income of Officers</td>
<td>$98,000</td>
</tr>
<tr>
<td>Average Income of Non-Commissioned Members</td>
<td>$72,000</td>
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</tbody>
</table>

DATA AS OF 2017-19
CENTRALIZED
Booking and billing

ONE CONTACT:
Joshua Buck
CAF NATIONAL AD REPRESENTATIVE
WORK:  250-363-8602
CELL:  778-977-5433
EMAIL:  joshua.buck@forces.gc.ca
sales@forcesadvertising.com

WE SPECIALIZE IN MARKETING:
• Ads targeting career transitioning military
• Flyer insertion
• Targeted social media and more!

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Contact Josh for base-specific newspaper rates.

BONUS DISTRIBUTION TO ROYAL CANADIAN LEGIONS SURROUNDING EACH BASE!

www.basenewspaper.com

Book an ad campaign.
Send your Remembrance Salute.
Join us in honouring those individuals who put their life on the line for Canada.

Volume 64 Number 44, November 4, 2019
CFB Esquimalt, Victoria, B.C.