



**Advertise to reach Canada's
niche spending force:**

**DND and Canadian
Armed Forces personnel**

2021-22
MEDIA KIT



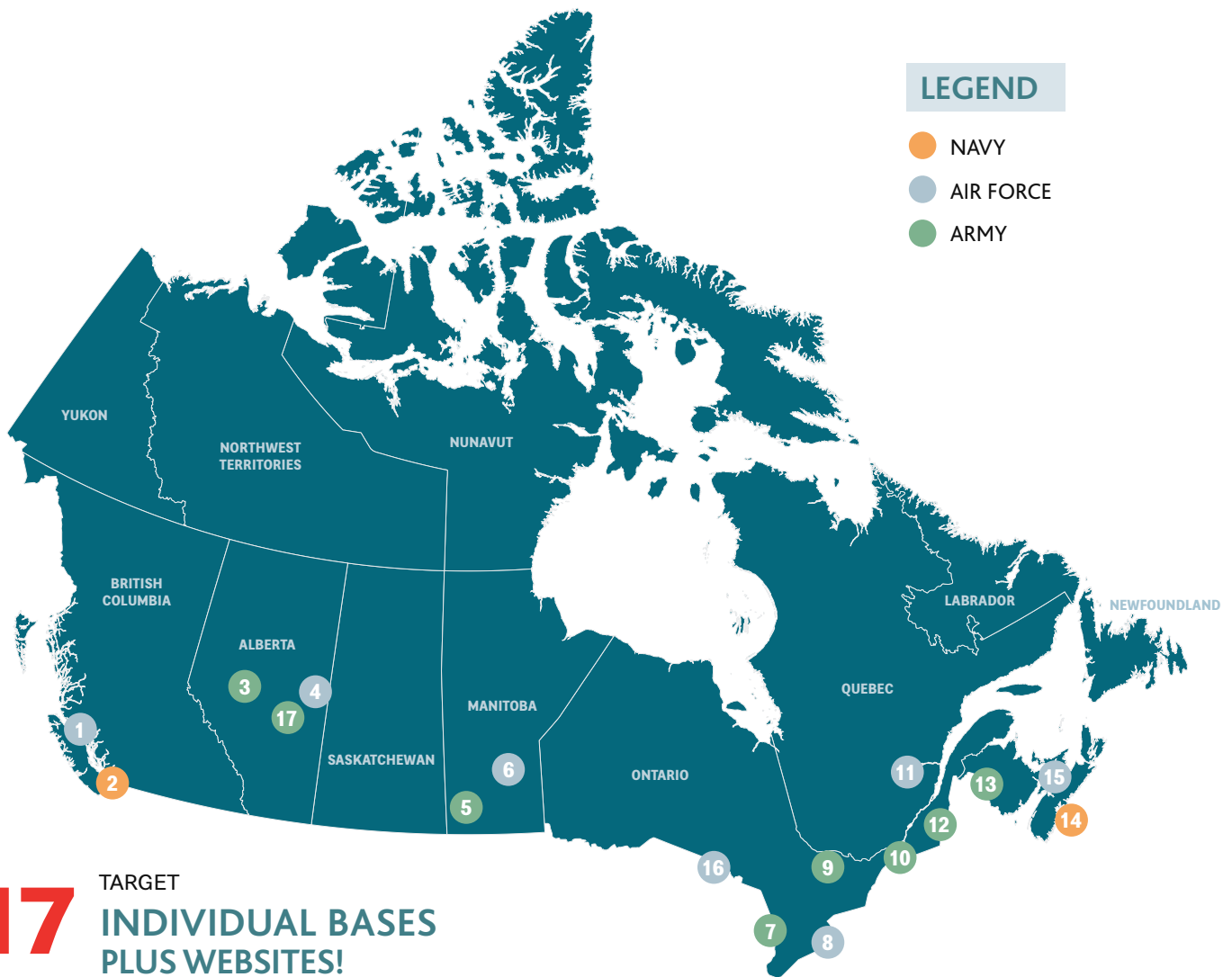
CFNA

ASSOCIATION DES JOURNAUX
DES FORCES CANADIENNES

AJFC

CANADIAN FORCES
NEWSPAPER ASSOCIATION

DISTRIBUTION



17 TARGET
INDIVIDUAL BASES
PLUS WEBSITES!

- | | | | |
|---|--|---|---|
| 1 19 WING COMOX
Totem Times
DIST: EVERY TWO WEEKS | 6 17 WING WINNIPEG
Voxair
DIST: EVERY TWO WEEKS | 10 ST-JEAN AND MONTREAL GARRISONS
Servir
DIST: EVERY TWO WEEKS | 14 CFB HALIFAX
Trident Website, Online PDF
DIST: EVERY TWO WEEKS |
| 2 CFB ESQUIMALT
Lookout
DIST: WEEKLY, PLUS WEBSITE | 7 CFB BORDEN
Borden Citizen Website Only
DIST: WEEKLY | 11 3 WING BAGOTVILLE
Le Vortex
DIST: MONTHLY | 15 14 WING GREENWOOD
Aurora
DIST: WEEKLY |
| 3 CFB EDMONTON
Edmonton Sun
DIST: EVERY WEEK | 8 8 WING TRENTON
Trenontian
DIST: WEEKLY | 12 VALCARTIER GARRISON
Adsum
DIST: EVERY TWO WEEKS | 16 22 WING NORTH BAY
The Shield
DIST: MONTHLY |
| 4 4 WING COLD LAKE
Courier Website only
DIST: WEEKLY | 9 CFB PETAWAWA
Petawawa Post
DIST: WEEKLY, PLUS WEBSITE | 13 CFB GAGETOWN
Daily Gleaner
DIST: DAILY | 17 CFB WAINWRIGHT
Star Edge News
DIST: WEEKLY |
| 5 CFB SHILO
Shilo Stag
DIST: EVERY TWO WEEKS | <p>Total Distribution = 107,200
FOR ONE INSERTION IN ALL 16 BASE NEWSPAPERS</p> | | |



DEMOGRAPHICS



CANADIAN ARMED FORCES

Community profile

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

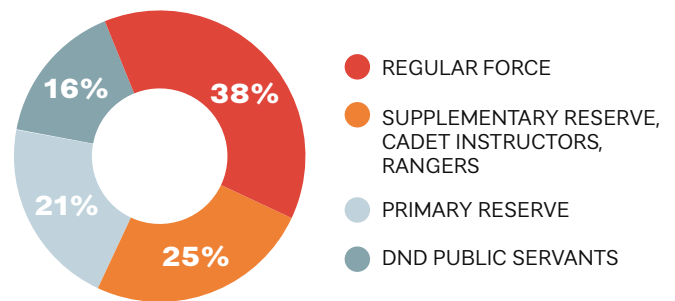
THE NATIONAL DEFENCE TEAM

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**

ADVERTISE IN
17 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

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 insertions
- Targeted social media & web ads!



BOOK ANY OR ALL 17 NEWSPAPERS!

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TO ROYAL CANADIAN
LEGIONS SURROUNDING
EACH BASE!**

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**Send your
Remembrance
Salute.**

Join us in honouring
those individuals
who put their life
on the line for
Canada.