

Canadian Taxpayers FEDERATION

Help your business.
Help a good cause.

Advertise in *The Taxpayer* magazine, official publication of the Canadian Taxpayers Federation.



RATE KIT



Who We Are:

The Canadian Taxpayers Federation (CTF) is a not for profit, non-partisan organization dedicated to lower taxes, less waste and accountable government. Incorporated in 1990, the CTF has grown to be recognized as Canada's most vocal and effective government watchdog. Over 59,000 Canadians are part of the CTF's supporter base nation-wide.

The Taxpayer magazine:

The *Vancouver Sun* calls it "a Playboy magazine for taxpayers. Titillating, eye-brow raising, a bit shocking." *The Taxpayer* magazine, "bountiful with information and numbers that rivet attention" is the flagship publication of the CTF.



Published four times a year, *The Taxpayer* is a 48-page, full colour publication with a circulation of 26,000 nation-wide and readership over 50,000. It provides analysis, campaign updates, guest commentaries, along with horror stories and success stories alike.

[Click here](#) for a sample issue - Spring 2009 - which details the country's plunge back into deficits, an analysis of subsidies to federal political parties and a summary of CTF activities in 2008.

Rates:

| | Single Ad | Multiple ad discount 10% | Camera ready discount 10% | Multiple ad and camera ready discounts 20% |
|------------|-----------|--------------------------|---------------------------|--------------------------------------------|
| 1/8 Page | \$400 | \$360 | \$360 | \$320 |
| 1/4 Page | \$750 | \$675 | \$675 | \$600 |
| 1/2 Page | \$1,300 | \$1,170 | \$1,170 | \$1,040 |
| Full page | \$2,300 | \$2,070 | \$2,070 | \$1,840 |
| Back Cover | \$2,800 | \$2,520 | \$2,520 | \$2,240 |

* Multiple issue bookings receive 10% off single issue price ** If ad copy is ready for print (camera ready) customers receive 10% off the single issue price. Prices do not include taxes.

Readership Profile:

Advertising in *The Taxpayer* helps you reach small business, farm owners, self-employed and retired Canadians. The magazine is a key vehicle that the CTF uses to communicate with its contributors. As part of its advocacy efforts, the CTF also provides complimentary copies of *The Taxpayer* to provincial and federal politicians, media personalities and related stakeholders across the country.

Education:

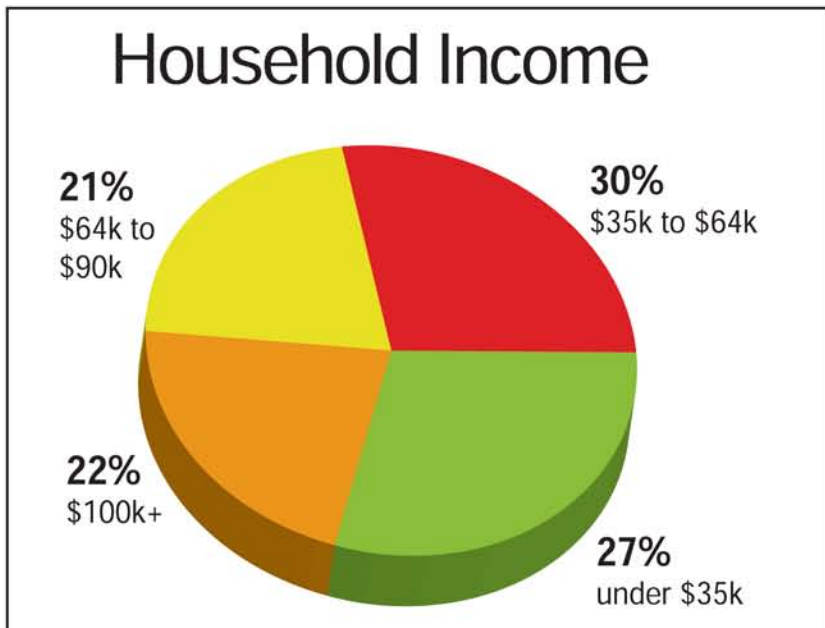
| | |
|-----------------------|-----|
| Elementary | 10% |
| Trades | 21% |
| University | 34% |
| High School | 35% |

Regional circulation:

| | |
|-------------------|-----|
| Sask | 34% |
| Alberta | 29% |
| Manitoba. | 14% |
| BC | 12% |
| Ontario | .8% |
| Other | .3% |

Age

| | |
|--------------------|-----|
| Under 30. | .1% |
| 30 to 49 | 13% |
| 50 to 69 | 51% |
| 70+ | 35% |



Ad dimensions:

| | | | |
|------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------|------------------------------------------|
| Full page Full bleed: w - 8.5" x h - 11" Image size: w - 7.5" x h - 10" | 1/8 w - 3.25" h - 2.2" | 1/2 Horizontal w - 6.7" h - 4.4" | 1/2 Vert w - 3.25" h - 8.8" |
| | 1/4 w - 3.25" h - 4.4" | | |

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