



## ABOUT US



### MISSION

To advocate for and empower first-generation immigrants to thrive in all areas of life in Canada by providing them with reliable information.

### VISION

To be the reliable go-to source of detailed and credible resources that empowers immigrants to thrive in all areas of life in Canada.

### VALUES

- **Reliable:** providing well-researched information that you can rely on to make informed decisions.
- **Informative:** providing expert-level information that goes beyond common knowledge.
- **Creative:** creatively passing across information that not only educates but also engages and inspires action.
- **Practical:** offering actionable tips that achieve results.

## AUDIENCE

Immigrant Muse Magazine (IMM) is targeted at first-generation English speaking Canadian immigrants who have been in Canada for less than five years; and potential immigrants in the final stages of their immigration process. Host nationals also benefit from Immigrant Muse through our advocacy articles to learn about the practices and policies that affect immigrants in Canada.

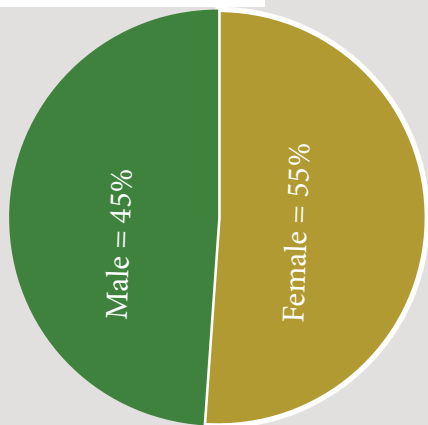
IMM is distributed in print to immigrant settlement agencies, post-secondary distant learning institutions, libraries, and community centres in Canada, as well as to private organizations with a holistic Diversity, Equity, and Inclusion (DE&I) practices to empower their immigrant employees, clients and visitors.

### POTENTIAL AUDIENCE

Immigrants in five years  
1,700,000+

Average annual income  
\$38,000

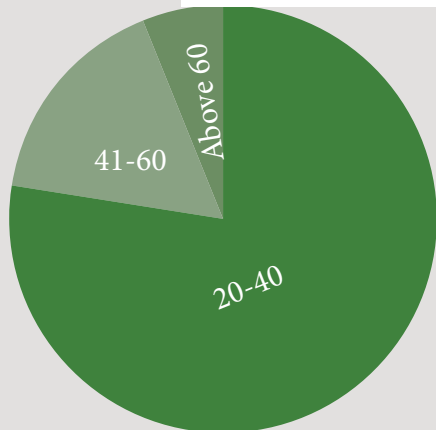
#### Gender



Potential immigrants + international students annually

700,000+

#### Age



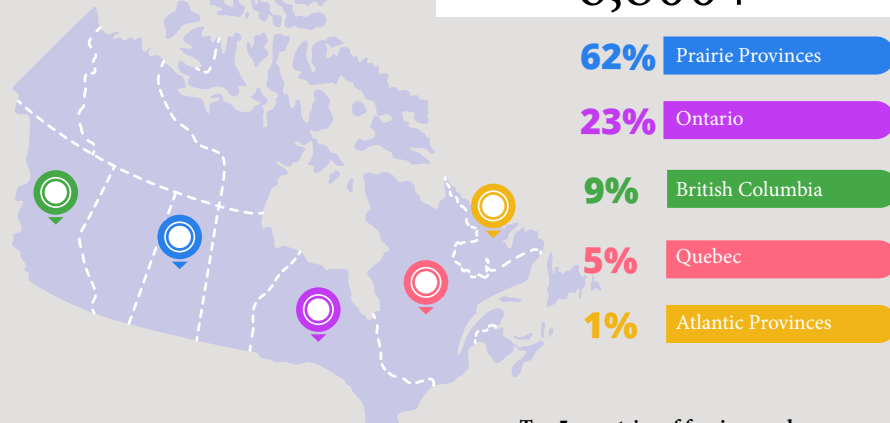
Settlement organizations + Libraries + private organizations

8,900+

### CURRENT AUDIENCE

#### Digital Magazine

Average monthly unique visitors  
6,800+



Canada = 64% International = 36%

Top 5 countries of foreign readers  
USA | Nigeria | China | Netherlands | UK

#### Print Magazine

- 485 settlement agencies
- 134 post-secondary schools
- 92 libraries
- 103 community centres
- 1 airline
- 5 international airports
- 58 private organizations

Total monthly footprint\*  
1,338,100+

\*Based on data from delivery locations







DIGITAL

ISSUE	PUBLISHING DATE*	MATERIAL DEAD-LINE
September	September 1	Third Friday in Aug.
October	October 1	Third Friday in Sept.
November	November 1	Third Friday in Oct.
December	December 1	Third Friday in Nov.
January	January 1	Third Friday in Dec.
February	February 1	Third Friday in Jan.
March	March 1	Third Friday in Feb.
April	April 1	Third Friday in Mar.
May	May 1	Third Friday in Apr.
June	June 1	Third Friday in May
July	July 1	Third Friday in June
August	August 1	Third Friday in July

PRINT

ISSUE	PUBLISHING DATE**	MATERIAL DEAD-LINE
First issue	April 15	March 1
Second issue	August 15	July 1
Third issue	December 15	November 1

\*Publishing date for advertising, features and advertorials on the website.

\*\*Print magazine mailing date to subscribers, affiliates and news stands.

DIGITAL AD RATES

AD TYPE	DESCRIPTION	RATE	DISCOUNT*	SIZE**
Full digital ad package	<ul style="list-style-type: none"> <li>One header leaderboard ad and one sidebar inline ad viewable on all pages on the website for one month</li> <li>One page (400-500 words) advertorial with max two images</li> </ul>	\$2,200	3 consecutive months \$6,099	<b>Leaderboard</b> 728 x 90 pixels  <b>Inline</b> 300 x 250 pixels  <b>Advertorial</b> 500 max words + 2 images
Header leaderboard	<ul style="list-style-type: none"> <li>One leaderboard advert on header for one month</li> <li>One of 5 ads on a 5 seconds per image slider</li> <li>The header ad will be seen from any page on the website</li> </ul>	\$600	3 consecutive months \$1,599	
Sidebar rectangle	<ul style="list-style-type: none"> <li>One rectangle advert on the side bar for one month</li> <li>There are multiple sidebar rectangle adverts</li> <li>The side bar rectangle ad can be viewed on 80% of the pages on website</li> </ul>	\$400	3 consecutive months \$1,099	
Advertorial	<ul style="list-style-type: none"> <li>One page (400-500 words) + 2 images</li> <li>Half page (200-250 words) + 1 image</li> </ul>	\$1200 \$700	with print advertorial \$4,000 with print advertorial \$2,500	

All digital ads will also be included in our monthly digital newsletter with over 7,000 recipients.

We offer advertising design service for an additional fee of \$70 with two reviews.

Leaderboard Advertisement: 728 x 90 pixels\*\*\*



Inline Rectangle Advertisement: 300 x 250 pixels\*\*\*



\*Non-profit discount available for settlement support organizations.

\*\*All files should be JPEG and not more than 150 KB.

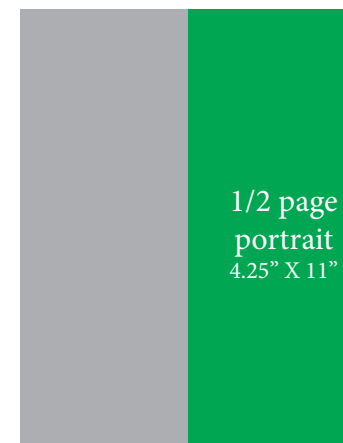
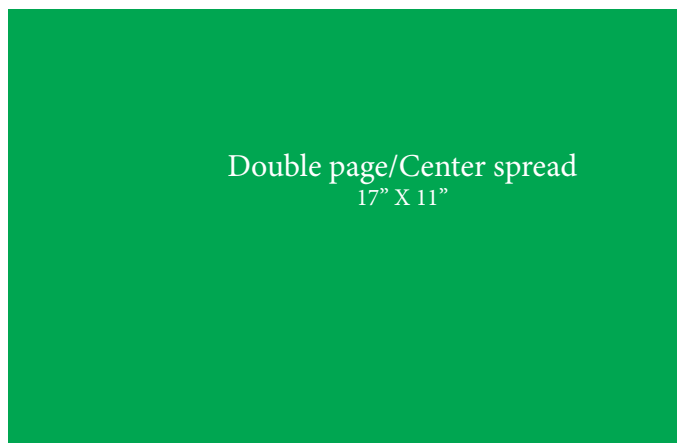
\*\*\*The images are only to display the size of the advert on various screen sizes. Placements can be anywhere on the screen.

All digital ad files should be sent as JPEG and less than 150 KB in size. Advertorial copy should be sent in a word document accompanied by JPEG image(s) less than 150 KB. Print ad files should be sent as CMYK PDF files in high resolution.

PRINT AD RATES

AD TYPE	DESCRIPTION	RATE*	DISCOUNT	SIZE
Issue sponsorship	<ul style="list-style-type: none"> <li>A centre spread advert</li> <li>Inside front cover advert</li> <li>One full page advert</li> <li>One page (400-500 words) advertorial with max two images</li> </ul>	\$15,000	2 consecutive issues \$25,999	<p><b>Centre spread</b> Without bleed: 17" X 11" With bleed: 17.25" x 11.25"</p> <p><b>Full page</b> Without bleed: 8.5" X 11" With bleed: 8.75" x 11.25"</p> <p><b>Half page landscape</b> Without bleed: 8.5" X 5.5" With bleed: 8.75" X 5.75"</p> <p><b>Half page portrait</b> Without bleed: 4.25" X 11" With bleed: 4.5" X 11.25"</p> <p><b>Quarter page portrait</b> Without bleed: 4.25" X 5.5" With bleed: 4.50" X 5.75"</p>
Inside front cover	One full page advert on the inside front cover page	\$3500	2 consecutive issues \$6,599	
Inside back cover	One full page advert on the inside back cover page	\$3000	2 consecutive issues \$5,599	
Back cover	One full page advert on the back cover page	\$4000	2 consecutive issues \$7,599	
Centre spread	Two facing pages of advert at the centre of the magazine	\$5000	2 consecutive issues \$9,599	
Double page spread	Two facing pages of advert	\$4000	2 consecutive issues \$7,599	
Full page	One advert on a full page	\$2500	2 consecutive issues \$4,599	
Half page	One advert on half a page	\$1500	2 consecutive issues \$2,599	
Quarter page	One advert on one-fourth of a page	\$850	2 consecutive issues \$1,599	
Advertorial	<ul style="list-style-type: none"> <li>One page (400-500 words) + 2 images</li> <li>Half page (200-250 words) + 1 image</li> </ul>	\$3500 \$2000	2 consecutive issues \$6,599 2 consecutive issues \$3,599	

\*Non-profit discount available for immigrant settlement support organizations.



Contact us for more information

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