Care Home Canada

2027

NATIONAL MEDIA KIT

Canada's national trade publication for leaders shaping the future of long-term care and senior living.

FOUR SEASONAL ISSUES
ONE NATIONAL CONVERSATION

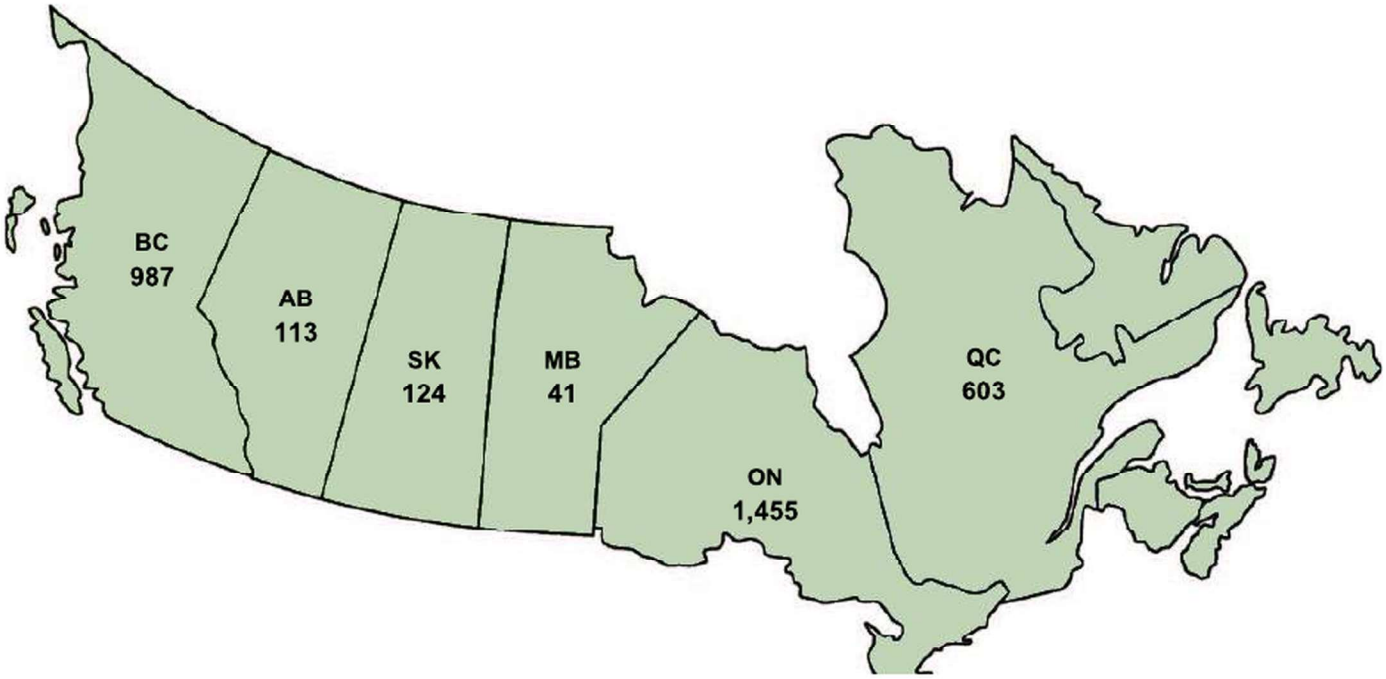
SPRING / SUMMER / FALL / WINTER

National coverage for Canada's care-home sector

READERS SPAN THE NATION

CIRCULATION: 3,666

One copy per facility record in the supplied Canadian care-home mailing list.



PROVINCIAL BREAKDOWN

British Columbia	987	New Brunswick	130
Alberta	113	Nova Scotia	129
Saskatchewan	124	Prince Edward Island	56
Manitoba	41	Newfoundland & Labrador	22
Ontario	1,455	Yukon	6
Quebec	603		

TYPE OF FACILITY

Nursing Homes & Long-Term Care	1,910	52.1%
Retirement & Senior Living	717	19.6%
Residential & Special Care	109	3.0%
Mental Health & Psychiatric Services	116	3.2%
Other (Hospitals/Specialized Rehab/Medical Centers)	814	22.2%

CONTACT DAVID BASTABLE

Associate Publisher & National Account Manager

(204) 979-6071 | dbastable@mercurypublications.ca

WHY ADVERTISE?

Reach the people shaping resident care, operations and purchasing across Canada.

- **National sector reach**
  Connect with care-home owners, operators and decision-makers from coast to coast.
- **A qualified B2B audience**
  Reach executives, administrators, purchasing teams, clinical leaders and facility managers.
- **Purchase influence**
  Be present when readers research equipment, services, technology and operational partners.
- **Four seasonal touchpoints**
  Build familiarity across Spring, Summer, Fall and Winter.
- **Practical editorial context**
  Align your brand with solutions-focused content created for the care sector.
- **Long shelf life**
  Print issues can be shared, saved and revisited by people within each organization.
- **Relevant feature themes**
  Place your message alongside topics that support your product or service.
- **Preferred four-issue rates**
  Reduce the cost per placement while maintaining a consistent presence throughout the year.

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MERCURY PUBLICATIONS

SINCE 1947

Specialized magazines. Industry decision makers.

PUBLISHING MAGAZINES SINCE 1947

Mercury Publications has been publishing trade magazines since 1947, delivering specialized titles to key industry decision makers.

Targeted circulation, relevant editorial and advertising support help businesses reach readers across food, retail, hospitality and other specialized markets.

Bar & Beverage

C-Store Canada

Eastern Hotelier

Western Grocer

Western Hotelier

Western Restaurant News

Western Food Processor

The Cottager

Explore our publications: www.mercury.mb.ca

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EDITORIAL SCHEDULE 2027

SPRING 2027 FEATURE LINEUP	1. Workforce Renewal: Recruitment, Retention & Leadership 2. Laundry Services & Equipment 3. Dining with Dignity: Nutrition, Choice & Culture 4. Beds & Bedding 5. Innovative Medical Equipment
SUMMER 2027 FEATURE LINEUP	1. Air Quality Control 2. Bathing Systems & Tubs 3. Hygiene Products 4. Energy Efficiency & Facility Upgrades 5. Uniforms
FALL 2027 FEATURE LINEUP	1. Technology Support 2. Fall Prevention & Mobility 3. Continence 4. Bracing & Supports 5. Housekeeping
WINTER 2027 FEATURE LINEUP	1. Respiratory Care 2. Furnishings 3. Pest Control 4. Nutrition & Supplements 5. Security

Editorial topics may evolve to reflect emerging sector priorities and regulatory developments.

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2027 ADVERTISING RATES

General Advertising Rates

Canadian dollars. Rates per insertion.

AD SIZE	1 ISSUE	ALL 4 ISSUES rate per issue
1/4 Page	$1,495	$1,295
1/2 Page	$1,995	$1,695
Full Page	$2,995	$2,595
*Prime Position Full Page	$3,995	$3,295

*Prime positions = Inside Front Cover, Inside Back Cover, and Outside Back Cover

FOUR-ISSUE ADVANTAGE

Save $200-$700 per placement, per issue, while building consistent brand recognition throughout the year.

Applicable taxes are extra. Rates are for supplied, publication-ready creative. Premium positions subject to availability.

RESERVE YOUR 2027 ADVERTISING CAMPAIGN TODAY

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Mechanical SPECIFICATIONS

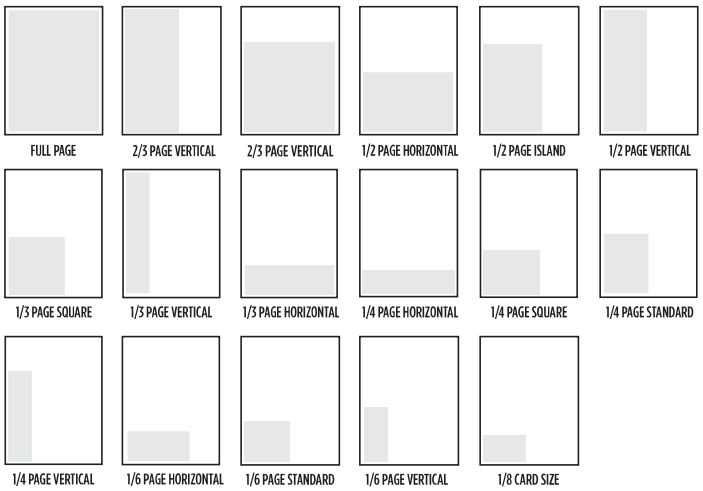
PRINT

STANDARD AD SIZES IN INCHES

	WIDTH	HEIGHT
DOUBLE PAGE SPREAD (TRIM SIZE)*	16-1/4	10-3/4
FULL PAGE (WITH BLEED)	8-3/4	11-1/4
FULL PAGE (TRIM SIZE)*	8-1/8	10-3/4
FULL PAGE (LIVE AREA)	7	10
2/3 PAGE VERTICAL	4-1/2	10
2/3 PAGE HORIZONTAL	7	6-1/2
1/2 PAGE VERTICAL	3-3/8	10
1/2 PAGE ISLAND	4-1/2	7-3/8
1/2 PAGE HORIZONTAL	7	4-7/8
1/3 PAGE VERTICAL	2-1/8	10
1/3 PAGE SQUARE	4-1/2	4-7/8
1/3 PAGE HORIZONTAL	7	3-1/4
1/4 PAGE VERTICAL	2-1/8	7-3/8
1/4 PAGE STANDARD	3-3/8	4-7/8
1/4 PAGE SQUARE	4-1/2	3-3/4
1/4 PAGE HORIZONTAL	7	2-3/8
1/6 PAGE VERTICAL	2-1/8	4-7/8
1/6 PAGE STANDARD	3-3/8	3-1/4
1/6 PAGE HORIZONTAL	4-1/2	2-3/8
1/8 PAGE VERTICAL	2-1/8	3-3/4
1/8 PAGE CARD SIZE	3-3/8	2-3/8

GATEFOLD/INSERTS/COVER WRAPS SPECIFICATIONS AVAILABLE ON REQUEST

*** any ads requiring a bleed, must allow a 1/4" bleed on each side of the trim size.**



IMPORTANT

GENERAL REQUIREMENTS

The following guidelines are for digital material supplied to Mercury Publications Limited. Digital material can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.

Mercury Publications assumes no responsibility for content or colour accuracy where no proof has been supplied. **All files must be CMYK.**

Mercury Publications assumes no responsibility for material or content or colour trapping.

MEDIA COMPATIBILITY

Files can be accepted via the following media:

(Be sure to indicate name of ad, publication and issue date.)

- **Via email** directly to sales representative or ads@mercurypublications.ca
- **For FTP Site Upload** information email: ads@mercurypublications.ca

A proof of any digital ad received will be emailed to you to confirm its accuracy.

FILE COMPATIBILITY

PLEASE SEND PRESS READY HIGH RESOLUTION PDF

(Be sure to indicate name of ad, publication and issue date.)

We do also accept the files created in following programs:

- Adobe Illustrator, 2021
- Adobe Photoshop, 2021

File types can be accepted in these formats:

- Illustrator EPS (fonts converted to outlines)
- Illustrator files using the transparency feature **MUST be flattened**
- Photoshop EPS (single file not DSC) / CMYK Mode
- Photoshop TIFF / CMYK Mode
- Supporting files such as placed scans or graphic elements **must be supplied in CMYK values and at 100% of final size** as placed in ad.
- Resolution of images must be at least 300dpi
- Do not supply trapped files; trapping is handled in prepress to our printer's specifications.