



## HELPING CAMPS FIND NEW CAMPERS



CHECK OUT  
[CampPages.ca](http://CampPages.ca),  
our newly designed,  
multi-media and  
interactive website

Proud Member  
of the



Ontario Camps Association

2019 MEDIA KIT

# AUDIENCE & READERSHIP

DISTRIBUTED BY

**TORONTO STAR**

thestar.com

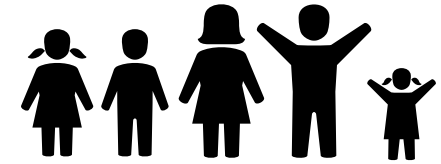
THE #1 CAMP PUBLICATION WHEN LOOKING AT FAMILIES IN THE GREATER TORONTO AREA



CAMP PAGES REACHES **22% MORE** HOUSEHOLDS WITH INCOME OF \$75,000+ THAN ITS COMPETITOR



CAMP PAGES REACHES **58% MORE** HOUSEHOLDS WITH CHILDREN THAN ITS COMPETITOR



CAMP PAGES REACHES MORE TORONTO FAMILIES WITH CHILDREN OF ALL AGES THAN ITS COMPETITORS

## WHY ADVERTISE?

Camp Pages helps families in the Greater Toronto Area find and select the “right” summer camp for their children. Camp Pages offers readers a detailed directory of camps (e.g., traditional and specialty, day and residential), plus valuable information they need to help their children prepare for that first and/or next camp experience. We connect first-time camp families with camps just like yours.

## OUR READERS

Camp Pages is read by families across the Greater Toronto Area who will be looking for a summer camp in 2019. Our readers reside in the City of Toronto, York Region (Thornhill, Markham, Richmond Hill, Aurora, Newmarket), Durham Region (Pickering, Ajax, Oshawa, Whitby) and Peel Region (Oakville, Brampton, Mississauga).

## DISTRIBUTION METHOD

Each issue of Camp Pages in 2019 will be delivered to more than 100,000 household subscribers of *The Toronto Star* — a distribution method that places your camp’s name, brand and unique offerings in front of a highly targeted group of decision makers: parents, guardians and even kids.

# 2019 CAMP DIRECTORY

Camp Pages provides camps with a vehicle to reach more than 200,000 families with two editions (Winter and Spring), in the Greater Toronto Area who are looking for that special camp for their children.

Whether you own and operate a summer camp and/or run camp programs throughout the year (e.g., March Break, Winter Break, Passover), Camp Pages will help you get your marketing message in front of new and prospective camp families.

Every Camp Directory Listing equals a 1/4 page ad - enough space to tell potential camp families why they should choose your camp.

Sample Listing

## CAMP DIRECTORY LISTING:

Winter & Spring 2019 Editions - \$950 / listing  
 Winter 2019 Edition - \$995  
 Spring 2019 Edition - \$995

### Each Camp Directory Listing Includes:

- Complete contact information
- 70-word camp description
- Camp logo
- Listing of up to 18 activity options
- Inclusion in Camp Pages online edition
- Photo gallery on CampPages.ca
- FREE listing on [www.CampPages.ca](http://www.CampPages.ca), online directory that helps parents find camps for their kids (value: \$600)

To add listing, visit  
[www.CampPages.ca/add-listing](http://www.CampPages.ca/add-listing)

### Traditional

## CAMP OTTERDALE

Summer Location: Ottawa Area

**Camp Director:** Jeff "Capt" Brown  
 30 Frayn Road, Box 309, Lombardy, ON  
 K0G 1L0

**Tel:** 613-284-2700  
[info@campotterdale.com](mailto:info@campotterdale.com)  
[www.campotterdale.com](http://www.campotterdale.com)



OCA MEMBER

**Co-Ed • 7-16 • 140 • \$1740.00/2 weeks plus HST**

**Camp Description:** Camp Otterdale is a privately owned overnight summer camp offering exciting 4, 2 and 1 week sessions. Otterdale is a community where all campers "fit-in" and forge many lifelong friendships, master new skills, and have a ton of fun! We hope you will consider Otterdale as the summer of your child's needs and interests of your child/teen.

### Activities:

- Archery • Arts & Crafts • Badminton  
 • Day Trips • Drama • Instructional Sports  
 • Nature Studies • Outtripping • Pott  
 • Sailing • Swimming • Windsurfing

Sample Listings Page

## IMPORTANT DATES

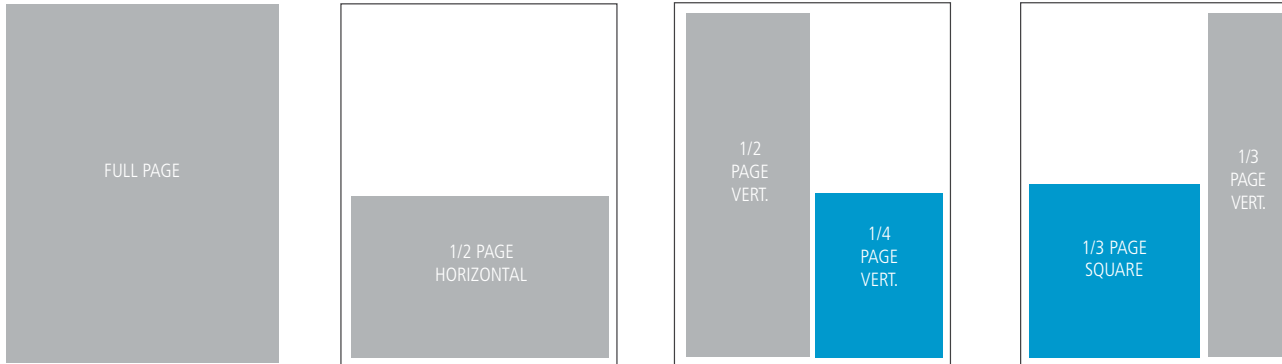
### WINTER 2019 EDITION

- Early Bird deadline: Nov. 2
- Camp Directory Listing & Display Ad Deadline: Dec. 7
- Display Ad Material Deadline: Dec. 14
- Distribution Date: Jan. 20

### SPRING 2019 EDITION

- Early Bird deadline: Feb. 15
- Camp Directory Listing & Display Ad Deadline: Feb. 22
- Display Ad Material Deadline: March 1
- Distribution Date: April 6

# ADVERTISING RATES AND SPECS



## PRINT AD RATES

AD SIZE	WIDTH	HEIGHT	RATES (PER ISSUE)	
FULL PAGE (TRIM)	8"	10-7/8"	1X: \$3,400	2X: \$2,740
1/2 PAGE VERTICAL	3-3/8"	10"	1X: \$2,825	2X: \$2,280
1/2 PAGE HORIZONTAL	7"	5"	1X: \$2,825	2X: \$2,280
1/3 PAGE VERTICAL	2-1/8"	10"	1X: \$2,250	2X: \$1,820
1/3 PAGE SQUARE	4-5/8"	5"	1X: \$2,250	2X: \$1,820
1/4 PAGE VERTICAL	3-3/8"	5"	1X: \$995	2X: \$775

## CAMP DIRECTORY + DISPLAY AD = MORE EXPOSURE

Take advantage of our **Camp Pages print bundle** and receive the following ad placements — for a discounted price — in both of our 2019 issues.

- Listing in Winter and Spring 2019 Issues
- 1/4 page ad in Winter and Spring 2019 Issues

**COST: \$2,935**

**\*\*TOTAL PACKAGE VALUE \$3,450**

### PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either e-mailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

**FTP SITE** [www.annexprod.loadingdock.ca](http://www.annexprod.loadingdock.ca)  
Follow instructions on website. An e-mail will automatically be sent to the Annex production department, making them aware of your recent upload.

### ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information please contact:  
Trish Ramsay | Production Manager  
Telephone: 416-510-6760  
E-mail: [tramsay@annexbusinessmedia.com](mailto:tramsay@annexbusinessmedia.com)

## CONTACT

**BRAD EDELSON**  
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[bedelson@annexbusinessmedia.com](mailto:bedelson@annexbusinessmedia.com)  
416-931-0731

# DIGITAL ADVERTISING

## CAMPPAGES.CA

Camp Pages' newly designed website provides camps with the opportunity to showcase its camps unique programs to our online audience of camper families.

From expert advice to camp videos and photo galleries to social media posts, CampPages.ca is a one-stop shop for families looking for the "right" camp for their children.

### AD SIZE

Leaderboard

### AD SPECS

728 x 90 px

### AD RATE

\$500 per month

## THE CAMP NETWORK

The Camp Network is a digital marketing platform that, simply put, helps camps find campers. It allows your ad to be seen across the Internet by people who have expressed interest in finding a summer camp, and more importantly, who have shown interest in your camp.

The Camp Network helps brands accelerate customer engagement and customer acquisition, as well as help them reach the audience that matters most to their business. With The Camp Network, your ad is seen by Canadian families when they are looking to find that "right" camp for their children.

Every Camp Network campaign is born from a data-driven approach to digital marketing, and guarantees you a certain number of impressions (i.e., typically 100k) over a specified period of time. More importantly, every campaign comes with detailed reporting that measures the effectiveness of your campaign. **At the end of the day, we build an audience of prospects, we deliver your ad to that audience of decision makers and then provide reports on how well your ad performed.**

**Call us today** to learn how your camp can benefit from **The Camp Network.**

## BENEFITS

- Builds brand reputation/recognition
- Drives interaction with targeted audiences
- Entices buyers to take action
- Uses data and online behaviour to find qualified camp decision makers



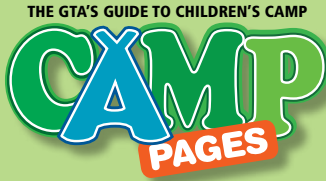
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# DELIVERING A CAMPER AUDIENCE

## RIGHT AD, RIGHT PERSON, RIGHT TIME

Camp Pages' media bundle provides camps with the perfect marketing mix to reach families looking for a summer camp in 2019. By combining our digital, print and social media platforms, camps can maximize their exposure to an audience of camp decision

makers who are looking for that unique summer camp experience for their children.

Our Camp Bundle offers your camp the most cost-effective way to market itself across multiple platforms over an extended period of time.

### CAMP PAGES' 2019 CAMP BUNDLE INCLUDES:

THE CAMP NETWORK	CAMP PAGES SOCIAL MEDIA	CAMPPAGES.CA	CAMP PAGES MAGAZINE
<ul style="list-style-type: none"> <li>• 100k ad impressions through our Camp Network Digital Marketing Platform</li> <li>• Utilizes online search tactics to ensure your ad is seen by prospective camp families</li> <li>• Includes detailed data reporting outlining effectiveness of campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly posts on Camp Pages' Facebook, Twitter and Instagram pages</li> <li>• Posts link back to camp's listing on CampPages.ca</li> </ul>	<ul style="list-style-type: none"> <li>• Listing on our new website for 12 months</li> <li>• Posting of sponsored content (articles, videos)</li> <li>• Display advertising on home page for 3 months</li> </ul>	<ul style="list-style-type: none"> <li>• Camp Directory Listing in both Winter and Spring Issues</li> <li>• Access to 200k Toronto Star readers across the Greater Toronto Area</li> <li>• Audience focuses on Toronto Star subscribers with children between the ages of 4-16</li> </ul>

**CAMP BUNDLE COST: \$4,495 • TOTAL REACH: 300K PLUS**

