

2025 RATE CARD

Toronto International Boat Show Guide

The Take-Home Reference Guide to the Top Boating Exhibitors



January 18 – 26, 2025

25,000 copies will be distributed at the entrances to the show **PLUS 100,000 digital copies** will be emailed to Canadian boaters prior to the show through the Toronto Boat Show newsletter, Canadian Boating OnBOARD newsletter and all related social media sites.

SIZE RATE

Double Page Spread	\$3,400
Outside Back Cover	\$3,000
Inside Back/Inside Front Cover.....	\$2,750
Full Page	\$1,750
Half Page (Hz. or Vert.)	\$1,250
Quarter Page (Vert.).....	\$700.00

SPACE CLOSING December 4, 2024

MATERIAL CLOSING December 13, 2024

Full Page Trim Size
8 x 10.75"
(Safety Area 7.5 x 10.25")

Double Page Spread
16 x 10.75"

Bleed =
Add .125" all sides



1/2 Horiz. 7 x 4.75"	1/4 Vert. 3.375 x 4.75"	1/2 Vert. 3.375 x 9.75"

FILE FORMAT Press-Ready PDFs (PDF-X1a:2001), Resolution 300 dpi, fonts embedded, CMYK mode.
All spot and pantone colours must be removed from file.

CONTACT: Canadian Boating | 705-527-7666, ext. 225 | advertising@kerrwil.com