

# Toronto International Boat Show Guide

## 2026 PRINT RATE CARD



January 17 – 25, 2026

### The Take-Home Reference Guide to All 2026 Exhibitors

**20,000 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 .....	\$1,800
Half Page (Hz. or Vert.) .....	\$1,300
Quarter Page (Vert.).....	\$725.00



**SPACE CLOSING** December 8, 2025

**MATERIAL CLOSING** December 15, 2025

**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.

**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

**1/4 Vert.**  
3.375 x 4.75"

**1/2 Vert.**  
3.375 x 9.75"

**1/2 Horiz.**  
7 x 4.75"

# Toronto International Boat Show Guide

## 2026 DIGITAL RATE CARD



## January 17 – 25, 2026

## The Reference Guide to All 2026 Exhibitors

- The Toronto Boat Show guide undergoes a digital transformation and is emailed to **100,000 Canadian boaters** one week before the show, throughout the Toronto Boat Show and via the Canadian Boating OnBOARD newsletters. This gives show goers the opportunity to plan their visit and research their options prior to The Show.
- Full page and banner ads will be available as an added value in the digital guide – rates are listed below.
- All ads will be linked to your website.

SIZE .....	POSITION .....	RATE
Digital Welcome Page .....	Left of Cover .....	\$2,000
Digital Full Page Ad .....	Right Hand Page .....	\$1,500
Exhibitor Listing Banner Ad.....	Below Book .....	\$500


**SPACE CLOSING:** December 8, 2025

**MATERIAL CLOSING: December 15, 2025**

**Digital Welcome Page**  
(Left of front cover)

8 x 10.75 inches

Supply:  
Print ready  
PDF Format only



**Digital Full Page**

**8 x 10.75 inches**

**Supply:**  
**Print ready**  
**PDF Format only**

[illegible]

**FORMATS:** Banner ads = .Jpeg, .gif, or .png Web resolution 72 pixels.  
Full page = Print-ready PDF, resolution 300 dpi.

Ad is below book  
468 x 60 pixels