



CSCM

The Canadian Society
of Club Managers



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2020 Media Kit

The Association

The Canadian Society of Club Managers (CSCM) is the national professional society for individuals involved in the club management profession in Canada. Since 1957, it has been supporting members with education, networking and member events. Its members are GMs, CEOs, COOs as well as assistant managers, controllers, food and beverage managers and other roles in club management, typically at private or semi-private golf clubs, country clubs, city clubs and recreation & leisure clubs.

Clubs from coast to coast play a huge role in the Canadian economy. Club management involves managing issues such as taxation, governance, labour and corporate law, financial planning, reporting and control, integrated maintenance programs, food and beverage operations, and environmental issues.



"CSCM is more than a group of individuals with a common interest in the club business. It is a network of individuals who share a passion for service, development and camaraderie. I can safely say, without the support of the CSCM network my career would not be as fulfilling as it is today."

– Adam Zubek, CCM

2020 Schedule

Winter – February 2020

Space/Material closing – Jan. 10, 2020

Spring – April 2020

Space/Material closing – March 20, 2020

Summer – July 2020

Space/Material closing – June 12, 2020

Fall – October 2020

Space Material closing – Sept. 18, 2020

Circulation

CMQ is the official magazine of the CSCM. Published four times a year for the Society's membership, subscribers and stakeholders, CMQ serves as a professional and credible resource to its readers by including educational and informative content.

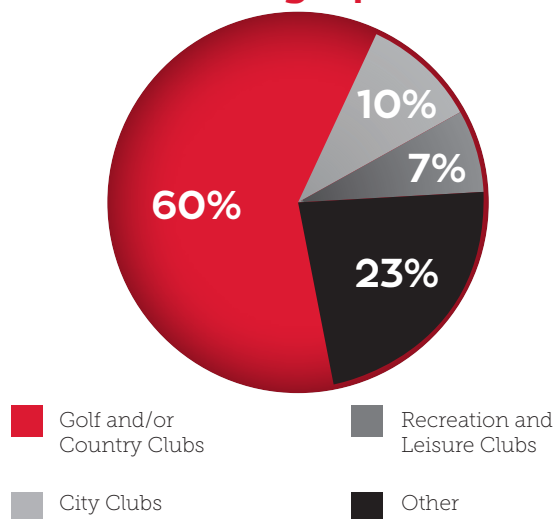
The CSCM, through CMQ, aims to provide a quality publication that is professional and credible to its readers and provides educational and professional development content.

The majority of CSCM members indicate that they read every issue; over half indicate that they share each issue with their respective club board members; and the majority share it with other staff.

Recipients of CMQ magazine are executive-level professionals with decision-making responsibilities at their respective clubs. GMs, CEOs and COOs represent more than 60 per cent of members, the majority earning \$100,000 to \$300,000 per annum. The Society has 11 branches across the country.

Controlled Circulation – Up to 1,000

CSCM Membership Demographics



Advertising Rates

CMQ Print Magazine

Size	2x Rate	4x Rate
Cover 2	\$1,680.00	\$1,512.00
Cover 3	\$1,680.00	\$1,512.00
Cover 4	\$1,800.00	\$1,620.00
Double Page Spread	\$1,980.00	\$1,782.00
Full Page	\$1,200.00	\$1,080.00
2/3 Page	\$960.00	\$864.00
1/2 Page	\$780.00	\$702.00
1/3 Page	\$600.00	\$540.00
1/4 Page	\$480.00	\$432.00
1/8 Page	\$300.00	\$270.00

Specialty Print Products:

Cover Gatefolds
Inserts & Outserts

Please inquire for
availability & rates

CMQ Digital Magazine

Ad Type	Size	Per Issue
Leaderboard Sponsor	768px x 90px	\$399.50
Digital Sponsor	Full Page	\$299.50

*All ad builds incur a flat \$50 charge.

All rates are in net Canadian dollars. Subject to applicable taxes. These rates and all advertising orders are subject to [Lester Communications Inc. Contract & Regulations](#).

Digital Sponsor Rates

All advertisers in the print edition of *CMQ* magazine will be included in the digital format, and web links within their ad space will be activated at no additional charge.

These advertisers will also be given the opportunity to enhance their digital presence, allowing them to further their marketing impact across the Canadian club management profession.

Option

Leaderboard Sponsor

Measuring 728px wide x 90px high, the leaderboard ad is displayed above the magazine pages the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Sponsor

Your message will appear prominently as a full page, opposite the front cover of the digital magazine.

Ad Link

Every advertiser in the print magazine will appear in the digital edition and have a hyperlink to your company's website or email address.

Rate per issue

\$399.50

\$299.50

Included



Digital Edition Archives: www.cscm.org/club-manager-quarterly/

Decision-makers with Buying Power

CSCM members, given their senior roles in more than 300 clubs across Canada, are responsible for all aspects of club functions including product/service selection, purchase authorization, quality control, budgeting and ensuring that their members benefit from professionalism and excellence in service. A message reaching these members also means that you potentially reach well over 500,000 club members.

DID YOU KNOW?

30K

Clubs in Canada Employ
More Than **30,000**
People in Full and
Part-time Positions



Clubs Serve Nearly
Half a **Million**
Members Annually



- Clubs Generate Over **\$125 Million** in Taxes, of Which **\$30 Million** is Paid Directly to Communities

- Clubs Raise Over **\$17.5 Million** for Charities in Canada Annually



Gross Revenues in
Clubs Amount to Over
\$1 Billion Annually

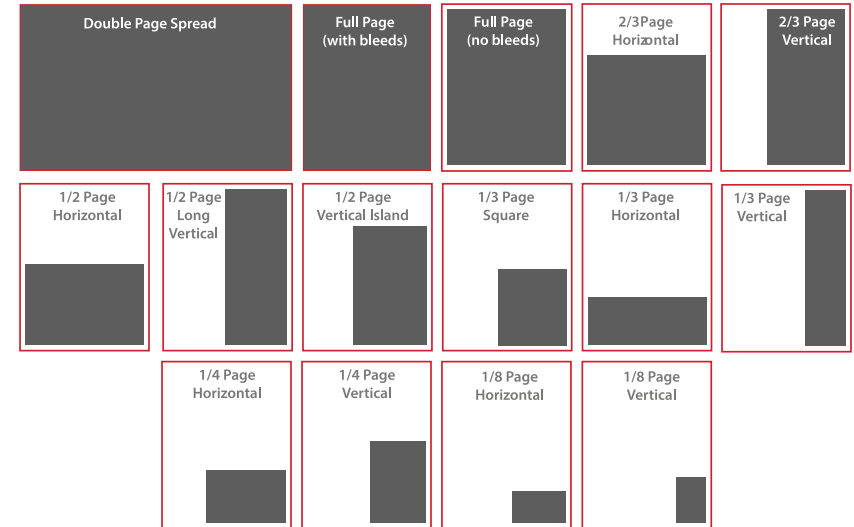


Canadian Clubs
Inject **\$500 Million** Into
Local Economies

Print Specifications

CMQ Magazine

Space	Bleed	Non-Bleed	Trim	Live
Double Page Spread	17" x 11.125"	-	16.75" x 10.875"	16.25" x 10.375"
Full Page/Cover	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
2/3 Vertical	-	4.75" x 9.875"	-	-
2/3 Horizontal	-	7.125" x 6.5"	-	-
1/2 Vertical	-	3.5" x 9.875"	-	-
1/2 Horizontal	-	7.125" x 4.75"	-	-
1/3 Vertical	-	2.25" x 9.875"	-	-
1/3 Horizontal	-	7.125" x 3.125"	-	-
1/3 Square	-	4.75" x 4.75"	-	-
1/4 Vertical	-	3.5" x 4.75"	-	-
1/4 Horizontal	-	4.75" x 3.5"	-	-
1/8 Vertical	-	2.25" x 3.5"	-	-
1/8 Horizontal	-	3.5" x 2.25"	-	-



Our Vision: To create great clubs through excellence in professional club management.

Our Mission: To develop, promote and support the profession of club management by providing networking and educational opportunities for our members. We also represent our members' interests as required by contacting government representatives and voicing our opinions about laws and regulations that will affect members and their clubs.

Printing

- › Offset
- › Publication trim size: 8.375" x 10.75"

Safety

- › All live matter must be a minimum of 0.25" from trim on all sides.
- › Gutter Safety: 0.1875" on each side (total 0.375").
- › Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

Preferred Format

- › High-resolution, press-optimized PDF (all fonts and graphics embedded)

Ad Submission

- › Web: www.lesterpublications.com
- › E-mail: artwork@lesterpublications.com
- › Dropbox: artwork@lesterpublications.com

Other Acceptable Formats

- › Collected Mac InDesign files:
 - All fonts must be collected and included
 - High-resolution 300 dpi images at 100% size, CMYK or grayscale raster images in TIFF or Photoshop format
- › Illustrator file format (.ai)
 - (all fonts converted to paths/outlines)
- › Vector EPS file format (.eps)
 - (all fonts converted to paths/outlines)

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