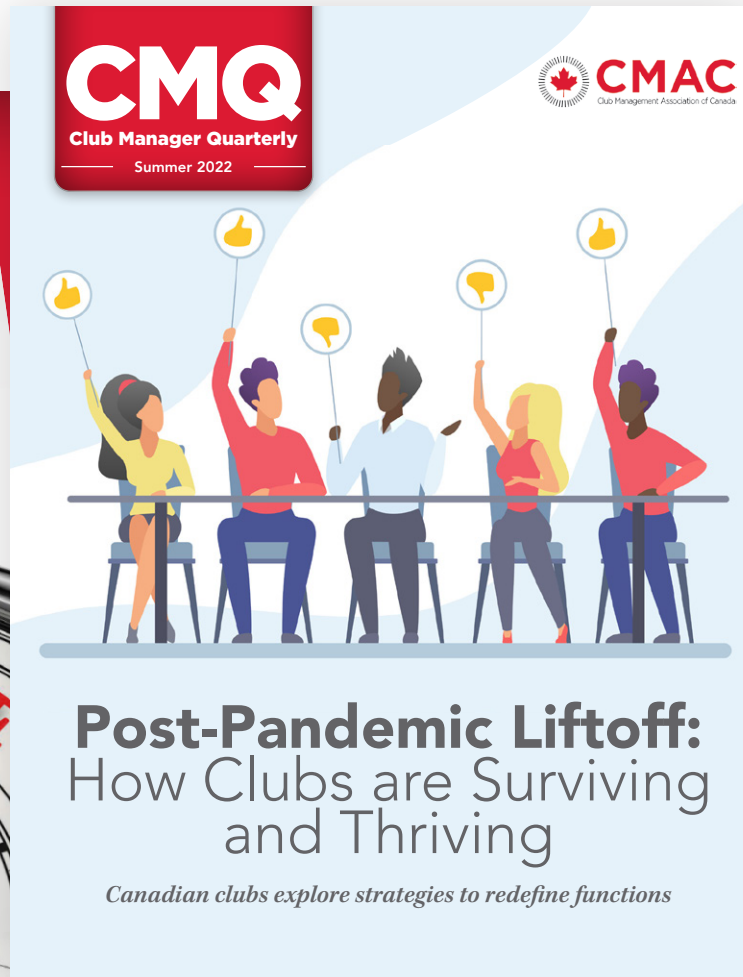




CMAC

Club Management Association of Canada





The Club Management Association of Canada (CMAC) is the national professional association for individuals involved in the club management profession in Canada. Since 1957, it has been supporting members with education, networking and member events.

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.

New Name, New Brand

In December 2021, the membership approved a name change from the Canadian Society of Club Managers (CSCM) to the Club Management Association of Canada (CMAC) and we transitioned to the new brand in March 2022. The new branding reflects the diverse collective of club industry professionals CMAC represents who share a common interest in club management.

Our objective is to represent each one of our members, regardless of their role, tenure or background in the club management industry.

The majority of CMAC members are the general managers/ chief executive officers/ chief operating officers and senior staff of a variety of clubs, though our membership includes an increasing amount of assistant managers, controllers, food and beverage managers, hospitality educators and students, among others who are interested in and pursuing a career in club management.

Our Vision: To create great leaders 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 contracting government representatives and voicing our opinions about laws and regulations that will affect members and their clubs.

Circulation

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

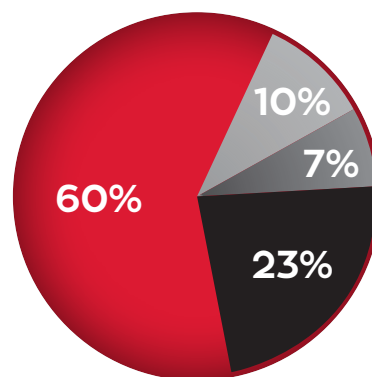
CMAC, through CMQ, aims to provide a quality publication that is professional and credible to its readers and provides educational and professional development content.

CMQ readers are executive-level professionals with decision-making responsibilities at their respective clubs. GMs, CEOs and COOs represent over a third of membership, with the majority of those professionals earning \$110,000 to \$345,000 per annum (based on a 2021 survey). The association has 11 branches across the country.

Average Digital Readership – 1,200 per issue

LinkedIn – 1,500+ Instagram – 600+
Twitter – 800+ Facebook – 300+

CMAC Membership Demographics



■ Golf and/or Country Clubs ■ Recreation and Leisure Clubs
■ City Clubs ■ Other

Advertising Rates

Size	2x Rate	4x Rate
Covers	\$1,150.00	\$977.50
Double Page Spread	\$1,300.00	\$1,105.00
Full Page	\$1,000.00	\$850.00
1/2 Page	\$750.00	\$637.50
1/4 Page	\$625.00	\$531.25

**All ad builds incur a flat \$50 charge. All advertisements in CMQ are hyperlinked to the advertiser's website (or hyperlink of their choosing).*

Ad Specifications

Size	Bleed	Non-Bleed	Trim	Live
Covers/ Full Page	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
Double Page Spread	17" x 11.125"	-	16.75" x 10.875"	16.25" x 10.375"
1/2 Page	-	7.125" x 4.75"	-	-
1/4 Page	-	4.75" x 3.5"	-	-

2023 Deadlines

Winter 2023

Jan. 6, 2023 – Released in January

Spring 2023

March 24, 2023 – Released in April

Summer 2023

June 30, 2023 – Released in July

Fall 2023

Sept. 29, 2023 – Released in October

Contact Us

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