

2026/27 Media Kit

TECHNICAL SPECIFICATIONS

❖ **Advertisements:** can be integrated into the magazine, inserted as loose pre-printed brochures and flyers, or placed with special handling.

❖ **Required Materials:**

- 1.) Preferred: IBM-PC or MAC compatible digital files, (e.g., AI, CDR, EPS, INDD, TIFF, JPG, PDF, etc.), at 300dpi resolution, in CMYK color format, with all fonts imbedded or included, or converted to outlines; ...or
- 2.) Customer supplied, pre-printed inserts.

❖ **Printing process:** Direct "computer-to-plate," sheet-fed offset, process four color (CMYK).

❖ **Page trim size:** 8.25 x 10.75 inches, portrait.

❖ **Bleeds:** are accepted at no extra charge. Allow a minimum of 1/8" on all sides, (i.e., with the full page trim size of 8.25" x 10.75", the minimum full bleed size would be 8.5" x 11.0").

❖ **All content:** is subject to approval by the Editor-in-Chief and/or the DRI Canada Board of Directors

CIRCULATION

The magazine is sent to over 1,350 disaster recovery and emergency management professionals in Canada.

PLACEMENTS & DELIVERIES

Send all ad materials via email to: Disaster Recovery Institute Canada Docket: **TRUE NORTH RESILIENCE** magazine

Attn: Editor-in-Chief: Garth Tucker, CBCP

Email: editors@dri.ca
Toll Free: 1-844-228-8135
Local: 416-646-2750

PAYMENTS

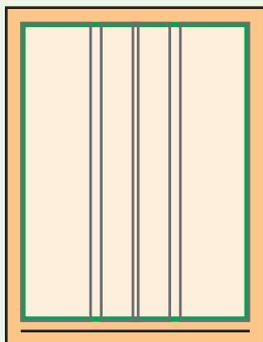
Advertisers are responsible for prompt payment of all insertions. Payment must be received within 30 days of invoice date. Accounts more than 60 days delinquent may be prohibited from advertising in DRI Canada publications until payment is received. Volume and continuity discounts are available. Prices quoted are subject to applicable taxes.

CLOSING DATES

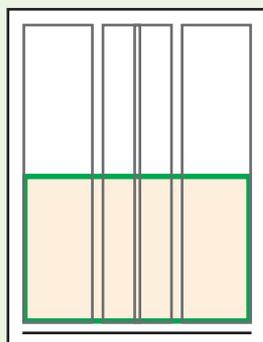
Materials are due on the dates shown below. Cancellations prior to the closing date must be received in writing. No cancellations are accepted after the closing dates. DRI Canada reserves the right to use previously run ad material if new artwork has not been received by the deadline.

Contract Due Date	Materials Due Date	Magazine Issue
Jan 23	Jan 30	Spring 2026
Aug 21	Aug 28	Fall 2026
Jan 22	Jan 29	Spring 2027
Aug 20	Aug 27	Fall 2027

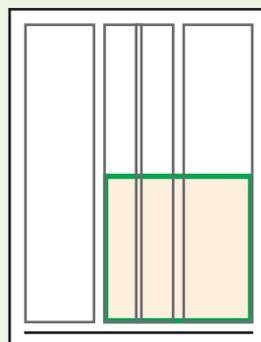
STANDARD LAYOUTS



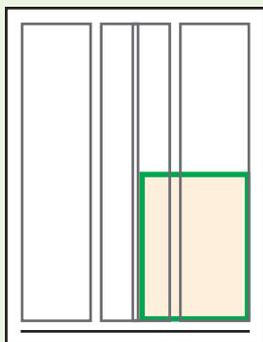
Full Page
7.25" x 9.5" framed,
(Full Page Bleed: 8.5" x 11", Trim size: 8.25" x 10.75")



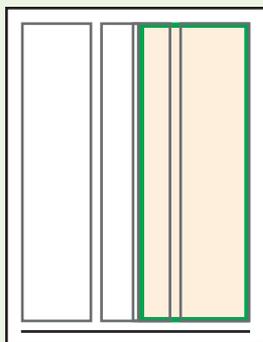
1/2 Page - Landscape
7.25" x 4.75"



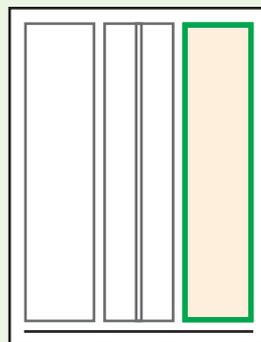
1/3 Page - Square
4.75" x 4.75"



1/4 Page - Portrait
3.5" x 4.75"



1/2 Page - Portrait
3.5" x 9.5"



1/3 Page - Portrait
2.25" x 9.5"

Summary of Rates

TRUE NORTH RESILIENCE magazine is published twice per year by DRIC. Its mission is to facilitate the exchange of information among professionals in the field of Disaster Recovery, Risk Management, High Availability, and Resilience; provide them with practical tools and techniques; and serve as a forum for discussion of emerging trends and issues. All articles are the views of the authors and do not necessarily reflect those of the magazine or of DRIC.

Manuscripts, other editorial submissions, and advertising should be submitted via email to:

Editor-in-Chief:

Garth Tucker, CBCP

Email: editors@dri.ca

Toll Free: 1-844-228-8135

Local: 416-646-2750

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Send mailing list queries, and requests for reprints, bulk copies, or reprint permission by email to: editor@dri.ca, or by surface mail to: 701 Rossland Road East, Suite 375, Whitby, ON, L1N 9K3.

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1,350 +

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2026/27 Advertisements

Premium Placements

	Base Rate (single issue)	Auto-renew Discount (min. 3 issues) -15%
Two-page Spread (Framed or Bleed)	\$3000	\$2550
Cover Page (IFC, IBC, or OBC)	2500	2125
Fixed Position (Inside Full Page)	1800	1530

Run of Book

Full Page (Framed or Bleed)	1700	1445
2/3 Page	1200	1020
1/2 Page (Landscape or Portrait)	900	765
1/3 Page (Square or Portrait)	720	612
1/4 Page	600	510
Business Card	320	272

Loose Inserts (client supplied)

Poly-bag Brochure < 56g (2 oz.)	1200	1020
Poly-bag Flyer < 28g (1 oz.)	960	816
Poly-bag Postcard (loose or blow-in)	800	680

Incentive Discounts

- VOLUME: Multiple Placements per issue = 10% additional
- SPONSOR: Conference Exhibitor = 5% additional

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