



**Canadian  
Franchise**  
Association®

# MEDIA KIT 2025

## FSS MEMBERS

The Canadian Franchise Association (CFA) is proud to offer our Franchise Support Services/Supplier (FSS) members a wide range of opportunities to get their message directly into the hands of the top franchisors across Canada. If you want to position yourself as a key supplier or service provider to the franchise industry, there's no better place than the CFA's content channels and media outlets.

As an FSS Member, you have a unique opportunity to provide your insight as a supplier to the CFA Franchise System membership base through CFA.ca, the Members Only Area, the FSS E-Blast, and other advertising platforms, which all specifically target key decision-makers within the Canadian franchising industry.



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### SOCIAL MEDIA

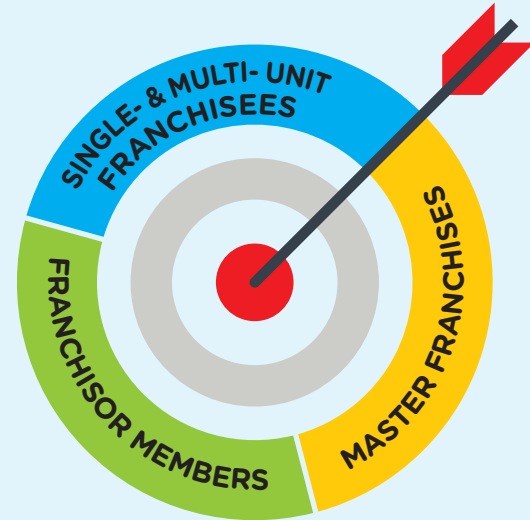
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## Target Audience



### CFA ADVERTISING REPRESENTATIVE



**Stephanie Philbin** can help franchisors craft a perfect advertising campaign with tailor-made solutions that effectively reach the target audience.

**(613) 967-9276**

**sphilbin@cfa.ca**

## CFA.ca

Google “franchising in Canada,” and the CFA’s corporate website will always be among the first organic search results. That’s because our domain authority and aggressive marketing campaigns ensure we’re Canada’s top online source for franchise information.

Every year, more than 100,000 franchisors and franchisees turn to CFA.ca for answers to their franchising questions.

Build your brand on Canada’s #1 franchise website!

All FSS members receive a free member listing on CFA.ca, but you can turn basic listing into a full profile page and rank higher than your industry competitors with one of our listing packages and display advertising options. Available at various price points, there’s an option for every budget.

Leverage our credibility and audience by advertising today. There’s never been a better time to enhance your presence on CFA.ca!

### AUDIENCE

Franchisors, prospective and existing franchisees, entrepreneurs, founders, presidents, CEOs, and other senior franchise executives, along with any Canadian looking to learn more about franchising in Canada.

### REACH

**412,000+** site-wide pageviews in 2024

### HOMEPAGE



## CFA.ca (Display Advertising Options)

ADD-ONS	SPECS	PRICE
Leaderboard (run of site)	980x120	\$750/month
Homepage Carousel Banner – Position 1 (rotating)	300x162	\$350/month
Homepage Pop-Up Layer Banner	500x350	\$800/month
Interior Page Pop-Up Layer Banner	500x350	\$350/month
Homepage Footer Bar	980x120	\$400/month
Interior Page Foot Bar	980x120	\$200/month

Book any website display ad option for 6 or more months and receive the following discounts

**6-9 months – 15% off**  
**9-12 months – 20% off**

Display advertising is subject to space availability. All reference to display advertising pertains to www.cfa.ca. Web advertising is payable upon receipt of invoicing.

## Members Only Area

The CFA.ca Members Only Area provides CFA members with access to a wide range of administrative tools and engaging content to help them get the most out of their membership. The content featured here is aimed at equipping franchising professionals with the knowledge they need to succeed.

CFA Members can tap into the incredible insight of the Canadian franchising community through The Franchise Voice. Published exclusively in the CFA.ca Members Only Area, The Franchise Voice is all about picking the brains of successful franchisors and franchise brands across the CFA membership base. Through our community-based content, franchisors and suppliers alike can learn about the value of utilizing tried and proven practices and how they could be applied to their own businesses.

### AUDIENCE

The Members Only Area is accessible to all CFA members and their employees, including franchisees, founders, presidents, CEOs, and other senior franchise executives.

### REACH

**4,338** CFA Member Contacts

## Display Advertising options

AD SIZE	SPECS	COST
Homepage Half Banner	234x60	\$150/month
Interior Page Half Banner	234x60	\$75/month
Login page Pop-Up Layer Banner	500x350	\$600/month
Homepage Footer Bar	728x90	\$350/month
Interior Page Foot Bar	728x90	\$200/month
Homepage Carousel Banner - Position 1 (rotating)	672x360	\$250/month

NOTE: Limited availability of banners for each page. First come, first served.

## Sponsored Content

Tell your story in a meaningful and engaging way with sponsored content. Sponsored content intentionally aligns your advertising message with the editorial design and experience of the CFA.ca Members Only Area. Advertising under The Franchise Voice banner puts your message directly into the hands of top franchisors across Canada.

All Sponsored Content is featured prominently in the Members Only Area, and promoted through social media and the CFA's Updater and Weekly Recap email campaigns. Sponsored Content is archived in the Members Only Area and is available indefinitely.

**Cost: \$800 per article (800 to 1,200 words)**



Book any website display ad option for 6 or more months and receive the following discounts

**6-9 months – 15% off**  
**9-12 months – 20% off**



## Franchise Canada Chats Podcast

### Commercial Sponsorship

- Includes one 15-second audio advertisement in each episode of the podcast season – either at the beginning, middle, or end of the episode dependent on a rotation of three sponsored brands per season.
- Audio advertisements can either be narrated by the Franchise Canada Chats host with a script provided by you, or you can send in the full audio clip narrated and edited by your team.

**BONUS:** receive sponsorship recognition on the Franchise Canada Chats main page and on each episode's landing page – with your logo and a link to your franchising website.

#### REACH

**3,550+** episode listens in 2024 through SoundCloud, plus 1,500+ video views through YouTube

**Cost: \$1,000 per one season sponsorship**

### Sponsored Guest Host

Have a knack for chatting and interviewing, and a desire to promote your brand? Then the guest host opportunity is for you!

As the guest host, you'll:

- interview fellow CFA members, including franchisors, franchisees, and suppliers, for 10-12 episodes that are coordinated by the Franchise Canada Chats producer.

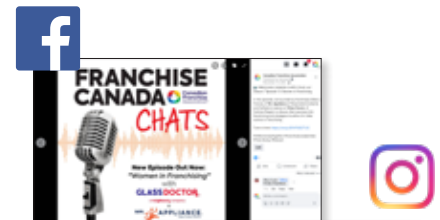
Receive:

- a prerecorded sponsorship mention at the start of each episode in the season.
- sponsorship recognition in the marketing of all new episodes, including in Franchise Canada E-News and on social media.
- additional sponsorship recognition, with your brand's logo and a hyperlink on the Franchise Canada Chats main page for the duration of the season. Your logo and link will also live on the season's landing page.
- a link to your brand's website and mention of your guest host sponsorship on each episode page.

#### REACH

**3,550+** episode listens in 2024 through SoundCloud, plus 1,500+ video views through YouTube

**Cost: \$5,000 per guest host sponsorship**



## FSS E-Blast

If you want to position yourself as a key supplier or service provider to the franchise industry, there's no better place to be seen than in the CFA's new advertising offering: **Featured Franchise Support Services/Suppliers E-Blast!**

Distributed once a month (every second Wednesday of each month), our Featured Franchise Support Services/Suppliers E-Blast gets your message into the inboxes of more than 2,400+ franchising professionals across more than 60 franchise categories. With an open rate of 29%, the FSS E-Blast is exclusive to CFA members, putting you among an elite class of service providers and suppliers who are known and trusted in the industry.

It's easy! Send us the content and we'll handle the rest!

**\*Ad material for the FSS E-Blast includes 50-55 words of copy, click-through link, and image in PNG (preferred) or JPG format.**

### AUDIENCE

Franchise System Members, founders, presidents, CEOs, and other senior franchise executives

### REACH

**2,400+** CFA members

**Cost: \$200 per listing in E-Blast**





## E-Newsletters

### CFA Updater E-News

Offering a quick snapshot of what's happening at the CFA, our weekly e-newsletter is one of our most popular communications. With an average open rate of 35%, the Updater lets you reach an engaged audience of franchise leaders. The CFA Updater E-News can drive traffic to your website with a customized message that stands out as the Updater offers a quick snapshot of news and events, meaning your ad will be highly visible to CFA Members.

#### AUDIENCE

All CFA members and their employees, including franchisees, founders, presidents, CEOs, and other senior franchise executives.

#### REACH

**3,700** subscribers\*  
\*as of November 27, 2024

#### Cost:

**Top Horizontal Banner Ad:** \$150 per issue (570 x 90px)  
**Mid Horizontal Banner Ad:** \$100 per issue (570 x 90px)  
**Sponsored Message:** \$250 per issue (up to 200 words)



## Sponsored Social Media Post

Through our Sponsored Social Media Posts, you can connect directly with the CFA's social media audience to spread the news about your services as a franchise support system supplier, all for only \$500!

With more than 25,000 followers across all of our social media accounts, you'll get your message to quality leads who are passionate about franchising and want to know more about ways they can grow their franchise systems.

All you have to do is send us a short promotional message, image, and click-through URL, and we'll do the rest. What's more, we'll boost your post on one of our four platforms so you can reach even more people!

### AUDIENCE

Prospective and existing franchisees, entrepreneurs, franchisors, and more looking to connect with content and events provided by the CFA

### REACH

**25,500+** followers across Facebook, Twitter, Instagram, and LinkedIn

**Cost: \$500 per post\***

\*280 characters including URL for Twitter and up to 50 words including URL for Facebook and LinkedIn + Image at 1200x628px and 1080x1080px

### Follow Us!

 @CFAFranchise

 @canadianfranchiseassociation

 Canadian Franchise Association

 @cfafranchise

 @cfafranchise



For advertising, contact: **Stephanie Philbin** [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)

[www.cfa.ca](http://www.cfa.ca)

## Franchise Canada magazine

The Canadian Franchise Association's official consumer publication, now circulated as a free digital flipbook

The magazine is focused entirely on inspiring and educating prospective franchisees about the opportunities in franchising so they can make their dreams of business ownership become reality.

Franchise Canada magazine provides:



The key building blocks of trust!

Advertising in *Franchise Canada* magazine, or in any CFA lead-generating product, aligns your brand with these values and increases your credibility in the marketplace.

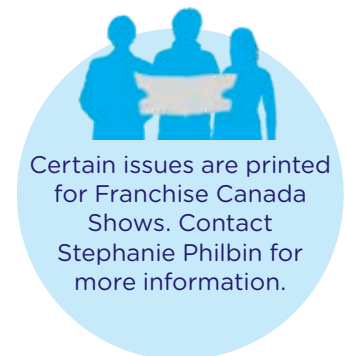
AUDIENCE	FORMAT	REACH
Prospective franchisees looking to go into business for themselves through franchising	Six regular issues (two of which are also printed) and an Annual Directory	<b>34,200+</b> smart, entrepreneurial prospective franchisee subscribers

### Advertising Rates

AD SIZE	1X	3X	6X
Double Page Spread	\$2,700	\$2,450	\$2,300
Full Page	\$1,995	\$1,850	\$1,750
1/2 Page	\$1,500	\$1,300	\$1,200
1/3 Page	\$1,200	\$1,050	\$1,000
1/4 Page	\$950	\$850	\$800
Marketplace Ad	\$450	\$400	\$375
Inside Front Cover	\$2,750	\$2,500	\$2,350
Inside Back Cover	\$2,450	\$2,200	\$2,050
Outside Back Cover	\$3,000	\$2,750	\$2,600

Guaranteed Position Rates: Add 20% to listed rates

By advertising in *Franchise Canada* magazine, you also get a FREE marketplace ad, which helps put your brand in the spotlight for prospective franchisees who may recall the ads when they're ready to invest.



Certain issues are printed for Franchise Canada Shows. Contact Stephanie Philbin for more information.



## Native Advertising

Native advertising intentionally aligns your advertising message with the engaging editorial design and experience of the magazine.

### Benefits:

#### Paid Content Placement

Present your story as part of *Franchise Canada's* award-winning editorial experience.

#### Seamless Integration

Native advertising is integrated into *Franchise Canada* content so that it doesn't disrupt the reader experience.

#### Targeted Content

Persuasive and powerful marketing presented through educational storytelling and helpful tips.

#### Publication, Online, and Social

Extend the reach of your advertising campaign through publication, online, and with a social media campaign, that can be used in your own social and digital marketing. You'll also receive a high-resolution PDF version of your native ad.

### Native Advertising Rates

AD SIZE	1X
False Cover and Native Advertising Double Page Spread	\$5,950
Native Advertising Double-Page Spread (Flipbook + Online)	\$3,500
Native Advertising Full Page (Flipbook + Online)	\$3,000
Native Advertising (Online Only)	\$2,500

Flipbook Version



Online Version



**Shine the spotlight on your brand by purchasing a false cover!** The false cover is placed before the issue cover, and includes your submitted photo, logo, and website URL. You also receive a native advertising double-page spread so you can share more details about your opportunity with prospective franchisees!

## Franchise Canada Directory

The ultimate franchise resource

The *Franchise Canada* Directory is a comprehensive resource that prospective franchisees can explore to help them make the best possible investment decision.

The *Franchise Canada* Directory features

- how-to articles,
- tips and advice from franchise professionals,
- franchisee success stories,
- and more than 1,300 listings for Canadian franchise opportunities and supplier/support services professionals.

AUDIENCE	FORMAT	REACH
Prospective franchisees looking for franchise opportunities	Print and digital	<b>34,200+</b> prospective franchisee subscribers / Print circulation distributed to newsstands across Canada

### Annual Print Directory Rates

AD SIZE		1X
Double Page Spread		\$4,250
Full Page		\$3,750
1/2 Page		\$2,499
1/3 Page		\$1,899
Inside Front Cover		\$4,299
Inside Back Cover		\$3,900
Outside Back Cover		\$4,750
Double-Sided Franchise Listings Tab		\$5,900
Double-Sided Support Service Listings Tab		\$5,900
Listing Logo		\$749
Non-Member Logo†		\$1,300
Front Cover Logo*	First Row	\$1,999
	Second Row	\$1,899
	Third Row Onwards	\$1,600

Guaranteed position in Directory: add 20% to listed rates

†Only available for franchise brands. Payment must be received in full upon receipt of signed contract.



Listing logo comes with a green background that stands out from the standard blue background, and makes your listing more eye-catching



## Franchise Canada Magazine Editorial Calendar

### Closing Dates:

ISSUE	SPACE	AD MATERIAL	PUBLICATION DATE
January/February 2025	November 29, 2024	December 6, 2024	January 6, 2025
March/April 2025	January 31, 2025	February 7, 2025	February 28, 2025
May/June 2025	March 28, 2025	April 4, 2025	May 1, 2025
July/August 2025	May 30, 2025	June 6, 2025	July 4, 2025
September/October 2025	August 1, 2025	August 8, 2025	September 2, 2025
November/December 2025	October 3, 2025	October 10, 2025	November 3, 2025
Annual Print Directory 2026	October 24, 2025	October 31, 2025	February 2, 2026

### January/February 2025

- **ISSUE FOCUS:** The Trends Issue
- **SPECIAL FRANCHISE FOCUS:** Owner-operator/service-focused franchises
- **INSIDE:**
  - Industry categories to watch in 2025
  - Economic and consumer trends
  - Tech and AI innovations
  - Travel and lifestyle franchises
  - A timeline of franchising in Canada
  - Comfort food franchises across Canada

### March/April 2025

- **ISSUE FOCUS:** The Diversity Issue
- **SPECIAL FRANCHISE FOCUS:** QSR
- **INSIDE:**
  - Women in franchising
  - Newcomers in franchising
  - BIPOC franchisees
  - Senior services franchises
  - Education franchises

### May/June 2025

- **ISSUE FOCUS:** Health and Wellness
- **SPECIAL FRANCHISE FOCUS:** Beauty and salon services
- **INSIDE:**
  - Holistic health franchises
  - Work-life balance for franchisees
  - Fitness franchises, spa services, and kids services
  - Multi-unit franchisees

### July/August 2025

- **ISSUE FOCUS:** The Excellence in Franchising Issue
- **SPECIAL FRANCHISE FOCUS:** Award Winners
- **INSIDE:**
  - Franchisee of the Year winners
  - 2025 CFA award winners
  - Remote work/mobile franchises
  - Families in franchising
  - Tradeshow prep
  - Franchisees' Choice Designees across Canada (repeat years)

### September/October 2025

- **ISSUE FOCUS:** The Food Issue
- **SPECIAL FRANCHISE FOCUS:** Business-to-Business and Commercial Services
- **INSIDE:**
  - Quick service restaurant franchises
  - Full-service restaurant franchises
  - Fusion food franchises
  - Vegetarian food franchises
  - Family-friendly dining

### November/December 2025

- **ISSUE FOCUS:** The Recession-Resistant Issue
- **SPECIAL FRANCHISE FOCUS:** Coffee and sweet treats
- **INSIDE:**
  - Home improvement services franchises
  - Veteran-friendly franchises
  - Guide to franchising
  - Home interior and restoration franchises
  - New CFA members across Canada

### Franchise Canada Directory

- **INSIDE:**
  - Easy-to-use listing of Canadian franchises and suppliers
  - Informative and engaging articles for prospective franchisees
  - Best-practice tips and advice from industry experts

\*Editorial, events, and dates subject to change without notice.

For advertising, contact: **Stephanie Philbin** [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)

[www.cfa.ca](http://www.cfa.ca)

## The CFA Franchise Spotlight

The CFA Franchise Spotlight is an annual showcase of CFA member brands from a variety of sectors, printed and distributed at upcoming Franchise Canada Shows.

Expand your reach through a brand profile submission.

### BRAND PROFILE

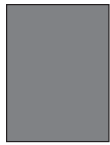
This is your chance to highlight your opportunity and all it has to offer prospective franchisees!

#### Each submission includes:

- half-page ad (6.75"W x 4.625"H)
- half-page advertorial (250–300 words) supplied by the brand
- logo

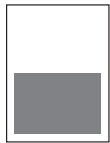
**Cost: \$699**





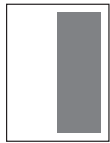
### FULL PAGE

Ad Size: 8.125" W x 10.875" H  
With Bleed†: 8.375" W x 11.125" H



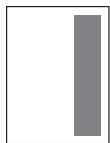
### 1/2 PAGE HORIZONTAL

Ad Size: 6.75" W x 4.625" H  
No Bleed



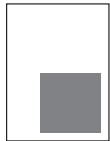
### 1/2 PAGE VERTICAL

Ad Size: 3.25" W x 9" H  
No Bleed



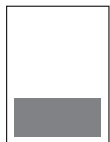
### 1/3 PAGE VERTICAL

Ad Size: 2.25" W x 9" H  
No Bleed



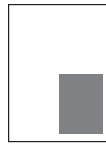
### 1/3 PAGE SQUARE

Ad Size: 4.4167" W x 4.625" H  
No Bleed



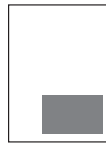
### 1/3 PAGE BANNER

Ad Size: 6.75" W x 3" H  
No Bleed



### 1/4 PAGE OLD VERTICAL

Ad Size: 3.25" W x 4.5" H  
No Bleed



### 1/4 PAGE SQUARE

Ad Size: 4.4167" W x 3.625" H  
No Bleed



### 1/4 PAGE BANNER

Ad Size: 6.75" W x 2.375" H  
No Bleed



### DOUBLE PAGE SPREAD AD

Ad Size: 16.25" W x 10.875" H  
With Bleed: 16.5" W x 11.125" H



### 1/2 PAGE SPREAD AD

Ad Size: 16.25" W x 5.5" H  
With Bleed: 16.5" W x 5.625" H



### MARKETPLACE AD

Ad Size: 3.25" W x 4.5" H  
(All Marketplace ads will be created with CFA template.)

Logo: Supply as high resolution EPS, TIFF, JPG or PDF

Word Count: Approximately 200 words (Please be sure to include your contact information and web address!)

## Material Requirements

†For full page ads: Please include 1/8" (.125") of bleed around all sides. Offset registration/crop marks/colour bars so they are not touching the artwork or bleed area.

Digital: Acceptable photo formats are: EPS, TIF, and JPEG. Please ensure all images are at a resolution of 300 ppi/dpi at full size and are in CMYK (not RGB) mode. Include all files.

Type 1 (Postscript) fonts must have both screen and printer fonts. Graphics should be saved as EPS files. PDFs are acceptable as long as they are saved "press optimized" (300 dpi)

Preferred Applications: Macintosh – High Resolution PDF, Adobe Creative Suite

File Transfer: Stuffing files to decrease size is acceptable. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.

Visible URL: Please ensure you include your company website in your Display Ad and/or Marketplace Ad as this will be used in the digital magazine to link your ad to your website.

Please send ad material to: [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)

Ad materials must be submitted press-ready by ad material deadline. Additional changes will apply if artwork requires modifications by CFA at \$150/hr.



## Terms and Conditions

### General Information

Advertising on CFA.ca is exclusive to Canadian Franchise Association (CFA) members in good standing. Advertisers certify that their advertisements adhere to the principles set forth in the Canadian Code of Advertising Standards\*. The advertiser agrees to assume all liability for all content (including text, representation, and illustration) of their advertisements and assume all responsibility for any claim arising there against CFA. The CFA reserves the right to refuse any advertising for any reason and advertisers agree that the CFA shall be under no liability for its failure for any cause to publish any advertisement. If booked by a third party, the CFA member identified on the advertising contract consents and agrees to be bound by all agreements made with the CFA regarding the advertising.

### Contract and Billing

All advertising is typically invoiced upon receipt of contract. Payment by cheque or credit card is due upon receipt of invoice. Payments are non-refundable. Failure to pay invoices after 30 days may result in interruption of advertising. Ad rates are for space only and assume advertisers supply material. Additional charges of \$150/hour may apply if ad creation is needed. Ad rates are subject to change and to applicable taxes. All listed rates are net and do not include advertising agency commissions. The CFA reserves the right to cancel any contract at any time upon default in payment of invoices. Should an advertiser have outstanding bills with the CFA and/or is not in good standing with the Association, the CFA reserves the right to require payment for any advertising upon such terms as they see fit.

GST/HST Registration Number: R122972920

QST Registration Number: 1212953071

Please make cheques payable to:  
Canadian Franchise Association  
116-5399 Eglinton Ave W  
Toronto, ON M9C 5K6

For questions about your order:  
Email: [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)