






Let the CFA Get Your Message Out!

Say hello to the CFA's cornerstone brand awareness products! Our team can help you determine the right mixture of multi-channel products to get your company in front of prospective franchisees looking for their ideal business opportunity.

Contact **Stephanie Philbin** for more information: sphilbin@cfa.ca or **613-967-9276**









BRAND AWARENESS PRODUCT	AUDIENCE	REACH
	<p>Franchise Canada The CFA's public-facing magazine; published six times annually (digitally and twice per year as a print publication)</p> <p>CLICK HERE FOR PREVIOUS ISSUES</p> <p>FULL MEDIA KIT (PAGE 3)</p>	<p>Prospective and existing franchisees, entrepreneurs, and more who are looking for franchise education and information</p> <p>30,000+ digital subscribers; print copies available at Franchise Canada tradeshow</p>
	<p>Franchise Canada Directory An annual directory of franchise opportunities across Canada; published digitally and in print</p> <p>CLICK HERE FOR 2024 DIRECTORY</p> <p>FULL MEDIA KIT (PAGE 5)</p>	<p>Prospective franchisees looking for franchise systems to invest in</p> <p>30,000+ subscribers, plus 6,000 print copies available on newsstands across Canada</p>
	<p>LookforaFranchise.ca The online version of the Franchise Canada Directory, exclusively featuring CFA members</p> <p>VISIT LOOKFORAFRANCHISE.CA</p> <p>FULL MEDIA KIT (PAGE 10)</p>	<p>Members of the public interested in purchasing a franchise location</p> <p>39,000+ average monthly pageviews</p>
	<p>Franchise Canada E-Blast A custom, sponsored email message sent out by the CFA on behalf of a member brand</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 16)</p>	<p>Prospective franchisees looking for new and existing franchise opportunities</p> <p>22,700+ subscribers</p>
	<p>FranchiseCanada.Online The official website of Franchise Canada magazine</p> <p>VISIT FRANCHISECANADA.ONLINE</p> <p>FULL MEDIA KIT (PAGE 13)</p>	<p>Prospective and existing franchisees, entrepreneurs, and others looking for franchise information</p> <p>More than 131,900 pageviews in 2023</p>

Boost Your Brand Even More!

Looking to elevate your system in the eyes of prospective franchisees? These add-on brand awareness products will help ensure you stand out in the crowd.

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	<p>Franchise Spotlight (email) A twice-monthly email highlighting the benefits of six franchise brands</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 17)</p>	<p>Prospective franchisees looking for new and existing franchise opportunities</p>	<p>More than 28,000 subscribers</p>
	<p>Sponsored Guidebooks An exclusive, sponsored digital flipbook that highlights a CFA member's business expertise and value proposition</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 7)</p>	<p>Prospective franchisees, CFA members</p>	<p>Promoted to 30,000+ email contacts, as well as through the CFA's social media channels (24,500+ followers); downloadable for one year</p>
	<p>CFA Franchise Spotlight (print) An annual showcase of the CFA's member brands and the franchisees and brand leaders who make them successful</p> <p>2023 CFA FRANCHISE SPOTLIGHT</p> <p>FULL MEDIA KIT (PAGE 8)</p>	<p>Prospective franchisees, CFA members, Franchise Canada Show attendees</p>	<p>Promoted to 30,000+ email contacts, as well as through the CFA's social media channels (24,500+ followers); printed and distributed at Franchise Canada tradeshows</p>
	<p>Franchise Canada Chats The CFA's official podcast featuring franchisors, franchisees, and other industry experts who share their experiences in franchising</p> <p>LISTEN TO OUR PODCAST</p> <p>FULL MEDIA KIT (PAGE 14)</p>	<p>Prospective and existing franchisees, entrepreneurs, and those looking for franchise education and information</p>	<p>Over 3,550 episode plays in 2024</p>
	<p>Franchise Canada TV The CFA's online video channel featuring franchisee interviews, expert advice, and industry news</p> <p>CHECK OUT FRANCHISE CANADA TV</p> <p>FULL MEDIA KIT (PAGE 14)</p>	<p>Prospective and existing franchisees, entrepreneurs, and more who are looking for franchise education and information</p>	<p>More than 16,000 plays in 2024</p>
	<p>Franchise Canada E-News A twice-monthly digital newsletter featuring industry news, success stories, and the latest franchise opportunities</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 16)</p>	<p>Prospective franchisees, CFA members</p>	<p>30,000+ subscribers; 30% open rate, 5% click-through rate</p>