






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>34,200+ 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>34,200+ 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 9)</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 15)</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 12)</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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	Franchise Spotlight (email) A twice-monthly email highlighting the benefits of six franchise brands CLICK HERE FOR A SAMPLE FULL MEDIA KIT (PAGE 16)	Prospective franchisees looking for new and existing franchise opportunities More than 28,000 subscribers
	Sponsored Guidebooks An exclusive, sponsored digital flipbook that highlights a CFA member's business expertise and value proposition CLICK HERE FOR A SAMPLE FULL MEDIA KIT (PAGE 7)	Prospective franchisees, CFA members Promoted to 34,200+ email contacts, as well as through the CFA's social media channels (25,500+ followers); downloadable for one year
	CFA Franchise Spotlight (print) An annual showcase of the CFA's member brands and the franchisees and brand leaders who make them successful 2023 CFA FRANCHISE SPOTLIGHT FULL MEDIA KIT (PAGE 8)	Prospective franchisees, CFA members, Franchise Canada Show attendees Promoted to 34,200+ email contacts, as well as through the CFA's social media channels (24,500+ followers); printed and distributed at Franchise Canada tradeshows
	Franchise Canada Chats The CFA's official podcast featuring franchisors, franchisees, and other industry experts who share their experiences in franchising LISTEN TO OUR PODCAST FULL MEDIA KIT (PAGE 13)	Prospective and existing franchisees, entrepreneurs, and those looking for franchise education and information Over 3,550 episode plays in 2024
	Franchise Canada TV The CFA's online video channel featuring franchisee interviews, expert advice, and industry news CHECK OUT FRANCHISE CANADA TV FULL MEDIA KIT (PAGE 13)	Prospective and existing franchisees, entrepreneurs, and more who are looking for franchise education and information More than 16,000 plays in 2024
	Franchise Canada E-News A twice-monthly digital newsletter featuring industry news, success stories, and the latest franchise opportunities CLICK HERE FOR A SAMPLE FULL MEDIA KIT (PAGE 15)	Prospective franchisees, CFA members 34,200+ subscribers; 30% open rate, 5% click-through rate