



Reach
the largest
military
community
in Canada

Get the word
out with
Trident

Trident Newspaper

Trident is a bi-weekly newspaper written for and by DND and Canadian Forces personnel in Halifax, appearing at locations around CFB Halifax and beyond.

Trident spreads news of events in the military community including sports and family events. It also provides updates about what Canadian Forces members are doing at home and while deployed around the world.

Trident's Audience

- CFB Halifax is the largest Military base in Canada and the largest employer in Halifax with an economic impact on the province of over 1 billion \$\$'s per year
- 80% of spending happens in HRM
- The average age of military personnel is 35 and 93% have families
- The average income is \$60,000 per year with 25 days' paid vacation. This is significantly higher than the civilian average.
- CFB Halifax relocates upwards of 1,000 people to and from the area each year

How are you targeting military members and their families?

- *The military is Halifax's single largest employer.*
- *Nova Scotia is home to nearly half of DND's assets.*
- *CFB Halifax employs almost 10,000 people contributing nearly \$1 billion to the provincial economy.*



Schedule and Reach

Trident Publication Schedule

- Jan 11 MFRC
- Jan 25
- Feb 8 MFRC
- Feb 22
- March 7 MFRC
- March 21 Posting Season Special
- April 4 MFRC
- April 18 Battle of the Atlantic Special
- May 2 MFRC
- May 16
- May 30 MFRC
- June 13 DND Family Days
- June 27 MFRC
- July 11
- July 25 MFRC
- August 8
- August 22 Back to School Special
- Sept 5 MFRC
- Sept 19 Home Improvement Special
- Oct 3 MFRC
- Oct 17
- Oct 31 MFRC / Remembrance Special
- Nov 14 Holiday Shopping Special
- Nov 28
- Dec 12 MFRC / Year End Review

Distribution:

More than 7,700 copies of Trident are distributed to CFB Halifax, CFB Shearwater and surrounding venues and retailers.

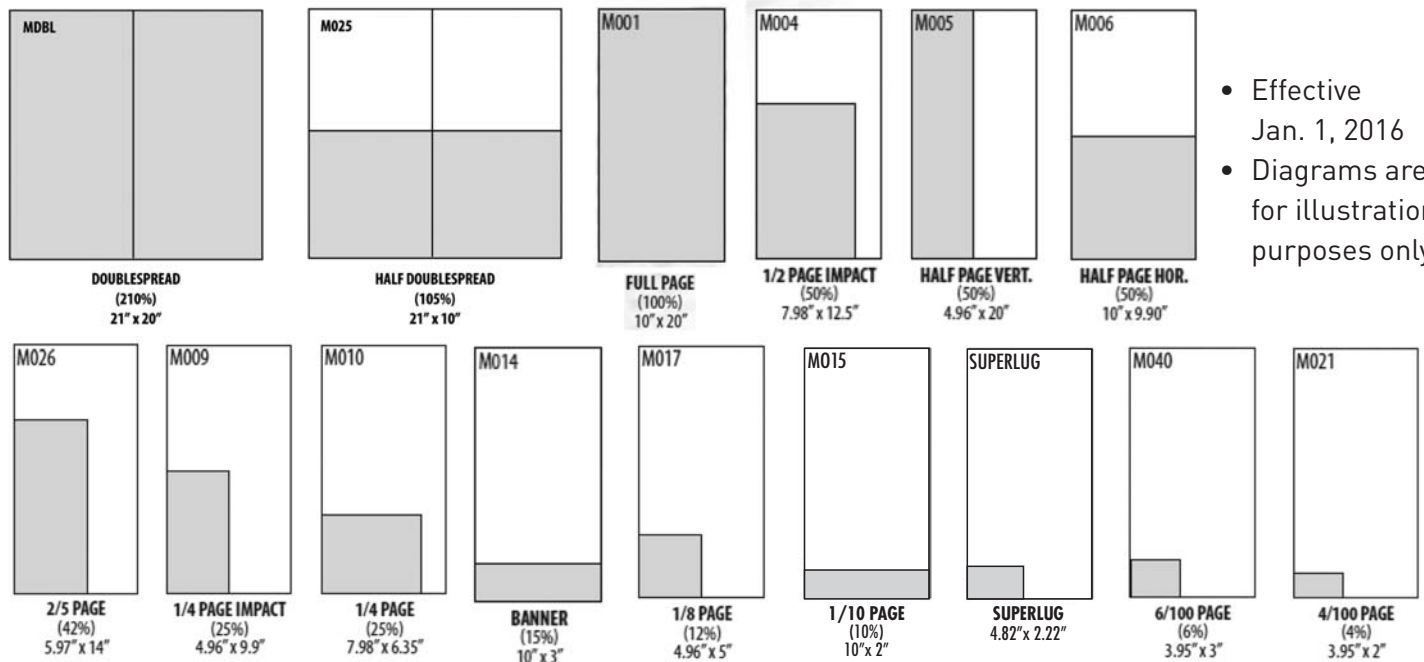
This includes:

- Royal Canadian Legion Branches in Nova Scotia
- Sobeys locations all across HRM
- Dartmouth Ferry Terminal
- Hartlen Point Golf Club
- Maritime Museum of the Atlantic
- Northwood Seniors' Complex
- And more . . .

Military Family Resource Centre (MFRC) editions of Trident (see above schedule) boast an additional 3,800 copies that are distributed directly to the homes of the military families.



2016 Rates and Sizes



- Effective Jan. 1, 2016
- Diagrams are for illustration purposes only

AD TYPE	DIMENSIONS	BLACK & WHITE 2016					COLOUR RATES				
		1x	4x	8x	12x	25x	1x	4x	8x	12x	25x
Doublespread	21" X 20"	\$3,634	\$2,907	\$2,725	\$2,544	\$2,362	\$4,834	\$4,107	\$3,925	\$3,744	\$3,562
Half Doublespread	21" X 9.93"	\$1,804	\$1,443	\$1,353	\$1,263	\$1,172	\$2,404	\$2,043	\$1,953	\$1,863	\$1,772
Full Page	10" X 20"	\$1,730	\$1,384	\$1,298	\$1,211	\$1,125	\$2,230	\$1,984	\$1,898	\$1,811	\$1,725
1/2 Page Vertical	4.96" X 20"	\$865	\$692	\$649	\$606	\$562	\$1,225	\$1,052	\$1,009	\$966	\$922
1/2 Page Impact	7.98" X 12.50"	\$865	\$692	\$649	\$606	\$562	\$1,225	\$1,052	\$1,009	\$966	\$922
1/2 Page Horizontal	10" X 9.93"	\$859	\$687	\$645	\$602	\$558	\$1,225	\$1,052	\$1,009	\$966	\$922
2/5 PAGE	5.97" X 14"	\$727	\$581	\$545	\$509	\$473	\$937	\$791	\$755	\$719	\$693
Page	7.98" X 6.35"	\$440	\$352	\$330	\$308	\$286	\$650	\$562	\$540	\$518	\$496
Page Impact	4.96" X 9.93"	\$430	\$344	\$322	\$301	\$279	\$650	\$562	\$540	\$518	\$496
Banner	10" X 3"	\$260	\$208	\$195	\$181	\$169	\$410	\$358	\$345	\$331	\$319
1/8 Page	4.96" X 5"	\$216	\$173	\$163	\$151	\$141	\$366	\$323	\$313	\$301	\$291
6/100 Page	3.95" X 3"	\$104	\$83	\$78	\$73	\$68	\$154	\$133	\$128	\$123	\$118
4/100 Page	3.95" X 2"	\$69	\$56	\$52	\$48	\$45	\$119	\$106	\$102	\$98	\$95

- Effective January 1, 2016
- HST not included

Ask your sales rep about flyer insertions.