

46 Years of Serving Canadian Charities

Over the past 46 years *The Canadian Book of Charities* has had one mandate — to link those willing to give to those in need.

The Canadian Book of Charities connects donors with charities across Canada through the publication of an annual guide and interactive website.

This a cost effective way of reaching the right people with your story and it can and will make a difference in achieving your fund-raising goals.

Guide Circulation:

20,785 Personally Addressed Copies

It is the premier resource tool for legal and financial professionals involved in estate and tax planning.

A free copy of *The Canadian Book of Charities* guide is sent to the following professionals across Canada:

- 13,077 to lawyers who deal with Wills, Taxation, Estate and Trust, General Practice and Solo
- 1,367 to Notaries in Quebec
- 2,127 to Funeral Homes across Canada
- 4,214 to Investment Advisors across Canada

Why Advertise With Us?

- One-stop-shop reference tool for donors to find causes closest to their hearts.
- A place for your charity to tell your story and amplify your message.
- An extensive reach of exposure for a reasonable cost.
- Trusted name within the charitable sector.

Website

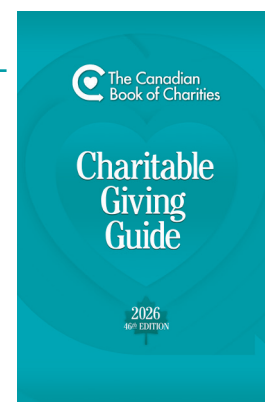


- Charity centric platform designed to optimize your organization's visibility and increase donation success.
- Enhances the donor experience through an engaging and easy to navigate database of charities, searchable by subject, alphabet and location.
- Simplifies the process of giving by driving traffic to your organization's donation page.
- Included in your subscription, your organization will be part of a rotation to be featured on our homepage.
- Our site ranks highly on search engine result based on the keywords "Canadian" + "Charities".

Did You Know?

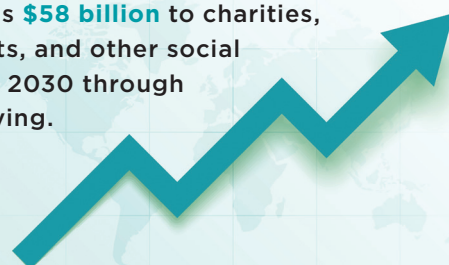
Bequests and other testamentary gifts in planned giving is the third most successful means of charitable fundraising in Canada, second only to direct mail campaigns and special events.

- In the planned giving area bequests represent 80% to 90% of raised funds.
- 92% of bequests were a surprise to the charities.



LEGACY GIVING IS ON THE RISE!

Canadians are projected to contribute as much as **\$58 billion** to charities, non-profits, and other social causes by 2030 through legacy giving.



The Canadian Book of Charities 2026 Advertising Rates

The Canadian
Book of Charities

Charitable
Giving
Guide

2026
8th Edition

Display Ads

Early Booking Discount Book before Jan 30, 2026

SINGLE FULL PAGE ADS

- ☐ Black only\$1,865
- ☐ Full Colour\$2,165

DOUBLE FULL PAGE ADS

- ☐ Black only\$2,175
- ☐ Full Colour\$2,465

Regular Rate Deadline April 16, 2026

SINGLE FULL PAGE ADS

- ☐ Black only\$1,965
- ☐ Full Colour\$2,265

DOUBLE FULL PAGE ADS

- ☐ Black only\$2,190
- ☐ Full Colour\$2,490

All Full Page Ads Include:

FREE basic listing in the classified section.

A basic listing includes:

- charity name
- address
- telephone & fax numbers
- business registration number
- e-mail & website address
- Facebook and X (formerly Twitter) URLs

ADDITIONAL SECOND AD — French (display only)

- 50% discount on space only

Your Display Ad will be invoiced April 16, 2026, but you are welcome to request invoices prior to this date.

Material Deadline April 17, 2026

SPECIAL POSITIONS

- Inside covers30% extra
- Outside back cover50% extra
- Other special position25% extra on space

MECHANICAL REQUIREMENTS

- Live Ad Space4.375" x 7.375"
- Trim Size5.25" x 8.25"
- Bleed Size5.75" x 8.75"

- Only properly sized, high-res, press-quality PDFs, TIFs and EPS files are acceptable. Files can be emailed or etransferred
- NO Spot Colours please, all Pantone colours will be reproduced as 4-colour process

Classified Ads

Early Booking Discount \$395

Book before Jan 30, 2026

Regular Rate (After Jan 30) \$410

Includes:

- Charity name
- Address
- Telephone & fax numbers
- Business registration number
- E-mail & website address
- Facebook and Twitter URLs
- 65 words of editorial copy (additional words will be charged at \$10 per 5 words)

Your Classified Ad will be invoiced upon your final approval of your ad.

Logo Above Classified Listing \$45

You have the option to add your charities' logo above your classified text. Please supply high-res TIFs, press-quality PDFs, or EPS files. Logo files from websites are not usable. NO Spot Colours please, all Pantone colours will be reproduced as 4-colour process.

*Prices do not include HST

Please see next page for 2026 Advertising Subject Listings —>

The Canadian Book of Charities

Advertising Subject Listings

Charity Name _____ Web Site _____

Address _____ Suite _____ Date _____

City _____ Province _____ Postal Code _____

E-mail _____ Telephone _____ Fax _____

Facebook _____ X (formerly Twitter) _____

Name _____ Online Donation Link _____

Signature _____ Charitable Reg. Number _____

SELECT THE SUBJECT HEADINGS YOU WOULD LIKE TO BE LISTED UNDER.

- ☐ I have a full page advertisement and have selected up to FIVE subject categories for my charity
- ☐ I have a classified advertisement and have selected ONE subject category for my charity
- ☐ I need to be represented under additional subject categories for \$10 per category

- | | | | |
|--|---|---|--|
| ☐ 2SLGBTQI+ Health | ☐ Conservation & Environment | ☐ Hospitals — Teaching | ☐ Orphans/Vulnerable Children |
| ☐ Abused Persons | ☐ Cultural | ☐ Housing | ☐ Osteoporosis |
| ☐ Addiction | ☐ Dementia | ☐ Human Rights | ☐ Palliative Care |
| ☐ Adoptions | ☐ Diabetes | ☐ Hunger | ☐ Peace & Disarmament |
| ☐ Adult Service Centre | ☐ Disaster Relief | ☐ Hydrocephalus | ☐ Performing Arts |
| ☐ Advocacy | ☐ Education — General | ☐ Indigenous Peoples | ☐ Physically Challenged |
| ☐ Affordable Housing | ☐ Education — Job Training | ☐ Indigenous Rights | ☐ Rehabilitation |
| ☐ Aged/Seniors | ☐ Emergency Relief Funding | ☐ Infant Mortality | ☐ Religious Literature |
| ☐ Agriculture | ☐ Environment | ☐ Infectious Diseases | ☐ Religious Organizations |
| ☐ Allergy & Asthma | ☐ Environmental Justice | ☐ Intellectually Challenged | ☐ Research (Other) |
| ☐ Alzheimer's & Dementia | ☐ Epilepsy | ☐ International Aid & Development | ☐ Residential Homes & Camps |
| ☐ Animals & Birds | ☐ Ethics | ☐ Kidney | ☐ Restorative Justice |
| ☐ Arts | ☐ Food Banks | ☐ Legal Research | ☐ Safety & Precaution |
| ☐ Arthritis | ☐ Food Insecurities | ☐ Leprosy | ☐ Science & Technology |
| ☐ Assisted Living | ☐ Food Justice | ☐ Literacy | ☐ Scholarships |
| ☐ Autism | ☐ Foster Care | ☐ Liver | ☐ Senior Centres / Housing |
| ☐ Autoimmune Diseases | ☐ Gastrointestinal Disorders | ☐ Lung | ☐ Social Justice |
| ☐ Blind | ☐ Gender Equality | ☐ Medical Education & Research | ☐ Social Services |
| ☐ Bone & Joint | ☐ Guide Dogs | ☐ Men's Health | ☐ Spina Bifida |
| ☐ Brain | ☐ Healthcare | ☐ Mental Health | ☐ Spine & Spinal Cord |
| ☐ Burn Peer Support | ☐ Hearing Loss & Deaf | ☐ Missions — Foreign & Domestic | ☐ Sports Medicine |
| ☐ Burns | ☐ Heart | ☐ Museums | ☐ Sports & Recreation |
| ☐ Cancer | ☐ Hemophilia | ☐ Music | ☐ Stroke |
| ☐ Cerebral Palsy | ☐ Hepatitis | ☐ Naturopathic Medicine | ☐ Support Services |
| ☐ Child Safety & Education | ☐ Heritage | ☐ Neurology | ☐ Sustainability |
| ☐ Children & Youth | ☐ HIV & AIDs | ☐ Neuromuscular | ☐ Therapeutic Programs |
| ☐ Chronic Care | ☐ Home Care | ☐ Nursing Home Care / Long Term Care | ☐ Universities & Colleges |
| ☐ Chronic Diseases | ☐ Homeless | ☐ Nutrition | ☐ Veterans |
| ☐ Civil Liberties | ☐ Hospice | ☐ Organ Transplants | ☐ Water |
| ☐ Climate Change | ☐ Hospitals — Community | | ☐ Wildlife |
| ☐ Community Foundations | ☐ Hospitals — Pediatric | | ☐ Women's Health |
| ☐ Community Health Services | | | |