

Foundation Magazine

Philanthropy in Canada

Media Kit 2025

FOUNDATION

The Business & Spirit of Philanthropy in Canada

Our Supporters Include



raise funds with ease



Some of the organizations which have contributed content and advertising to Foundation Magazine

What People Are Saying



"I like it a lot, very good contributing writers."

Christine Lukewich, Lakeridge Health Foundation

"I picked up an issue at AFP and was impressed by the variety of fulsome editorial", *Tammy Simon, Manager, Fundraising, Canadian Hearing Society*

"This looks great! Congrats" *Gena Rotstein, MA, FEA, Karma & Cents Inc.*

"The magazine is fantastic. Absolutely fantastic. The article on sexual misconduct really made me stop and read."

Rohit Mehta, Founder & President, DoGood Fundraising Solutions

"Was quite impressed by the contents of the magazine",

Terry Carter, Carters Professional Corporation

"Congratulations on the premier issue of Foundation which I thoroughly enjoyed. For those of us, such as our firm, who have worked with both private and public foundations for decades there was a real lack of bold comprehensive reporting and articles on the issues facing foundations and the professionals who work in the planned giving discipline".

David Wm. Brown, CLU, CHFC, RHU, TEP, AL G. BROWN & ASSOCIATES

"Good content, visually appealing and good variety of subjects."

Julie Winfield, CauseForce

"Nice to know this exists in print!" *John Hallward, Giv3 & Sector3Insights*

"I'm impressed with your very tangible achievement; I'm also grateful for a 'go to' source." *Cynthia Armour, Elderstone Resource Development*

Profile

Foundation Magazine is the Canadian quarterly publication and media channel reaching more than 18,000+ individual executives in Canada who represent the charity and foundation sector and the major donor community, as well as the spectrum of companies that support, supply and advise all aspects of the not-for-profit sector.

Major Charities
Public Foundations NonProfits
Major Donors Private Foundations
Corporate Donors Wealth/Tax/Estate Advisors
Legal Specialists

We are the nation's leading magazine for executives who manage individual charities, public and private foundations, industry associations and government and regulatory organizations, legal and accounting firms, service providers, product vendors, and the largest donors and supporters of major initiatives in the not-for-profit community.

With editorial coverage that includes news, insights, features, commentary, research, trends and data, technology, events, programs and more, Foundation is delivered in digital editions, on our website, by eNewsletter and by special supplements and guides.

We help our readers make better and more informed decisions about their organizations, careers, funding, donor strategy and much more. Among our core editorial sections we cover Governance, Fundraising, Finance + FinTech, Technology, Donor Prospecting, Marketing + Analytics, Event Management, Digital Transformation and much more.

Foundation Magazine supports and strengthens our reader's charities and the Canadian non-profit sector as a whole. We combine our original content with high-value contributions from industry leaders, respected professional advisers and other experts to deliver full-spectrum, objective and unique advice and guidance. Our content is written for and by Canadians and chosen from across the country to create conversations and peer-to-peer learning and career development. We inform, empower, and challenge the readers to improve and expand their skills every day.

Foundation also reaches a wide audience online, including special content for both the large-donor demographic and the charity supporters who want and need to be kept abreast of the best ways to make the most of their donation support objectives.

We also target financial institutions, credit unions, legal and accounting professionals allied to the not-for-profit sector as well as other vertical markets which have strong affinities with the charity movement in Canada.

Foundation Magazine delivers a large online presence on the industry-specific website, www.foundationmag.ca, which our readers visit to find features, commentary, industry facts and background... as well as a full digital version of the print publication.

Editorial Focus



Foundation Magazine provides essential reading for everyone in, and related to the Canadian Philanthropic Sector. These reader groups include not only executive teams at major charities, public and private foundations, but also the major donor and gift planning community. What's more, we bring together the entire not-for-profit chain, from funding source to recipient groups. We help each reader more fully understand, evaluate and make informed decisions about strategy, tactics, and technology related to their responsibilities, their goals and their philanthropic ideology.

Some of our Special Editorial Focus reports may examine:

- › Impact of new donor prospecting tools
- › Online donation processing & digital transactions
- › Fundraising channels and response rates
- › Creative strategy & tactics
- › Growth of mobile fundraising
- › Emerging legal and tax issues
- › Leadership challenges
- › Staffing, recruitment and employee loyalty
- › Impact of generational changes in demographics
- › Societal responsibilities of corporate donors
- › Unique research on charity trends
- › And much more

NEWS – the only dedicated philanthropy related news section, covering the latest issues & stories, new products and industry info

COVER STORY – The hottest and most pertinent topics covered in-depth with input & commentary from charity leaders and philanthropy experts and Merchants in the know

INDUSTRY WATCH – A look at the industry and what it is doing, around the globe

ASSOCIATIONS FILE – A section designed to allow communication from associations on future strategies, challenges and initiatives

DONOR FORUM – We engage Canadian philanthropic leaders to find out what issues they see as key strategies for Canadian not-for-profits in the future and encourage discussion of the challenges that they see facing the not-for-profit sector in general

Plus... each issue of *Foundation Magazine* includes special insight reports on topics that connect the charities of Canada with the donors who provide the means to keep philanthropy alive. These include all types of donors who represent significant incoming funding, including private family foundations, corporations and corporate foundations, government granting institutions, individual private donors and more. We also regularly write about, and publish content from, individuals and organizations that represent volunteers, event organizers, policy makers, the news media and affiliated groups and associations that make our sector work. Columns and regular insights from the best and brightest minds in philanthropy.

WANT TO WRITE... Email Editor-in-Chief Lisa MacDonald at lisa@hilborn.com

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The Business & Spirit of Philanthropy in Canada



INSIDE AI: GEORGE IRISH

Border Controls: AI and Data Sovereignty for Canadian Charities

"We don't want our donor data going to the US."

AI and privacy The first time I heard this statement was when I was asked to write about AI and privacy. I was a bit skeptical at first, but then I realized that this was a topic that was very relevant to our industry. I decided to write about it, and I was very happy to see that it was a topic that was also of interest to our readers.

Data sovereignty and cross-border challenges As we move forward with AI, we need to be aware of the challenges that it presents. One of the biggest challenges is data sovereignty. We need to make sure that our data is protected and that it is not being shared with third parties without our consent. This is a topic that is very important to our industry, and it is one that we need to be aware of as we move forward.

Donor data is both a sacred trust and a key asset Donor data is one of our most valuable assets. It is a key asset that we need to protect and that we need to use in a responsible way. We need to make sure that our donors' data is protected and that it is not being shared with third parties without their consent. This is a topic that is very important to our industry, and it is one that we need to be aware of as we move forward.

INSIDE AI

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Data sovereignty means more than "Is my data stored in Canada?" Data sovereignty is not just about where the data is stored. It is about who has access to the data and how it is being used. We need to make sure that our data is protected and that it is not being shared with third parties without our consent. This is a topic that is very important to our industry, and it is one that we need to be aware of as we move forward.

CASE STUDY



Behind "It Takes a Society": The Power of Collective Action

When the news spread that a group of people had been diagnosed with cancer, it was a story that was very relevant to our industry. I decided to write about it, and I was very happy to see that it was a topic that was also of interest to our readers.

Without financing from CCS, our future would be a lot different The CCS is a very important organization that is doing a lot of good work. It is a very important organization that is doing a lot of good work. It is a very important organization that is doing a lot of good work. It is a very important organization that is doing a lot of good work.

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SECTOR INSIGHTS & RESEARCH

Women in Philanthropy: A Study in Foundational Support

The report released from the 2018 survey of women in philanthropy is a very important document. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

Need to be flexible The report also highlights the need for flexibility in philanthropy. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

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FEATURE

Apply Due Diligence Before Restricting the Use of Gifts

"As a donor, you are prepared to defer decisions about allocating resources to the professionals who run the organization."

Apply due diligence The report also highlights the need for due diligence in philanthropy. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

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DONOR LEGACY

TELLING STORIES AT SCHOOL: True Tales of University Donor Impact

Planning Giving, Family Legacies and Memories

Donor legacy The report also highlights the need for donor legacy in philanthropy. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

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INSIDE CANADIAN FUNDRAISING: The Status of Our Sector

A SPECIAL REPORT

Inside Canadian Fundraising: The Status of Our Sector This report provides a comprehensive overview of the Canadian fundraising sector. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

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High Level Content. Powerful Editorial



At the Heart of Philanthropy Is Story

My story The report also highlights the need for storytelling in philanthropy. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work. It is a very important document that is doing a lot of good work.

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FOUNDATION

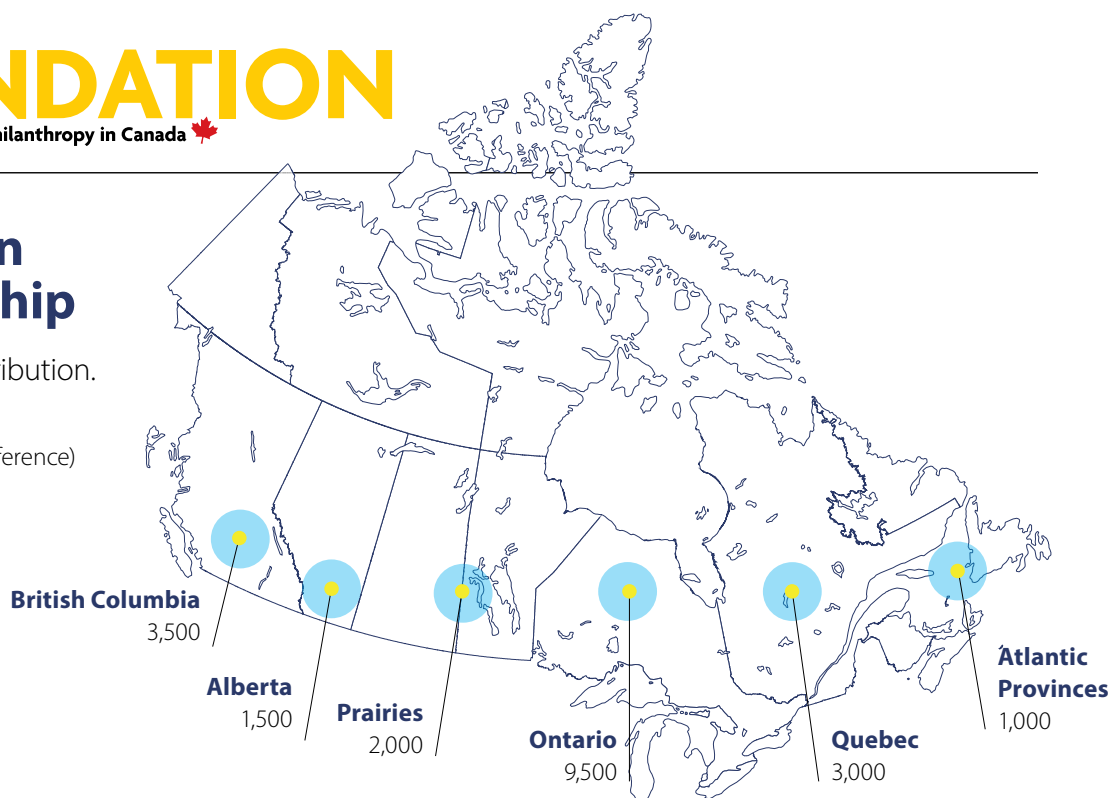
The Business & Spirit of Philanthropy in Canada 

Circulation + Readership

Total National Distribution.

20,000+

(print, digital, web, conference)



Key Reader Groups & Partners

- › Major Charities
- › CAGP + STEP Members
- › AFP, CAHP, and CASE members
- › Major Donors (Individual, Corporate & Institutional)
- › Philanthropic Ambassadors & Activists
- › Estate + Trust Lawyers
- › Philanthropic Advisors & Consultants
- › Universities & Colleges
- › Industry Vendors (All categories)
- › Corporate Social Responsibility Executives
- › Community & Goodwill Executives
- › National Media

In each segment, there are multiple individual executive readership categories. For example, Foundation and Major Charity readers would include the full slate of individual responsibilities across administration, fundraising, finance, marketing, operations, communications, HR, event planners and more.

Major Donor segment includes a wide range of prominent industry leaders whose personal contributions to foundations, charities and fundraising initiatives include the largest and most prominent occasions and campaigns in Canada. These include major galas, fundraising dinners, industry award and recognition programs, community support events and much more.

For more complete details of our readership both for print copies and for social media and digital traffic, please contact us directly to receive additional data and background material.

Foundation Magazine is the media channel that covers, engages and supports the entire philanthropic sector in Canada and provides high-level, unique and exclusive content for all channels, segments, providers, funders, donors, organizations and professional advisors and consultants who contribute to the strong and thriving Canadian non-profit sector.



Advertising Rates & Specs

To advertise online contact:

Chris Horne

Director of Marketing

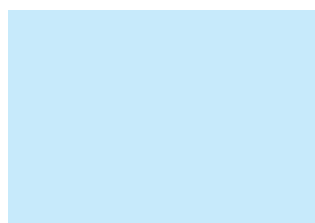
416-961-0030

chris@hilborn.com

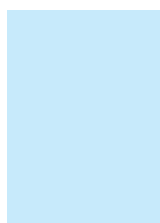
2025 Deadlines

Issue Month	Ad Booking Deadline	Ad Material from Client
Spring	February 21	February 28
Summer	June 9	June 16
Fall	August 15	August 22
Winter	November 7	November 14

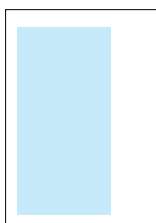
Advertising Sizes



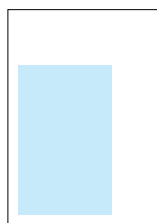
Double Page Spread
16.75" x 10.875" + 0.125" bleed



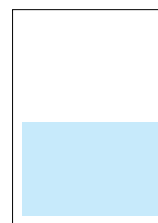
Full Page
8.375" x 10.875"
+ 0.125" bleed



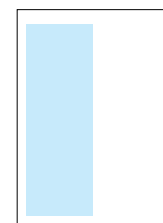
2/3 Vertical
4.75" x 9.125"



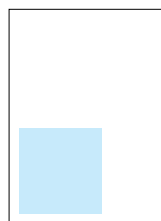
1/2 Island
4.75" x 7.25"



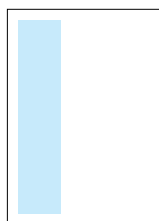
1/2 Horizontal
7.25" x 4.75"



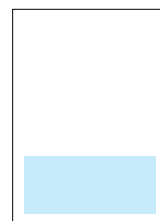
1/2 Vertical
3.625" x 9.125"



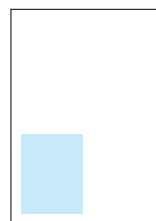
1/3 Square
4.75" x 4.75"



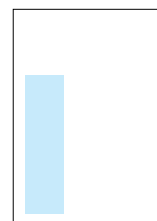
1/3 Vertical
2.3" x 9.125"



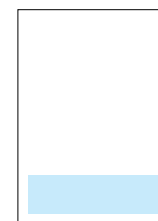
1/3 Horizontal
7.25" x 3.165"



1/4 Square
3.625" x 4.75"



1/4 Vertical
2.3" x 7.5"



1/4 Horizontal
7.25" x 2.375"



Vendor Classified
3.5" x 1"

Advertising Rates

Size	1x	2x	4x
Double Page Spread	\$3,500	\$3,200	\$3,000
Full Page	\$2,250	\$2,000	\$1,850
2/3 Page	\$1,750	\$1,550	\$1,350
1/2 Page	\$1,450	\$1,350	\$1,150
1/3 Page	\$1,250	\$1,100	\$950
1/4 Page	\$1,000	\$850	\$750

Artwork Specifications

- All ads must be press optimized PDF files (PDF-X1A files). Images must be 300dpi CMYK with either fully embedded or outlined fonts.
- 0.125" bleed with crop marks are required for DPS, and FP ads
- Full Page Type Safety: please inset all type 0.5" from trim specs.

Website Profile

Connecting the market.
Engaging your prospects.

Call Us For Website Traffic Stats
& Digital Readership Analytics

Follow Us and Build Your Campaigns on our Social Media Audience

We can help you build or launch campaigns that cross media channels, including print, direct mail, web, email, digital and social media. We can help you connect the dots, track the progress, analyze the results and improve the returns. Connect with the right people at the right organizations, in any platform. Whether you are looking to get engaged with executives in foundations and major charities...or with super donors and family trusts...educational institutional leaders...estate and trust lawyers and advisors...advisors and consultants...goodwill ambassadors and philanthropy leaders...vendors to the not-for-profit universe...or any combination of philanthropic community influences. Call us for full details.

www.foundationmag.ca, delivers a Canadian national audience as well as a worldwide readership of philanthropic executives by providing exclusive Canadian coverage of the latest breaking news, developing trends, industry insights, product announcements, event coverage and informed commentary which helps them keep ahead of the rapidly changing world.

In addition to daily updates, we deliver in depth articles from the print edition of the magazine, as well as providing a full digital version of each edition of the magazine to extend the reach of all print advertising into the online universe at no additional cost.



Advertising Rates & Specs

To advertise online contact:

Chris Horne

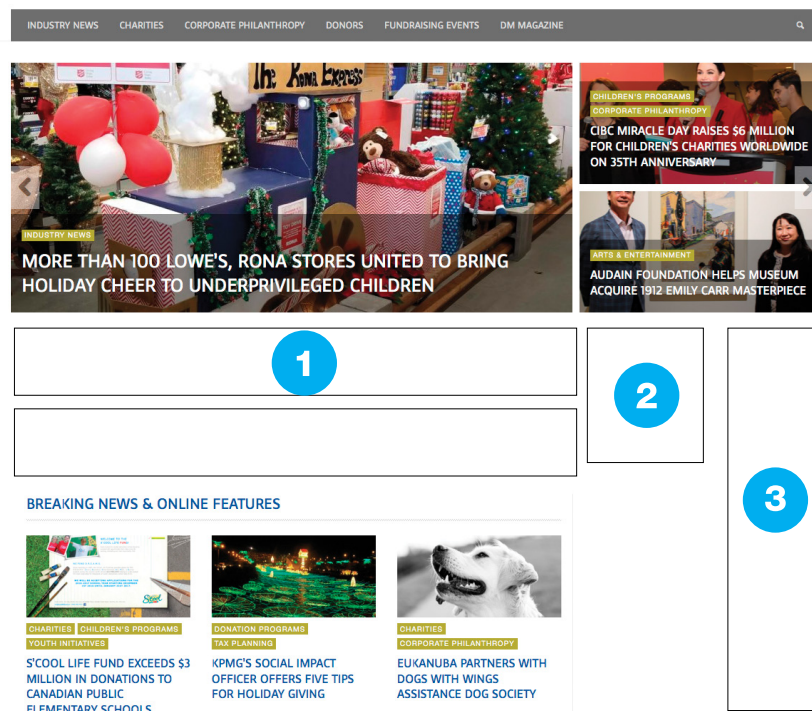
Director of Marketing

416-961-0030

chris@hilborn.com

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The Business & Spirit of Philanthropy in Canada



	Ad Type	Location	Cost per month
1	Banner Size - 730(w) x 90(h)	Middle of home page Within articles	\$750
2	Button Size - 158(w) x 180(h)	Home Page	\$750
3	Tower Size - 100(w) x 550(h)	Right hand side of Home page	\$750

NOTE: JPG or Animated GIF

Maximum size is 512Kb per file

All online Ads must be paid in advance.

About Us

Connecting the market.
Engaging your prospects.
Just The Facts.

Contact Us

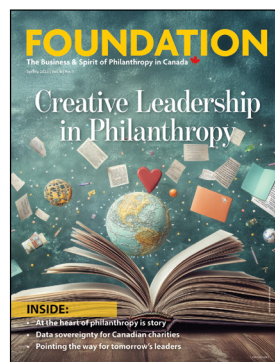
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Director of Marketing
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The Hilborn Group is Canada's leading information service organization targeting the nonprofit sector and delivering a total audience of more than 100,000 readers across a national magazine, an enewsletter, a range of events, online marketing and its book publishing division, Civil Sector Press.

The Hilborn Group, publishers of *Charity eNews*, *Foundation magazine*, and Civil Sector Press.



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