exclaim! MEDIA KIT 2026



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INTRODUCTION







Exclaim! is Canada's leading independent entertainment media outlet. Founded in 1991, we are a respected platform known for our devoted readership looking to discover the latest in music, film and comedy. We cut through the noise to uncover the most exciting artists and important cultural stories.

Exclaim! provides essential daily coverage including news announcements, streams, artist profiles and opinions, as well as special features like the Eh! List and New Faves, which are often the first places emerging acts receive national recognition.

Our highly anticipated annual initiatives include the Canadian Summer Music Festival Guide, Back-to-School campus activations, the Holiday Gift Guide for the Entertainment Obsessed, and our Class Of emerging artist concert series.

With a focus on creating meaningful content that connects artists and fans, Exclaim! is proud of our decades of dedication to the Canadian arts communities.

READERSHIP

Exclaim! reaches a national audience of entertainment enthusiasts through print, web, video, newsletter, social media and live event platforms.

Exclaim! Magazine .. 360K+ Readers
Exclaim.ca .. 550K+ Monthly Sessions
Exclaim! Newsletter .. 40K+ Subscribers
@exclaimdotca social platforms .. 150K+ Followers

Age .. 18 - 34 (76%) / 35+ (23%)
Gender .. M (59%) / F (41%)
Geography .. All Canadian Markets
Follower Credibility .. 90%+



MARKETING AND PARTNERSHIPS

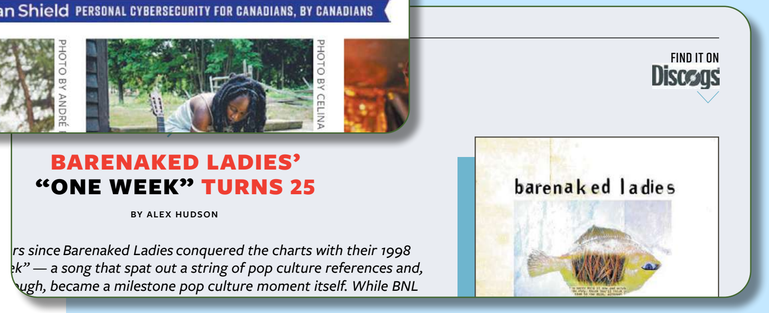


Exclaim! offers marketing solutions and partnerships that:

- Connect with active culture seekers and cultural leaders
- Build brand awareness and trust going beyond algorithms
- Strengthen identity as a supporter of the arts

Campaign packages are turnkey and completely customizable based around partner objectives. Typical programs include a combination of cross-platform content and legacy display branding.









CROSS-PLATFORM CONTENT

Exclaim! offers content marketing programs through original multimedia perspectives developed by trusted in-house creators. We provide context and connection inspired by current trends, focusing on virality and sharing, with cross-platform amplification.

Exclaim! Editorial Features

News announcements, streaming, in-depth analysis, listicles and artist profiles are amplified via video, web (Exclaim.ca), print (Exclaim! Magazine), social media and newsletter

Exclaim! Video Content

News, streams, explainers and roundups are promoted via web (Exclaim.ca), social media and newsletter

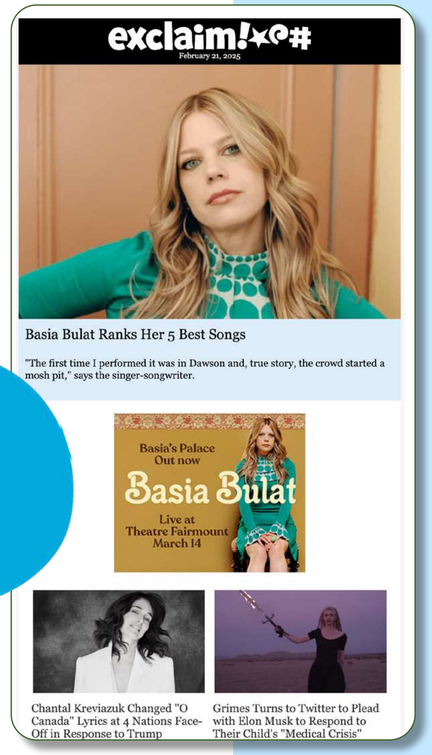
Exclaim! Contesting with Opt-in Data Collection

Prize packages awarded to our audience can include gift cards, concert tickets, vinyl, apparel and other merchandise. Contests are promoted via video, web (Exclaim.ca), print (Exclaim! Magazine), social media and newsletter



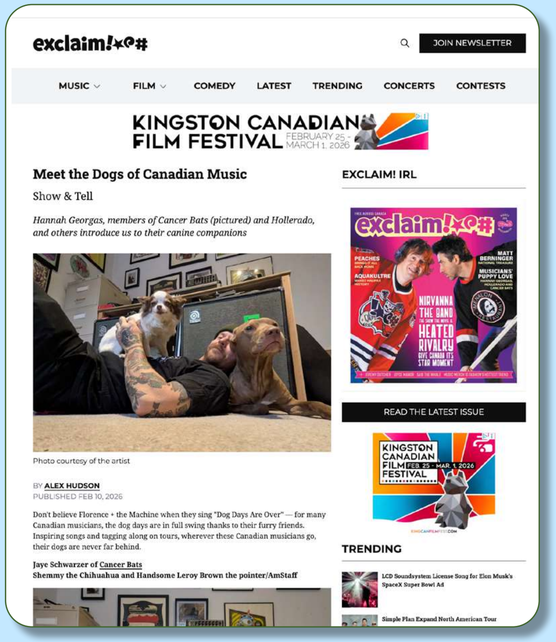
EXCLAIM.CA DIGITAL DISPLAY

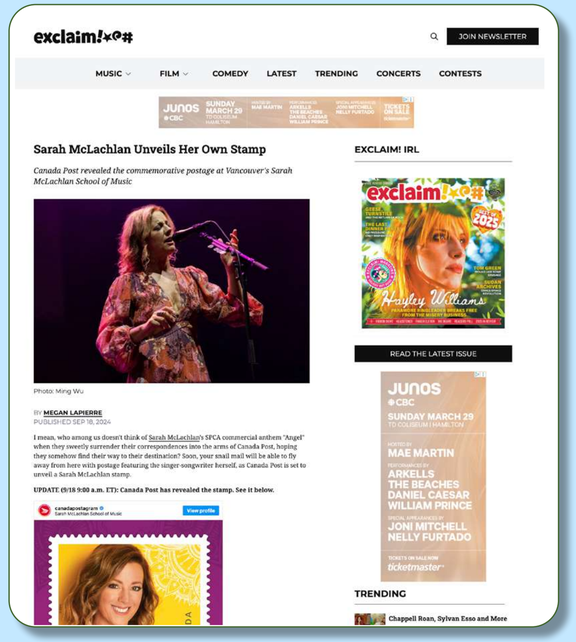
Exclaim! offers digital display branding banners in the Exclaim! Newsletter and on Exclaim.ca with targeting and takeover capabilities.



Exclaim! Newsletter

Every Tuesday and Friday
40K+ Subscribers





Exclaim.ca

Targeting: Content, Geography, Device, Time of Day
Takeovers: Content, Homepage
550K+ Monthly Sessions

EXCLAIM! MAGAZINE LEGACY PRINT

Exclaim! offers trusted, tactile, unplugged and algorithm-free advertising solutions including print integration in Exclaim! Magazine, with content targeting and premium placement options.

National Circulation
360K+ Readers
1,700+ Outlets

Street Vending Boxes Concert Venues Bars and Nightclubs
Retail Public Transit Campus Music Festivals











EXCLAIM! MAGAZINE 2026 PUBLICATION SCHEDULE

PUBLICATION DATE	EDITION	BOOKING	ARTWORK
Tue, Feb 3	Feb/Mar Readers Choice Issue	Tue, Jan 20	Thu, Jan 21
Tue, Apr 7	Spring/34th Anniversary Issue	Tue, Mar 24	Thu, Mar 26
Tue, Jun 2	Summer Issue and Festival Guide	Tue, May 19	Thu, May 21
Tue, Aug 4	Sep Back-to-School Issue	Tue, Jul 21	Thu, Jul 23
Tue, Sep 29	Fall Screens Preview Issue	Tue, Sep 15	Thu, Sep 17
Tue, Nov 24	Holiday'26/'27 Gift Guide Year-End Issue	Tue, Nov 10	Thu, Nov 12

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