PHYSICAL AND HEALTH EDUCATION CANADA

Media Kit

Advertising and sponsorship opportunities to reach Canada's physical and health education community.

Website · PHE Journal · Email · Podcast · Social · Partner Content

PHE·EPS Canada

TO BOOK OR ASK A QUESTION

Jordan Burwash, Director of Development

jordanburwash@phecanada.ca

613-523-1348 ext. 2339

ABOUT PHE CANADA

Reach the people who teach Canada's kids to move, play, and thrive.

Physical and Health Education Canada (PHE Canada) is a national charity and Canada's recognized leader in physical and health education and healthy school communities. We don't sell mass reach. We sell precision: a national audience of educators and school administrations who buy, recommend, and approve the resources, equipment, and learning that reach classrooms.

Who you'll reach

- K–12 physical and health education teachers, specialists, and generalists
- School and school board administrators and curriculum leads
- University faculty, researchers, and pre-service teachers
- School health champions and public health partners
- English- and French-speaking educators in every province and territory

Our reach

205,000+
website users a year

450,000+
website pageviews a year

69,000
PHE Journal views a year, from 48,000 readers

12,000+
email subscribers, in English and French

25%
average email open rate

20,000+
social followers on Instagram, Facebook, X, and LinkedIn

Website and Journal figures are 12-month totals from Google Analytics (2025-2026). Email figures average all sends in the same period.

Our mission

PHE Canada empowers the PHE Community with quality programs, professional development services, and community activations to ensure equitable access to the benefits of quality physical and health education and healthy learning environments. By promoting and advancing quality physical and health education and healthy learning environments, PHE Canada helps ensure each and every child and youth in Canada has the knowledge, skills, and attitudes to lead resilient, active, and healthy lives.

Our vision

All children and youth lead active, healthy lives.

WEBSITE · PHECANADA.CA / EPS-CANADA.CA

Put your brand where educators look for resources.

Our website is where teachers, school leaders, and teacher candidates come for programs, resources, and professional learning, in English and French.

205,000+	467,000	40,000
users a year	pageviews a year	homepage views a year

PLACEMENT	WHAT YOU GET	RATE
Homepage banner	Full-width banner in the middle of the homepage, linking to your site. One advertiser per month.	**$400** PER MONTH
Internal banner	Full-width banner on the page most relevant to your audience.	**$250** PER MONTH
Internal vertical banner	Right-column banner on the page most relevant to your brand, linking to your site.	**$250** PER MONTH

GOOD TO KNOW

Files: PNG or JPEG, under 300 KB.

Languages: supply English and French versions. Need translation? Ask us for a quote.

Deadline: artwork is due 5 business days before your start date.

Reporting: impressions and clicks at the end of each month.

No artwork? We can design your ad. Ask us for a quote.

PHE JOURNAL

Be part of the reading educators choose to do.

The PHE Journal is Canada's practical publication for physical and health education. Its readers are teachers, teacher educators, researchers, and pre-service students looking for ideas they can use in their classrooms and programs.

69,000	48,000	EN / FR
Journal views a year	readers a year	published in English and French

PLACEMENT	WHAT YOU GET	RATE
Journal banner	Banner across all PHE Journal pages, booked month to month.	**$300** PER MONTH
Article ad	A horizontal banner placed inside one Journal article on a topic relevant to you, for the life of the article.	**$500** ONE-TIME
Series sponsor	“Presented by” recognition and your logo on a themed article series, for example four articles on inclusive physical education.	**$2,000** PER SERIES
Advertorial	A professional learning article co-planned with you on a topic in your expertise.	**$2,000** PER ARTICLE

Editorial independence

Advertising does not buy editorial rights, review outcomes, or article placement. PHE Canada maintains editorial rights for all PHE Journal content.

EMAIL AND SOCIAL MEDIA

Reach educators directly through their inbox and their feed.

Our bilingual email lists reach teachers, professors, school administrators, school service providers, students and parents across Canada.

12,000+	25%	EN / FR
email subscribers	average open rate	separate English and French lists

PLACEMENT	WHAT YOU GET	DEADLINE	RATE
Exclusive e-blast	A dedicated email to our full list carrying only your message. Two available per month. We send you a test email for approval.	Content due 7 days before send	**$1,500** PER SEND
In Touch feature	A title, image, 50-word description, and link in In Touch, our monthly bilingual e-newsletter.	Content due the 1st of the month	**$400** PER ISSUE

Supply text and images in an editable format, such as Word, in English and French.

Social media

Instagram 2.1K followers · **Facebook** 4.8K followers · **LinkedIn** 4.2K followers · **X** 14.9K followers

PLACEMENT	WHAT YOU GET	DEADLINE	RATE
Social package	Three posts across our channels in any mix, for example one per platform or three on Instagram.	Copy and images 5 business days before the first post	**$500** 3 POSTS
Social spotlight	One post on the social channel of your choice.	Copy and image 5 business days before posting	**$250** 1 POST

Posts follow each platform's requirements and can be in English, French, or both. Sponsored posts are labelled as each platform requires.

THE PHE CANADA PODCAST

Put your message into a conversation educators chose.

The PHE Canada Podcast brings together educators, researchers, and practitioners on what's working in physical and health education. Episodes run 30 to 45 minutes, and listeners stay because they want to go deeper on their practice.

PLACEMENT	WHAT YOU GET	RATE
Episode Advertisement	Up to three advertisement messages of 15–30 seconds in one episode. Can include host-read ad, producer-read ad, or pre-produced ad spot.	**$250** PER SPOT
Podcast Advertorial	An episode co-planned with you on a topic in your expertise, with your spokesperson as a guest, plus two Episode Advertisements within the episode	**$2,500** PER EPISODE
Episode Sponsor	"This episode is brought to you by" your organization. Your logo appears on the episode thumbnail and on every promotion of the episode. The episode also includes an opening credit, one 30-second host-read message, and your name and link in the show notes.	**$1,250** PER EPISODE
Season presenting sponsor	"Presented by" on every episode of the season (minimum 4), one message per episode, your logo on the season artwork and related Podcast promotions.	**$4,000** PER SEASON

How it works

- Every sponsored episode is identified as sponsored at the start and in the show notes.
- We script your messages with you, and you approve them before release.
- PHE Canada keeps final say on guests, questions, and the edit.
- We agree a recording date when you book. The episode is released within four weeks of recording.

ADVERTISING ACCEPTANCE POLICY

What we run, and how we decide.

Purpose. PHE Canada accepts advertising and sponsorship that is useful to our community and consistent with our mission. This policy applies to every paid placement in this kit: web, PHE Journal, email, social media, and podcast.

What we accept. Products, services, programs, events, publications, and employment opportunities relevant to educators, school communities, physical and health education, and child and youth well-being.

What we don't accept

- Tobacco, vaping, cannabis and alcohol products, or brands identified with them
- Gambling, including sports betting
- Food and beverages that carry Health Canada's "high in" front-of-package nutrition symbol, and energy drinks
- Weight-loss products, diet programs and appearance-focused body messaging
- Supplements or health products that make treatment or performance claims
- Weapons, including firearms
- Partisan political content, or advocacy for a party or candidate
- Content that contradicts current evidence on child and youth health or learning
- Content that excludes, demeans or stereotypes people based on identity, ability, body size, culture or background
- Advertising aimed at children rather than the adults who teach and care for them
- Products or services that conflict with our mission of active, healthy children and youth
- Organizations whose reputation or conduct conflicts with PHE Canada's values

An organization that also makes excluded products may advertise an eligible brand or product line, under that brand's name only.

How we review. PHE Canada reviews every placement before it runs. We may ask for changes, decline a placement, or remove a running one that breaches this policy, with a pro-rated refund.

Not an endorsement. Accepting an ad doesn't mean PHE Canada endorses the advertiser, product or claim. PHE Canada Review and Endorsement Program is a separate review, and advertisers may not describe a placement as an endorsement.

Claims. Advertisers are responsible for the accuracy of their content. Health, safety, or learning outcome claims need a credible source we can check.

Labelling. Advertisements, sponsored posts, and podcast messages are clearly identified as sponsored wherever they appear.

Language and accessibility. Ads appear in English and French. Images include alt text, and any text in an image must be readable at the size it runs.

Privacy. Ads may not include tracking pixels or collect data from our visitors. Links go to the advertiser's own site.

Final decision. The Director of Development decides, with escalation to the CEO. PHE Canada's decision is final.

TERMS AND BOOKING

Deadlines, terms and how to book.

Deadlines

Web and Journal banners, Article ads	5 business days before the start date
Exclusive e-blast	7 days before the send date
In Touch feature	The 1st of the month of distribution
Social package and spotlight	5 business days before the first post
Podcast messages	Scripts agreed and approved before recording

Terms

Artwork and design. Rates assume supplied, final artwork. Need design or translation? Ask us for a quote.

Cancellation. Cancel 30 or more days before the start or send date for a full refund. Cancellations with less than 30 days' notice are non-refundable.

Article ads. These run for the life of the article. PHE Canada may move, update or remove an article ad if the article is revised or retired, the link stops working, or the ad no longer meets our policy.

Payment. Due within 30 days of invoice, and before the placement runs for first-time advertisers. All rates are in Canadian dollars, plus applicable taxes.

How to book

1. **Tell us what you want.** Send the order form or call us. We confirm availability within 2 business days.
2. **Get your invoice.** We send an invoice with a secure online payment link. Cheques are also accepted. Never send card details by email.
3. **Send your content.** We confirm deadlines, review your artwork and send a proof or test before anything goes live.

CONTACT
Jordan Burwash, Director of Development
jordanburwash@phecanada.ca · 613-523-1348 ext. 2339
2451 Riverside Drive, Ottawa, ON K1H 7X7

ORDER FORM

Book your placements.

Email this form to jordanburwash@phecanada.ca. We'll confirm availability and send an invoice with a secure payment link. Please don't include card details.

Your details

Organization		**Contact**	
Position		**Email**	
Phone		**Website**	
Address		**City**	
Province / state		**Postal code, country**	

Placements

PLACEMENT	MONTH OR SEND DATE	QTY	RATE	AMOUNT
			Subtotal	
			Less discount(s)	
			Applicable taxes	
			Total	

Payment and authorization

Payment method: ☐ Credit Card or EFT ☐ Cheque

I authorize the placements above and accept PHE Canada's advertising acceptance policy and terms.

Signature _____ **Date** _____