Reach Canada's most trusted and loyal military community at scale.

- Exclusive access to a verified military community.
- High trust environment.
- Members who actively seek value and brands that support the CAF.

+8.2% annual growth	**61%** mobile engagement
121% app adoption growth (above industry benchmarks)	**35–54** high concentration (prime household decision-makers)
32K+ social followers	**260K+** email subscribers
41.1% average email open rate	**5.2%** click-through rate
456K+ website views	**43.8K** website users
2.44% engagement rate	**3:16** mins spent on page

530K+ Members

2026 *(as of Aug 2026)*	Membership type
129,262	Reg/Res Force
86,571	Families of Serving
111,392	Veterans
67,465	Families of Veterans
402	Foreign Military & Families
135,257	Civilians (NPF, DND, RCMP, CCG & families)

