

Prairies North

the magazine of Saskatchewan

Advertise in Saskatchewan's best-loved magazine

REACHING 100,000 READERS WITH EACH ISSUE

Prairies North offers advertisers a unique opportunity to reach a loyal audience through a trusted media. Our readers love us and trust us because we:

- showcase the beauty of all of Saskatchewan, border to border.
- are a Saskatchewan-based, family-owned business.
- have an 18-year track record of delivering beautiful award-winning photography and stories.
- provide content that resonates with Saskatchewan people who renew their subscriptions faithfully and long-term.

Our readers take the time in their favourite magazine to notice advertising, jot down important information, and look up web addresses that will enable them to plan trips in the province and check out businesses and recreational spots. They use the magazine as a tool to discover more about our province. If it's Saskatchewan, they look for it in *Prairies North*.

Covering all of Saskatchewan

| | |
|---|---------------|
| Subscriptions | 9,000 |
| Single issue sales across Canada | 5,000 |
| Welcome Wagon/NW Centres | 2,000 |
| Airline & hotel room placements across Saskatchewan & Other | 1,000 |
| Total quarterly distribution | 17,000 |

70% of readers archive their copies for future enjoyment—your ad never stops working for you!

When you advertise in *Prairies North*, you're not just buying space in the magazine, you are gaining access to 100,000 readers through a credited, valued advertising vehicle.

Prairies North is audited by the CMCA which means that every issue we circulate can be accounted for. Copies are not dumped, wasted, or left to stagnate in magazine racks.

Our readership is 99% paid.

Who reads *Prairies North*?

- 68% of readers are female, 32% male
- 60% are between the ages of 35 and 64
- 68% earn more than \$50,000 per year
- Reaching approx. 550 business offices

What are they interested in?

- Our readers are travellers. 60% are planning a Saskatchewan vacation, 23% plan to stay in a resort
- 56% plan to redecorate or remodel their home
- 50% travel more than 100 km to shop in Saskatchewan
- 50% attend theatrical events; 65% enjoy gardening; 48% take photos; 41% attend Roughrider games; 47% enjoy nature and birdwatching

As a result of reading *Prairies North*:

- 92% have visited a featured site or attended an event
- 26% have shopped for a product
- 56% have looked up an advertiser's website



For more information contact:

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2017/18 RATE CARD

FALL/WINTER SPECIAL ISSUE!

96 Pages | Perfect Bound | Famous SK Authors
Grey Owl Feature | Beautiful Photography
Limited space available in this special issue.

PRINT RATES

| AD SIZE | W x H | 2X | 4X | 6X |
|-----------------------|-------------------|---------|---------|---------|
| Full page | see diagram right | \$2,590 | \$2,300 | \$2,020 |
| 2/3 page | 4.85" x 9.75" | \$1,950 | \$1,730 | \$1,510 |
| 1/2 page (vertical) | 3.6" x 9.75" | \$1,710 | \$1,520 | \$1,330 |
| 1/2 page (horizontal) | 7.375" x 4.8" | \$1,710 | \$1,520 | \$1,330 |
| 1/3 page (vertical) | 2.35" x 9.75" | \$1,300 | \$1,150 | \$1,010 |
| 1/3 page (square) | 4.85" x 4.8" | \$1,300 | \$1,150 | \$1,010 |
| 1/6 page (vertical) | 2.35" x 4.8" | \$860 | \$760 | \$670 |
| 1/6 page (horizontal) | 4.85" x 2.325" | \$860 | \$760 | \$670 |
| PREMIUM POSITIONS | | | | |
| Back cover | | \$4,320 | | |
| Inside front cover | | \$4,170 | | |
| Inside back cover | | \$3,890 | | |

PAGE SIZE:

8.375" x 10.75"
(magazine is trimmed to this size)

LIVE AREA

7.375" x 9.75"
(fit text within this area of your ad)

FULL PAGE BLEED

8.875" x 11.25"
(allows for .25" trim)

DEADLINES

| | | |
|------------------|--------------------|--------------------|
| Fall/Winter 2017 | BOOKING | September 15, 2017 |
| | ARTWORK | September 22, 2017 |
| | STREET DATE | November 2017 |
| Spring 2018 | BOOKING | January 13, 2018 |
| | ARTWORK | January 20, 2018 |
| | STREET DATE | March 2018 |
| Summer 2018 | BOOKING | April 14, 2018 |
| | ARTWORK | April 21, 2018 |
| | STREET DATE | June 2018 |
| Fall 2018 | BOOKING | July 14, 2018 |
| | ARTWORK | July 21, 2018 |
| | STREET DATE | September 2018 |
| Winter 2018 | BOOKING | October 13, 2018 |
| | ARTWORK | October 20, 2018 |
| | STREET DATE | December 2018 |

1/2 horizontal
7.375" x 4.8"

2/3 vertical
4.85" x 9.75"

1/2 vertical
3.6" x 9.75"

1/3 vertical
2.35" x 9.75"

1/6 horizontal
4.85" x 2.325"

1/6 vertical
2.35" x 4.8"

1/3 square
4.85" x 4.8"

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The screenshot shows the Prairies North website homepage. At the top, there are banners for Watford City and a subscription offer for \$26.95. The main navigation bar includes 'Our Stories', 'Photo Gallery', 'Food & Creativity', 'Advertise', 'Store', and 'Digital Edition'. The content area features several articles and ads: 'True Mex Cuisine in Vibank, by Christalee Froese', 'The Icons of Rosetown, by Lionel Hughes', 'A Bomber Pilot's Socks, by Dorothy Siebold', and 'Farm Women'. There are also ads for museums and a newsletter sign-up form.

Loyal readers = Loyal Web Followers

Digital Advertising Must-Haves

Leaderboard, banner and box ads on PrairiesNorth.com

Interesting and highly visual website content along with drivers from the magazine and social media have increased traffic to give you greater access to our audience.

FREE Location Listings

Travellers now have access to a handy tool online to find parks, accommodation, food—your business—while on the road.

FREE Events Listings

An extremely well-designed tool to announce your event, and show people where it is located.

Prairies North eNewsletter

Monthly eNewsletters to subscribers containing announcements, contest, offers, and upcoming stories—and your message!

Social Media

Facebook and Twitter followers continue to grow in number and create an immediate audience for your announcement.

"Prairies North has established considerable strength through its social media platform. The magazine is positioned as a strong voice that illuminates the lives of interesting people, events and stories that Saskatchewan residents find both relevant and engaging."

— Brandon Moore, Marketing Director, Black Ink Marketing

The diagram illustrates the placement of three types of digital advertising on a page. A 'Top Leaderboard' is positioned at the very top. A 'Box' is located on the right side of the page. A 'Bottom Leaderboard' is positioned at the very bottom.

2017/18 DIGITAL RATES

| AD SIZE | W x H | Homepage | Run of site |
|-----------------------------------|------------------|-----------|---|
| Top Leaderboard | 728 x 90 pixels | \$500/mo. | \$250/mo. |
| Bottom Leaderboard | 728 x 90 pixels | \$400/mo. | \$200/mo. |
| Box | 300 x 250 pixels | \$300/mo. | \$150/mo. |
| Prairies North eNewsletter | | | |
| Banner | 728 x 90 pixels | \$300 ea. | |
| Social Media | | | |
| Facebook Post | | \$100 ea. | Materials due a minimum of 5 days before end of month to be considered for inclusion in subsequent month. |
| Twitter Post | | \$100 ea. | |

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**Tap into
\$1.14 billion in buying power...
for as little as 3¢ per reader!**

Travellers in Saskatchewan spend approximately \$1.65 billion annually.* With every issue, *Prairies North* is reaching 100,000 travellers and bringing more here every day with its beautiful presentation of the province. Take advantage of our new multi-media packages that offer you dramatic savings! Purchase print plus all our digital exposure in one easy step.

* Source Tourism Saskatchewan

2017/18 MULTIPLE MEDIA—ONE GREAT PRICE!

All packages include both print and digital!



OPTIONS

Basic

Total value/month: \$645
Your cost/month: \$299
Savings: 54%

Better

Total value/month: \$967
Your cost/month: \$499
Savings: 48%

Best

Total value/month: \$1,630
Your cost/month: \$999
Savings: 39%

| Print | Digital | | | | |
|-------------------|-------------------------------|--------------------------|------------------|--------------------------------------|--|
| | Prairies North | PN Digital Edition | Website | Online Locations and Events Listings | Facebook/Twitter posts |
| 1/6 page ad 4/yr | Hot links from ads to website | Annual box ad | Unlimited access | 1 post on PN Facebook or Twitter | 2 banner ads in eNewsletter to subscribers |
| 1/3 page ad 4/yr | Hot links from ads to website | Annual leader ad | Unlimited access | 4 posts on PN Facebook or Twitter | 4 banner ads in eNewsletter to subscribers |
| Full page ad 4/yr | Hot links from ads to website | Annual leader and box ad | Unlimited access | 8 posts on PN Facebook or Twitter | 8 banner ads in eNewsletter to subscribers |

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