

# albertaviews

20

2018  
MEDIA GUIDE

20<sup>TH</sup> ANNIVERSARY YEAR

## The Magazine at a Glance

FIRST ISSUE	Jan/Feb 1998
FREQUENCY	10 times a year
DISTRIBUTION	Throughout Alberta to subscribers, newsstands and controlled distribution
CIRCULATION	15,000 copies
NEWSSTAND COVER PRICE	\$5.95
EDITORIAL PROFILE	Leading the political and cultural discussion with fresh ideas and thoughtful analysis
READERS	Well-educated and savvy citizens who turn to us for information and inspiration

# Readership

## PROFILE

### DEMOGRAPHICS

Men	52%
Women	48%
Post-secondary degrees	88%
Post-graduate degrees	35%
Household income	\$94,037
Under 55	16%
55+	84%

### CHARACTERISTICS

#### Avid readers

88% list reading as a leisure pursuit;  
64% purchase more than 6 books annually;  
49% bought a book as a result of something we published

#### Supporters of the arts

46% attend more than 6 arts events per year;  
40% visited a museum or gallery as a result of something we published

#### Frequent travellers

They take an average of 8 trips in Alberta,  
3 trips within Canada and 1 trip abroad per year

#### Connected to the magazine

83% discuss what they read/see with neighbours, colleagues and friends;  
81% visit a website as a result of something they read/see in the magazine

#### Environmentally minded

85% list the environment as the area of public policy that concerns them most

#### Conscientious consumers

69% say their purchasing decision is influenced if the product is locally made;  
66% say that a company demonstrating social responsibility influences them

#### They lead active lives

45% list the outdoors and hiking as leisure pursuits  
45% list volunteer work  
45% list dining out  
51% list exercise

#### Reader engagement

79% spend over 1 hour reading each issue  
71% keep issues for future reference  
49% have been reading AV for 6+ years

## CIRCULATION

**PRINT RUN** 15,000

### DISTRIBUTION

Paid subscriptions	5,000
Newsstands	1,800
Other controlled ( <i>The Globe and Mail</i> , <i>National Post</i> , FSA drops, conferences, etc)	6,000
Doctors' offices	1,200
Air Canada Lounges	1,000

### GEOGRAPHIC DISTRIBUTION

Calgary	34%
Edmonton	31%
Rest of Alberta	27%
Outside of Alberta	8%

## ADVERTISER TESTIMONIALS

“At Banff Centre for Arts and Creativity, we truly appreciate the opportunity to showcase arts and culture to the diverse, engaged and enthusiastic readership of *Alberta Views*.”

**Nicky Lynch**,  
Banff Centre

“The Book Publishers Association of Alberta has been advertising in *Alberta Views* magazine for several years. We are very pleased with the opportunity to reach our audience of readers who love books.”

**Kieran Leblanc**,  
Executive Director, BPAA

“*Alberta Views* has a thoughtful readership that includes many professionals and decision makers—the audience UNA needs and expects to reach when it discusses health care issues that impact our members.”

**David Climenhaga**,  
United Nurses of Alberta

“It has been a pleasure to work with *Alberta Views* for the past several years. Their support of the museum community is very much appreciated, and it is always a great opportunity to connect their audience with the experiences we can offer.”

**Carrie-Ann Lunde**,  
Royal Tyrrell Museum



# Content

## ADVERTISING IN THE ARTS SECTION

**THE SCENE**  
A snapshot of the cultural life of Alberta

**STATIONERY**  
Kara Terecki's "I Think that Book" Jan 13-Jan 15  
Noreen's Handmade Bookbinding a Notch: Church Guild of Five Arts Concomitance Canada, 15th-16th Jan

**VISUAL ART**  
Kara Terecki's "I Think that Book" Jan 13-Jan 15  
Noreen's Handmade Bookbinding a Notch: Church Guild of Five Arts Concomitance Canada, 15th-16th Jan

**4**  
of the Alberta Biennial, opening at Art Gallery of Alberta

**Nicole Kelly**  
Winnipeg, Red Deer  
Winnipeg, the current  
Winnipeg, the current  
Winnipeg, the current  
Winnipeg, the current

**Tanya Lee-Anne**  
Cardinal, Calgary  
Calgary, the current  
Calgary, the current  
Calgary, the current

**W.D. Murray**  
Okanada, Calgary  
Calgary, the current  
Calgary, the current  
Calgary, the current

**Joe Casper**  
Lethbridge  
Lethbridge, the current  
Lethbridge, the current  
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**YOUR AD HERE**

## ADVERTISING FRONT OF BOOK

**Warm Smile / Cold Day**  
The author's new book is out now

**Warm Smile / Cold Day**  
The author's new book is out now

**Warm Smile / Cold Day**  
The author's new book is out now

**Warm Smile / Cold Day**  
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**Medicine Hat**  
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**YOUR AD HERE**

## EDITORIAL CALENDAR

ISSUE	THEME	OUR GUIDE TO	BOOKING DEADLINE	ARTWORK DEADLINE	ON NEWSSTAND DATE
JAN/FEB	Anniversary	MUSEUMS	Nov 9	Nov 13	Dec 11
MAR	Finance	LIFELONG LEARNING	Jan 11	Jan 15	Feb 12
APR	Cities	BEING GREEN	Feb 8	Feb 12	Mar 12
MAY	Labour	LOCAL TRAVEL	Mar 15	Mar 19	Apr 16
JUN	Agriculture	LOCAL FOOD	Apr 12	Apr 16	May 14
JUL/AUG	Environment	FESTIVALS	May 10	May 14	Jun 18
SEP	Education	PERFORMING ARTS	Jul 12	Jul 16	Aug 13
OCT	Energy	ART GALLERIES	Aug 16	Aug 20	Sep 17
NOV	Health	WINTER	Sep 13	Sep 17	Oct 15
DEC	Justice	NEW BOOKS	Oct 11	Oct 19	Nov 12

## ADVERTISING IN THE GUIDE

**CALGARY**

**YOUR AD HERE**

**THE MUSEUMS OF CALGARY**

**YOUR AD HERE**

**YOUR AD HERE**

## ADVERTISING IN BOOK REVIEWS

**BOOKSHELF**

**YOUR AD HERE**

**Slit Water**

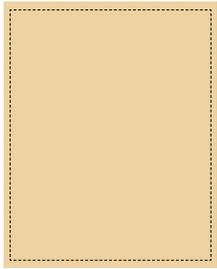
**YOUR AD HERE**

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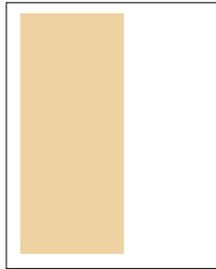
# Advertising

albertaviews

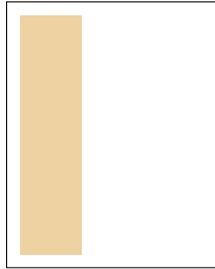
## AD SIZES (in inches) Effective Jan 1, 2018



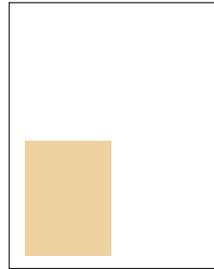
FULL PAGE  
8.25 x 10.75 + 0.25 bleed



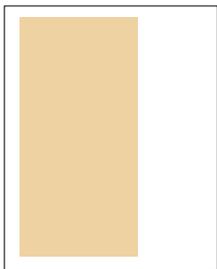
1/2 VERTICAL  
3.437 x 9.5



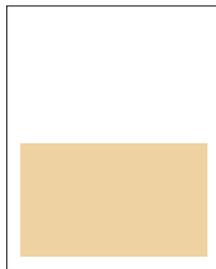
1/3 VERTICAL  
2.25 x 9.5



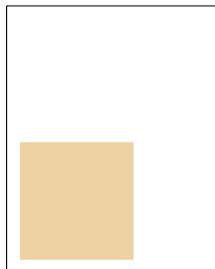
1/4 PAGE  
3.437 x 4.625



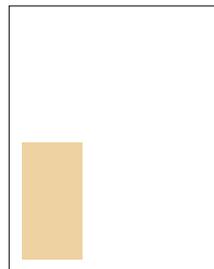
2/3 PAGE  
4.687 x 9.5



1/2 HORIZONTAL  
7.125 x 4.625



1/3 SQUARE  
4.687 x 4.625



1/6 PAGE  
2.25 x 4.625

## ADVERTISING RATES

Rates are net of agency commission.  
5% GST not included. All ads are full-colour.

Outside back cover	\$ 2,700
Inside covers	\$ 2,500
Full page	\$ 2,200
2/3 page	\$ 1,700
1/2 page	\$ 1,375
1/3 page	\$ 975
1/4 page	\$ 775
1/6 page	\$ 575

Ask about our not-for-profit rates and multiple issue insertion rates. Design services are available for \$100 per hour.

## CONTACT US

### Send ads to:

creative@albertaviews.ca  
FTP available for files  
larger than 5 MB  
403 243 5334 ext. 4  
Toll-free in Alberta:  
1 877 212 5334

### To contact our advertising rep:

sales@albertaviews.ca  
403 243 5334 ext. 5  
Fax: 403 243 8599

## FILE REQUIREMENTS

CMYK, HIGH RESOLUTION  
(300 dpi)

Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

Spreads and full-page ads require a bleed. Images or graphics should extend 0.25" beyond each edge. Text must be at least 0.5" inside of each edge.

## ACCEPTED FILE FORMATS

**PDF:** Embed all fonts. No image compression. Use JPEG high quality. Turn off OPI.

**InDesign:** Preflight check. Package images and fonts. TIF, JPEG high quality.

**EPS:** Include fonts or convert to outline. Rasterize effects to 300 dpi. Turn off overprint. Save with 8-bit preview and thumbnail.

**We do not accept** Windows TrueType fonts or ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.

## PRINT SPECIFICATIONS

Web offset on FSC coated gloss. 133 LPI. Cover stock (16 pp.): 60 lb; text stock: 45 lb. Saddle-stitched. Finished trim: 8.25" x 10.75".

## ADVERTISING POLICY

Acceptance of any advertisement in *Alberta Views* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval.

[www.albertaviews.ca](http://www.albertaviews.ca)