

albertaviews

2019 *MEDIA GUIDE*

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	\$7.95
EDITORIAL PROFILE	Leading Alberta's 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%
Homeowners	89%
Post-secondary degree holders	91%
Post-graduate degree holders	42%
Household income	\$94,370
Aged 55+	84%

CHARACTERISTICS

House proud

89% own their homes;
64% would consider installing renewables;
32% plan to renovate in the next 2 years;
39% would consider a move to a condo

Avid readers

84% list reading as a leisure pursuit;
65% purchase more than 6 books annually;
48% 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 or took in a theatre performance as a result of something we published

Frequent travellers

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

Connected to the magazine

88% discuss what they read/see with neighbours, colleagues or friends

Environmentally minded

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

Conscientious consumers

66% say their purchasing decision is influenced if the product is made locally;
63% say that a company demonstrating social responsibility influences them

They lead active lives

55% list the outdoors and hiking as leisure pursuits
43% do volunteer work
46% dine out
50% exercise

CIRCULATION

PRINT RUN 15,000

DISTRIBUTION

Paid subscriptions	5,100
Newsstands	1,800
Other controlled	6,000
<i>(The Globe and Mail, National Post, FSA drops, conferences etc.)</i>	
Doctors' offices	1,100
Air Canada Lounges	1,000

GEOGRAPHIC DISTRIBUTION

Calgary	31%
Edmonton	29%
Rest of Alberta	33%
Outside of Alberta	7%

ADVERTISER TESTIMONIALS

“The Red Deer Museum + Art Gallery has been advertising in *Alberta Views* for many years.

They are a pleasure to work with, and their tremendous support in promoting our heritage and arts exhibitions across the province is greatly appreciated.”

Karli Kendall

Red Deer Museum + Art Gallery

“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

“At the Alberta Emerald Foundation we celebrate environmental excellence in the province. *Alberta Views* is the perfect publication to showcase our Emerald Award recipients to our valued stakeholders.”

Gregory Caswell

Alberta Emerald Foundation

“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



Content

WHAT'S NEW:

IN EVERY ISSUE:

- Full-length feature articles** on politics, society and culture
- A dialogue** between two experts who disagree on an important issue
- Meet the Minister:** our interview with a provincial cabinet minister in a key portfolio
- Eye on Alberta:** news and views from around the province
- Arts Scene:** listings of theatre, music, dance and visual arts events in seven cities
- Constituency Close Up:** a profile of a region with common interests and the same MLA
- Reviews** of Alberta books

- Columnists:** Fred Stenson and Kevin Van Tighem
- Guides** to various unique Alberta resources, such as Museums, Festivals, Winter activities, Green initiatives and Local travel

SOME OF OUR WRITERS:

- Chris Turner, Marcello Di Cintio, Sid Marty, Katherine Ashenburg, Clem Martini, Omar Mouallem, Curtis Gillespie, Aritha van Herk, Linda McQuaig, Rudy Wiebe...

In 2019 Albertans will go to the polls to choose a new provincial government. *Alberta Views* will publish four special election issues featuring all the information citizens need in order to make an informed decision.

EDITORIAL CALENDAR

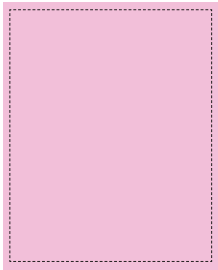
ISSUE	THEME/MINISTER	FEATURE	GUIDE	BOOKING DEADLINE	ARTWORK DEADLINE	ON SALE DATE
JAN/FEB	Energy	Pipeline saga	EDUCATION	Nov 15	Nov 19	Dec 17
MAR	Infrastructure	Leaders	GALLERIES	Jan 17	Jan 21	Feb 19
APR	Education	NDP record	GREEN	Feb 14	Feb 19	Mar 18
MAY	Culture	Kenney's vision	MUSEUMS	Mar 14	Mar 18	Apr 15
JUN	Justice	Parents' rights	LOCAL TRAVEL	Apr 11	Apr 15	May 13
JUL/AUG	Environment	Recycling	FESTIVALS	May 9	May 13	Jun 17
SEP	Economy	Campaign 2019 recap	THEATRE	Jul 11	Jul 15	Aug 12
OCT	Social Services	Neuroscience	MUSIC	Aug 15	Aug 19	Sep 16
NOV	Healthcare	Billing fraud	WINTER	Sep 12	Sep 16	Oct 15
DEC	Arts	Celebrated artists	NEW BOOKS	Oct 10	Oct 15	Nov 18



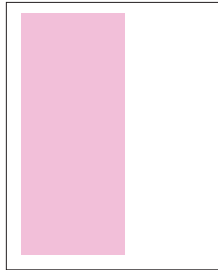
Advertising

albertaviews

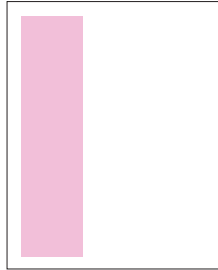
AD SIZES (in inches) Effective Jan 1, 2019



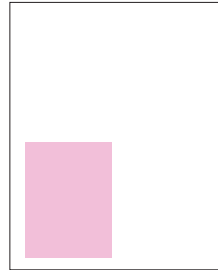
FULL PAGE
8.25 x 10.75 + 0.25 bleed



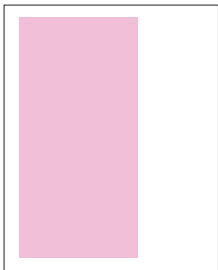
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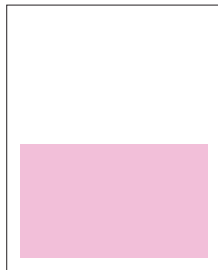
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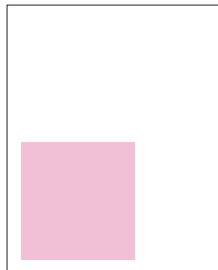
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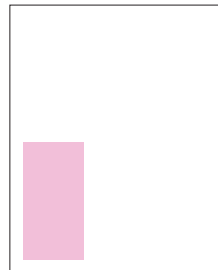
2/3 PAGE
4.687 x 9.5



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.

FREQUENCY	1X	3X	6X	10X
Outside back cover	\$ 2,600	2,475	2,300	2,200
Inside covers	\$ 2,400	2,275	2,175	2,000
Full page	\$ 2,100	2,000	1,900	1,800
2/3 page	\$ 1,550	1,475	1,400	1,325
1/2 page	\$ 1,300	1,225	1,150	1,100
1/3 page	\$ 850	810	775	725
1/4 page	\$ 675	650	600	575
1/6 page	\$ 475	450	425	400

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

CONTACT US

403 243 5334 ext. 5
Fax: 403 243 8599

Toll-free in Alberta: 1 877 212 5334
sales@albertaviews.ca

PLEASE SEND ADVERTISEMENTS 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

FILE REQUIREMENTS

CMYK, HIGH RESOLUTION (300 dpi)
Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

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.

SPREADS AND FULL-PAGE ADS

Ads requiring a bleed should be built to trim size and have images or graphics extended 0.25" beyond each edge. All text should be at least 0.5" inside the trim size edge.

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