

albertaviews

THE MAGAZINE FOR ENGAGED CITIZENS



MEDIA GUIDE

THE MAGAZINE AT A GLANCE

FIRST ISSUE	Winter 1998
FREQUENCY	10 times a year
DISTRIBUTION	Throughout Alberta to subscribers, newsstands, doctors offices and as inserts into newspapers
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

READER TESTIMONIALS

PROFILE

DEMOGRAPHICS

Men	53%
Women	46%
Post-secondary degree holders	93%
Post-graduate degree holders	43%
Household income	\$96,022
Aged 55+	84%

CHARACTERISTICS

House proud

88% own their homes;
61% would consider installing renewables;
23% plan to renovate in the next 2 years;
41% would consider a move to a condo

Avid readers

85% list reading as a leisure pursuit;
64% purchase more than 6 books annually;
43% bought a book as a result of something we published

Supporters of the arts

47% attend more than 6 arts events per year;
39% 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 7 trips in Alberta, 3 trips within Canada and 1 trip abroad per year

Connected to the magazine

90% 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

70% say their purchasing decision is influenced if the product is made locally;
65% say that a company demonstrating social responsibility influences them

They lead active lives

49% list the outdoors and hiking as leisure pursuits;
37% do volunteer work;
48% dine out;
54% exercise and participate in sports

CIRCULATION

PRINT RUN 15,000

DISTRIBUTION

Paid subscriptions	5,200
Newsstands	1,800
Other controlled (<i>The Globe and Mail</i> , <i>National Post</i> , mail sampling, conferences, etc.)	5,900
Doctors offices	1,100
Air Canada Lounges	1,000

GEOGRAPHIC DISTRIBUTION

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

Survey conducted April 2019. 2,500 surveys mailed, 33% response rate.

“A quality magazine. Keep up the good work of tackling issues and showcasing our great province.”

“It was the education issue that caught my eye and convinced me to subscribe. I think you have a nice well-rounded magazine that appeals to a diverse audience.”

“*Alberta Views* is our household’s favourite magazine.”

“I really appreciate *AV* tackling current events in a critical thinking forum. Today’s news and media feature too many headlines with not enough in-depth analysis about the issues, including questioning whether the issues are really issues at all. That’s hard to find these days.”

“Keep up the excellent work! I recommend your magazine to many of my family and colleagues as a voice of reason and source of intelligent debate in an increasingly polarized political climate.”

“I need *Alberta Views* to keep me thinking and engaged in Alberta issues.”



CONTENT

IN EVERY ISSUE:

- Full-length feature articles** on politics, social issues and culture;
- A dialogue** between two experts who disagree on an important issue;
- Meet the Minister:** an introduction to 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;
- Constituency Close Up:** a profile of a provincial riding;
- Reviews** of new Alberta books;

Columnists: Paula Simons, Fred Stenson, Kevin Van Tighem and Jenna Butler;
Guides to various unique Alberta resources, such as museums, festivals, winter activities, green initiatives, local travel and books

SOME OF OUR WRITERS:

Ali Bryan, Jen Gerson, Chris Turner, Marcello Di Cintio, Sid Marty, Katherine Govier, Clem Martini, Omar Mouallem, Curtis Gillespie, Aritha van Herk, Linda McQuaig, Rudy Wiebe...

WHAT'S NEW:

For 2020 we're adding "citizen how-to"—first-hand accounts of Albertans taking action to improve their communities—as well as two new columnists (including independent Senator Paula Simons) and 10 short articles about democratic ideas from abroad that Alberta might want to consider. Mandatory voting, anyone?

EDITORIAL CALENDAR

ISSUE	THEME/MINISTER	OUR GUIDE TO	BOOKING DEADLINE	ARTWORK DEADLINE	ON NEWSSTAND DATE
JAN/FEB	LABOUR	EDUCATION	Nov 14	Nov 18	Dec 16
MAR	JUSTICE	GALLERIES	Jan 16	Jan 20	Feb 18
APR	CITIES	GREEN	Feb 13	Feb 18	Mar 16
MAY	ENERGY	MUSEUMS	Mar 12	Mar 16	Apr 13
JUN	REGULATION	LOCAL TRAVEL	Apr 9	Apr 13	May 18
JUL/AUG	ENVIRONMENT	FESTIVALS	May 13	May 18	Jun 15
SEP	EDUCATION	THEATRE	Jul 16	Jul 20	Aug 17
OCT	SOCIAL SERVICES	MUSIC & DANCE	Aug 13	Aug 17	Sep 14
NOV	HEALTHCARE	EDUCATION	Sep 10	Sep 14	Oct 13
DEC	FINANCE	NEW BOOKS	Oct 15	Oct 19	Nov 16
JAN/FEB 2021	CULTURE	WINTER	Nov 12	Nov 16	Dec 14



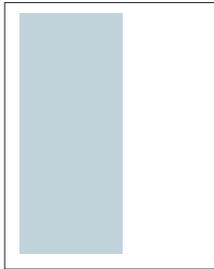
ADVERTISING

ADVERTISER TESTIMONIALS

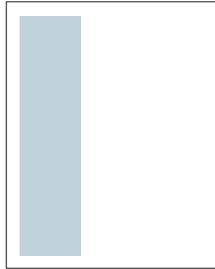
AD SIZES (in inches) Effective Jan 1, 2020



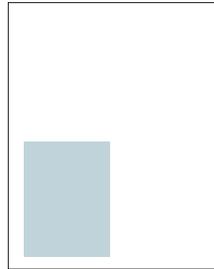
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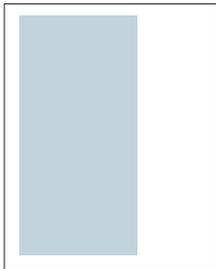
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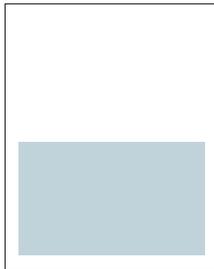
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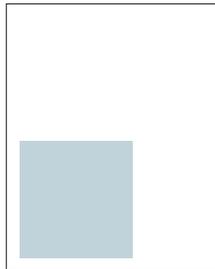
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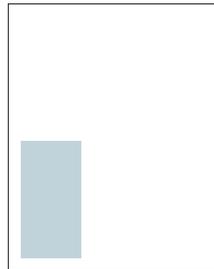
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1/2 HORIZONTAL
7.125 x 4.625



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	\$ 2,700	2,575	2,450	2,300
Inside covers	\$ 2,500	2,375	2,250	2,125
Full page	\$ 2,200	2,100	2,000	1,900
2/3 page	\$ 1,700	1,600	1,550	1,450
1/2 page	\$ 1,375	1,300	1,250	1,200
1/3 page	\$ 975	925	875	825
1/4 page	\$ 775	725	700	650
1/6 page	\$ 575	550	500	475

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

CONTACT US

403 243 5334 ext. 5 Toll-free in Alberta: 1 877 212 5334
 Fax: 403 243 8599 sales@albertaviews.ca
 Please send ads to: creative@albertaviews.ca

“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

“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

“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

www.albertaviews.ca