

# albertaviews

THE MAGAZINE FOR ENGAGED CITIZENS

# 2021

## MEDIA GUIDE

### THE MAGAZINE AT A GLANCE

FIRST ISSUE	January 1998
FREQUENCY	10 times per year
DISTRIBUTION	Across Alberta to subscribers, on newsstands and inserted into various newspapers
CIRCULATION	10,000
COVER PRICE	\$7.95
SUBSCRIPTIONS	\$40/year
EDITORIAL CONTENT	Alberta politics, social issues and culture
READER PROFILE	Well-educated engaged citizens who prefer to read in print

# READER PROFILE

*Alberta Views'* strength is in our readers. We conduct a comprehensive annual reader survey so that we know exactly who our readers are and what they are interested in. \*

## DEMOGRAPHICS

- 53% men
- 46% women
- 78% age 55+
- 63% retired
- 80% are post-secondary degree holders
- 45% have a Masters or Ph.D.
- 47% have annual HHI of \$100,000+

### Major purchases

- 91% own their home
- 68% would consider switching to renewable energy
- 31% would consider moving to a condo
- 24% would consider buying a new car in the next 2 years

### Patrons of the arts

- Attend 9 cultural events per year on average
- 40% visited a museum, gallery or exhibition as a result of something we published
- 44% attend theatre performances
- 37% attended a cultural performance (theatre, dance, music) based on information they saw in *Alberta Views*

### Avid readers

- Purchase 16 books annually on average
- 49% bought a book as a result of something we published
- 68% visited a website based on something they saw in *Alberta Views*
- 85% list reading as a leisure pursuit

### Frequent travelers

- Average 8 trips in Alberta and 3 within Canada annually

### Connected to the magazine

- 88% discuss what they read with others
- 48% have read *Alberta Views* for 6+ years
- 35% spend 3-5 hours reading each issue

### Environmentally conscious

- 36% made a purchase based on *Alberta Views* content
- 60% say a company's environmental responsibility influences their purchasing

### Loyal to Alberta

- 69% say they are more likely to buy a product if it's made locally
- 84% have lived in Alberta for 20+ years

### Active lifestyles

- 59% hike
- 40% do volunteer work
- 51% like to garden
- 46% enjoy dining out
- 34% like going to the movies
- 52% exercise and/or participate in sports
- 23% are into arts and crafts

## CIRCULATION

**PRINT RUN** 10,000

### DISTRIBUTION

Paid subscriptions 6,000  
Newsstands 2,000  
Controlled  
(*Globe & Mail*, *National Post* and other Alberta newspaper insertions) 2,000

Geographic distribution is approximately one-third Edmonton, one-third Calgary and one-third the rest of Alberta. 7% of our subscribers live outside the province.

\* Survey conducted April 2020. 2,386 surveys emailed, 469 responses for a 19.7% response rate



## WHAT OUR READERS SAY

I really do enjoy reading the magazine from cover to cover. It always presents some insight and makes me rethink previously held positions. The highest praise would be that I trust the information *Alberta Views* provides.

*Alberta Views* helps me feel a sense of belonging in this province. I really appreciate the smart, in-depth analysis of our issues.

Honestly, I just love the magazine so much.

In a province with so few independent voices, you are a refreshing and vital voice of progressive thought and moderation.

I value *Alberta Views* for long-form analysis of issues.

*Alberta Views* is a terrific, informative magazine.

Keep up the great work. Your magazine is both food for the proverbial mind and a pleasure to read.

Excellent publication about important, timely and relevant issues!

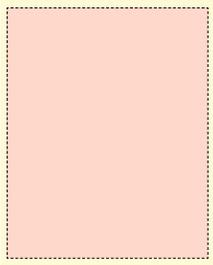
I started out subscribing to support local coverage. I subscribe now because it's a great magazine!



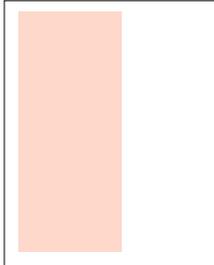
# ADVERTISE WITH US

- Reach an audience that matches your customer profile
- Speak to readers who are active community influencers and consumers
- Print is a way to stand out from the online crowd
- Receive maximum exposure within our pages: we limit ad space in the magazine

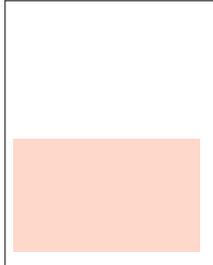
## AD SIZES (in inches) Effective Jan 1, 2021



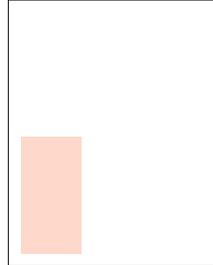
FULL PAGE  
8.25 x 10.75 + 0.25 bleed



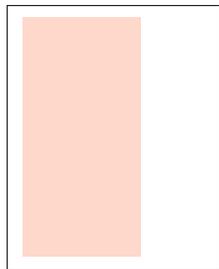
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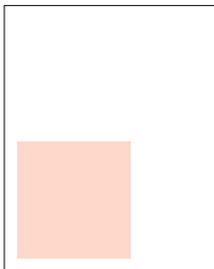
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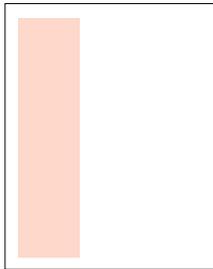
1/6 PAGE  
2.25 x 4.625



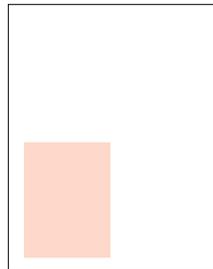
2/3 PAGE  
4.687 x 9.5



1/3 SQUARE  
4.687 x 4.625



1/3 VERTICAL  
2.25 x 9.5



1/4 PAGE  
3.437 x 4.625

## AD RATES – BOOK MULTIPLE INSERTIONS AND SAVE UP TO 30%!

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

FREQUENCY	1X	3X	10X
Outside back cover	\$ 2,200	2,000	1,800
Inside covers	\$ 2,000	1,900	1,700
Full page	\$ 1,900	1,700	1,500
2/3 page	\$ 1,400	1,200	1,100
1/2 page	\$ 1,100	1,000	900
1/3 page	\$ 800	700	600
1/4 page	\$ 700	600	500
1/6 page	\$ 500	400	300

## CONTACT

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### ADVERTISER TESTIMONIALS

The Book Publishers Association of Alberta has enjoyed a long-time collaboration with *Alberta Views* magazine through our “Read Alberta Books” advertising feature. Being able to promote excellent, locally published books in a magazine that appeals to book readers has been a win-win experience for our members and for Alberta’s readers.

**Kieran Leblanc**  
BPAA

We discovered great value with advertisements in *Alberta Views*. The magazine reaches our target market. Readers not only come out and visit Meridian Beach, but one has also bought property and joined our community.

**Nora Horner**  
Inshore Developments



### MECHANICAL SPECS

All ads must be submitted as high resolution PDFs with images and fonts embedded. Images should be CMYK and 300 dpi resolution.

Need assistance building your ad? We’d be happy to help.

Please send finished ads to  
[creative@albertaviews.ca](mailto:creative@albertaviews.ca)

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