

albertaviews

NEW PERSPECTIVES FOR ENGAGED CITIZENS

2022

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 biennial reader survey so that we know exactly who our readers are and what they are interested in. *

DEMOGRAPHICS

- 53% men
- 47% 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 travellers

- 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 to 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

“*Alberta Views* is a voice of independence in a generic world. It deals with issues that unite us and divide us.”

GEO TAKASHI,
documentary filmmaker

“It is a singular and consistent representative of who we are as Albertans. It shows we have a heart and soul.”

JEREMY STURGESS, architect

“Through the magazine we recognize what we share and what we have in common.”

RAJ PANNU,
retired University professor
and former MLA

“I find those who have critical views of conservatives can provide a great deal of perspective about what will pass muster with Albertans.”

DANIELLE SMITH,
former politician and current media personality

“The writing is fantastic; it's vivid, it's thoughtful.”

NAHEED NENSHI,
former mayor of Calgary

“*Alberta Views* is asking the right questions about really tough issues.”

ARITHA VAN HERK, writer

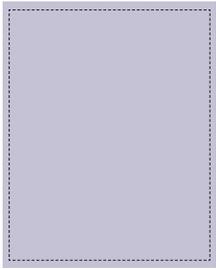
“It keeps me sane.”

CLEM MARTINI, playwright

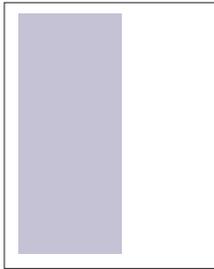
ADVERTISE WITH US

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

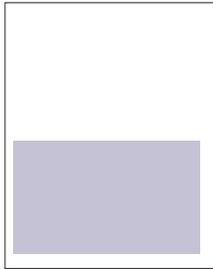
AD SIZES (in inches) Effective Jan 1, 2022



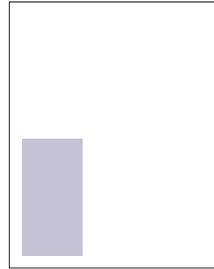
FULL PAGE
8.25 x 10.75 + 0.25 bleed all sides



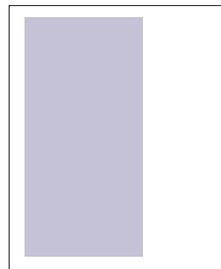
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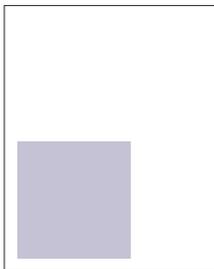
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7.125 x 4.625



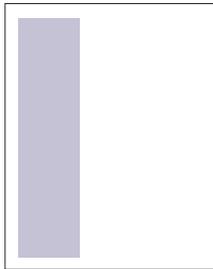
1/6 PAGE
2.25 x 4.625



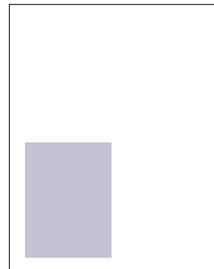
2/3 PAGE
4.687 x 9.5



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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PRODUCTION SPECS

Please send finished ads to
creative@albertaviews.ca

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.



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

www.albertaviews.ca