

albertaviews

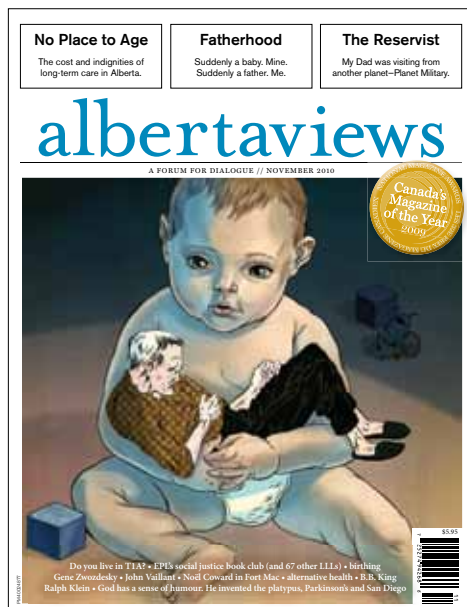
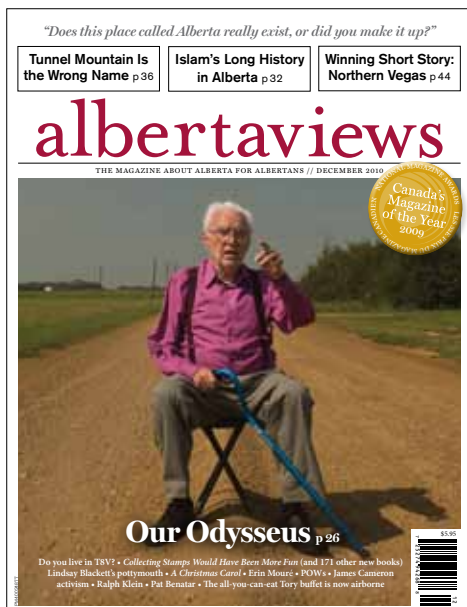
2012 Media Guide

Who We Are / What We Do

No province is quite like Alberta, and no voice tells the province's stories quite like *Alberta Views*. Over its 15 years of fostering in-depth, thoughtful dialogue about everything relevant to the public interest, *Alberta Views* has become the must-read magazine for people who recognize Alberta's unique successes, study its unparalleled challenges and ponder its paradoxes. *Alberta Views* is one of the most respected publications in Canada, having won Magazine of the Year at both the National and Western Magazine Awards.

The Magazine at a Glance

LAUNCHED	1997
FREQUENCY	10 times a year
CIRCULATION	20,000 copies
DISTRIBUTION	Throughout Alberta to subscribers, newsstands, professional offices
NEWSSTAND COVER PRICE	\$5.95
EDITORIAL PROFILE	Independent, thoughtful analysis of Alberta's unique politics and culture
READERS	Leaders, influencers, conscientious consumers, active citizens, creators and visionaries
WEBSITE	www.albertaviews.ab.ca



Readers



Linda Duncan, MP



Jeremy Sturgess, architect



Sheila Pratt, journalist



Peter Lougheed, lawyer



Alice Munro, author



Naheed Nenshi, mayor

Circulation

PRINT RUN	20,000
DISTRIBUTION	
Paid subscriptions	5,000
Request subscriptions	2,500
Newsstands	2,500
Professional offices	3,000
Air Canada	
Maple Leaf Lounges	1,000
National distribution	
Other Controlled	6,000
<i>The Globe and Mail, National Post, FSA drops, conferences, etc.</i>	

GEOGRAPHIC DISTRIBUTION

Edmonton	25%
Calgary	36%
rest of Alberta	34%
outside Alberta	5%

READER PROFILE

Men	44%
Women	56%
Post-secondary degrees	91%
Household income > \$50,000	74%
Household income > \$100,000	24%
Under 44	11%
Age 45–64	37%
Age 65+	52%

Readership

READER ENGAGEMENT

Spend over 1 hour reading each issue: **92%**
 Keep issue for future reference: **66%**
 Have been reading AV for 3+ years: **79%**

READER CHARACTERISTICS

AVID READERS

80% listed reading as a leisure pursuit.
 73% purchase more than 6 books annually.
 24% buy more than 20 books per year.

SUPPORTERS OF THE ARTS

58% attend more than 6 arts events per year.

FREQUENT TRAVELLERS

Average of 8 trips in Alberta, 3 trips within Canada and 2 trips elsewhere per year.

ETHICAL CONSUMERS

Willing to base consumer decisions on the perceived ethics of the company making the product.

WELL-CONNECTED WORD-OF-MOUTHERS

Discuss what they read with neighbours and friends.

COMMUNITY MEMBERS

Interest in and involvement with their community, city, town or region.

ACTIVE LIVES

55% list gardening, 55% list exercise and 46% list the outdoors as leisure pursuits.

Advertisers

When you purchase advertising space, you benefit by association with our strong reputation and share our most valuable asset: our readers' time and attention.

"Alberta Views readers and Glenbow Museum visitors have something significant in common—a passionate belief in the importance of art and culture in our daily lives. Thank you for helping us connect to the people we are seeking—people who want to actively engage in more art, more culture and more ideas, more often."

—Allison Moore, Glenbow Museum

"We maintain open, transparent and regular communications with stakeholders. So, when it comes to choosing the most effective media to reach them, we look to publications that engage them. Publications like Alberta Views. It's stimulating, intelligent and provides a local perspective. Most importantly, our stakeholders read it."

—D'Arcy Levesque, Enbridge

"The University of Alberta Press advertises regularly with Alberta Views. Their subscribers are a perfect match for our books: thoughtful, well-educated and keen readers! The people at Alberta Views are as cool as their readers; delightful to work with. The magazine is one of the best in the country, in content and production values."

—Cathie Crooks, U of A Press

Editorial



Editorial at a Glance

FEATURES cover provincial politics, social issues and culture in long-form articles that provide the context, background and analysis necessary to understand significant topics.

EYE ON ALBERTA reveals what Albertans are talking about through excerpted speeches, editorials and other previously published work from around the province.

POSTAL CODE highlights communities across Alberta through photos and commentary from the people who live there.

GUIDES are useful handbooks of unique Alberta resources for gardeners, travellers, festival- and restaurant-goers, environmentalists, arts attendees, readers and learners.

BEHIND THE SCENES provides the inside scoop on what's going on at our major arts organizations such as our theatre companies, orchestras and art galleries.

WIT is our longest-running column, written by Alberta's quintessentially western award-winning humourist, Fred Stenson.

BOOKSHELF contains reviews of novels, poetry and non-fiction works by and about Albertans, and Alex Rettie's popular column comparing books on similar themes.

THE AV INTERVIEW profiles prominent people who've made a difference to the province, such as k. d. lang and Paul Gross.

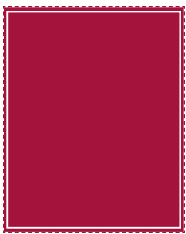
LIFE WORK, new for our 15th anniversary year, compares the experiences of a retiring professional with the expectations of a new graduate entering the same field.

Editorial Calendar

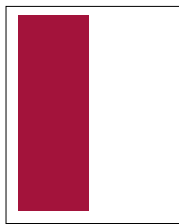
ISSUE	THEME	PROFILED PROFESSION	OUR GUIDE TO	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE DATE
JAN/FEB	Government	Civil servant	HIGHER EDUCATION	Nov 24	Dec 1	Jan 1
MAR	Culture	Arts administrator	MUSEUMS & GALLERIES	Jan 26	Feb 1	Mar 1
APR	Cities	Urban planner	TRAVEL	Feb 23	Mar 1	Apr 1
MAY	Labour	Union rep	PUBLIC GARDENS	Mar 29	Apr 2	May 1
JUN	Justice	Lawyer	FESTIVALS	Apr 26	May 1	Jun 1
JUL/AUG	Environment	Farmer	LOCAL FOOD	May 31	Jun 4	Jul 1
SEP	Education	Teacher	PERFORMING ARTS	Jul 26	Aug 1	Sep 1
OCT	Economy	Engineer	BEING GREEN	Aug 30	Sep 4	Oct 1
NOV	Healthcare	Nurse	LIFELONG LEARNING	Sep 27	Oct 1	Nov 1
DEC	Social Services	Social worker	NEW BOOKS	Oct 25	Nov 1	Dec 1

Advertising

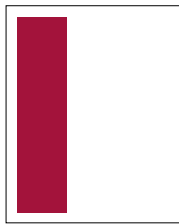
Ad Sizes (in inches) Effective Jan 1, 2012



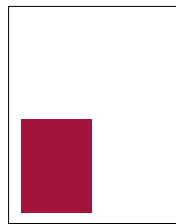
BLEED
8.75 x 11.25



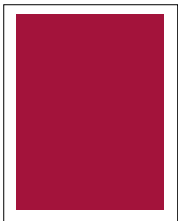
1/2 VERTICAL
3.437 x 9.5



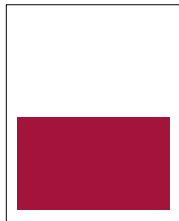
1/3 VERTICAL
2.25 x 9.5



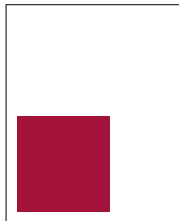
1/4
3.437 x 4.625



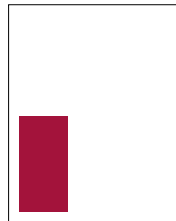
FULL PAGE
8.25 x 10.75



1/2 HORIZONTAL
7.125 x 4.625



1/3 SQUARE
4.687 x 4.625



1/6
2.25 x 4.625

Advertising Rates

Size	Price	
Full Page	\$ 2,500	25% premium for outside back cover. 15% premium for inside covers.
1/2 page	\$ 1,500	Discounts for multiple insertions.
1/3 page	\$ 1,000	Full design and production services are available for a fee.
1/4 page	\$ 775	Ask about special rates for inserts and not-for-profit organizations.
1/6 page	\$ 550	

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

CONTACT US

403 243 5334 ext. 5
Fax: 403 243 8599

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

PLEASE SEND ADVERTISEMENTS TO:

creative@albertaviews.ab.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.

FULL-PAGE ADS

Full-page ads requiring a bleed should be built to trim size and have images or graphics extended 0.25 inch beyond each edge. All text should be at least 0.5 inch 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.