



Niagara Escarpment Views *Captivates Your Market*

Niagara Escarpment **ViEWS**

To reserve your ad space, contact **Mike Davis** at 905.866.7888 or ads@NEViews.ca

Market Profile

- Southern Ontario niche: advertiser said the “magazine is a vibrant niche market filler”
- Vast majority are repeat advertisers
- Audience appreciates our high-quality journalism, supports tourism, quality products & services, unique experiences
- Urban, small-town & rural, with more than 80% owning their home
- Over age 36 with 65% having medium & high disposable income
- Committed to caring about, living, working and/or playing close to the Niagara Escarpment

Geographic Coverage

- Communities all along the Niagara Escarpment from Niagara Falls through Tobermory and onto Manitoulin Island
- No other magazine has this large sweep and precise focus
- Launched in 2008 as *Escarpment Views*, now renamed *Niagara Escarpment Views* to show the full range of coverage
- Advertiser said it is “a reflection of various diverse areas of the Escarpment and not just one.”
- Readers respond to our high-quality journalism by visiting places shown, whether in the north, centre or south

Distribution

- Target of 25,000 copies per issue, distributed by demand to a motivated audience, by paid subscriptions, through advertisers, tourist visitor centres, at community events, festivals & conferences.
- Potential audience per issue based on 2015 readership survey: more than 68,000 people, yet impressions are much higher as 84.5% report reading issues from cover to cover & 37.5% pass them on after reading

Check www.NEViews.ca for what advertisers & audience say.

Deadlines

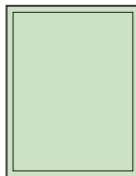
Issue	Space Reservation	Artwork Due	Street Date
Spring	January 25	February 1	March 1
Summer	April 24	May 1	June 1
Autumn	July 25	August 1	September 1
Winter	October 25	November 1	December 1

Free Value-Added Benefits for Advertisers!

- Magazines for your own distribution & promotion
- A listing on our map page in print as a pick-up location
- A listing on our website with a link to your site
- Postings on our blog

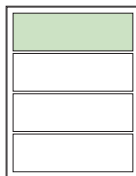
www.NEViews.ca

Ad Sizes (all dimensions are width x height)



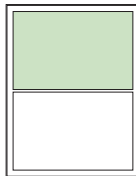
Full Page

\$2,399
Trim: 8.25 x 10.875" *
Bleed: 8.5 x 11.125" *
Type Safety: 7.75 x 10.375" *
Inside Back Cover \$2,799
Inside Front Cover \$2,899
Outside Back Cover \$2,999



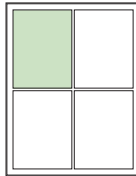
1/4 Page Horizontal

\$699
7.266 x 2.333"
184.6 x 59.3 mm



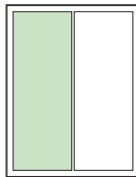
1/2 Page Horizontal

\$1,299
7.266 x 4.833"
184.6 x 122.8 mm



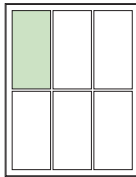
1/4 Page Island

\$699
3.554 x 4.833"
90.3 x 122.8 mm



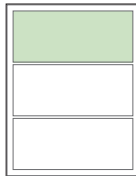
1/2 Page Vertical

\$1,299
3.554 x 9.833"
90.3 x 249.8 mm



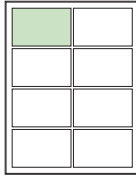
1/6 Page

\$569
2.345 x 4.833"
58.8 x 122.8 mm



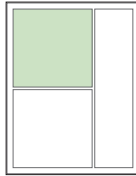
1/3 Page Horizontal

\$899
7.266 x 3.167"
184.6 x 80.4 mm



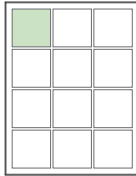
1/8 Page

\$449
3.554 x 2.333"
90.3 x 59.3 mm



1/3 Page Island

\$899
4.819 x 4.833"
121.7 x 122.8 mm



Community Market

\$249
2.345 x 2.333"
59.6 x 59.2 mm

* See www.neviews.ca/advertising-specs for metric ad dimensions.

Group Special Page

Organize 8 advertisers to fill a page for only \$300 each! Total cost \$2400.
Get the central banner space provided **FREE** for your group message!
Ideal for BIAs, tourism associations & buying groups.

Print Listing \$100

On print map & website as pick-up location, with link to your site.
On print & online calendar of events.

Special Map Sponsorship

Placement of Logo & Message on Map of Where to Get Copies Along the Niagara Escarpment. Size: 2.25"W x 1.75"H. (57.15mm x 44.45mm) Only \$500 per issue.

Online

Website: www.NEViews.ca

Click-through display ad space available on every page.

Rates for Display Ads

- Top Banner — \$199 for three months
Desktop 800 x 100 pixels , Mobile: 800 x 220 pixels
- Side Ad: 200 x 200 pixels — \$99 for three months

Free Extras

- Advertisers can be a guest blogger & post news releases & photos at www.NEViews.ca, with current post always on front page.
- We can share or post your photos or news on our Facebook page:
www.facebook.com/N.E.Views.

To reserve your ad space, contact
Mike Davis at 905.866.7888 or ads@NEViews.ca

www.NEViews.ca

Niagara Escarpment Views is a division of 1826789 Ontario Inc.
HST Number 80712 0464 RT0001

4-Insertions Special Prices

Order 4 consecutive ads of the same size & **get 30% off** the 4th insert!

	1st, 2nd & 3rd inserts (each)	4th Insert (30% OFF!)
Double-page spread	\$4,299	\$3009.30
Outside Back Cover	\$2,999	\$2099.30
Inside Front Cover	\$2,899	\$2029.30
Inside Back Cover	\$2,799	\$1959.30
Full Page	\$2,399	\$1679.30
1/2 Page	\$1,299	\$909.30
1/3 Page	\$899	\$629.30
1/4 Page	\$699	\$489.30
1/6 Page	\$569	\$398.30
1/8 Page	\$449	\$314.30
Community Market	\$249	\$174.30

3-Seasons Special Prices

Order 3 consecutive ads of the same size & **get 20% off** the 3rd insert!

	1st & 2nd inserts (each)	3rd Insert (20% OFF!)
Double-page spread	\$4,299	\$3439.20
Outside Back Cover	\$2,999	\$2399.20
Inside Front Cover	\$2,899	\$2319.20
Inside Back Cover	\$2,799	\$2239.20
Full Page	\$2,399	\$1919.20
1/2 Page	\$1,299	\$1039.20
1/3 Page	\$899	\$719.20
1/4 Page	\$699	\$559.20
1/6 Page	\$569	\$455.20
1/8 Page	\$449	\$359.20
Community Market	\$249	\$199.20

2-Season Special Prices

Order 2 consecutive ads of the same size & **get 10% off** the 2nd insert!

	1st insert	2nd Insert (10% OFF!)
Double-page spread	\$4,299	\$3869.10
Outside Back Cover	\$2,999	\$2699.10
Inside Front Cover	\$2,899	\$2609.10
Inside Back Cover	\$2,799	\$2519.10
Full Page	\$2,399	\$2159.10
1/2 Page	\$1,299	\$1169.10
1/3 Page	\$899	\$809.10
1/4 Page	\$699	\$629.10
1/6 Page	\$569	\$512.10
1/8 Page	\$449	\$404.10
Community Market	\$249	\$224.10

Terms

Advertising must be paid for 3 weeks before the publication in which it is to appear.
HST is payable. HST Number 80712 0464 RT0001