

Niagara Escarpment **ViEWS**

Captivates Your Market

MARKET PROFILE

- Southern Ontario niche: advertiser said the “magazine is a vibrant niche market filler”
- Vast majority are repeat advertisers — they see results!
- 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
- 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 20,000 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 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



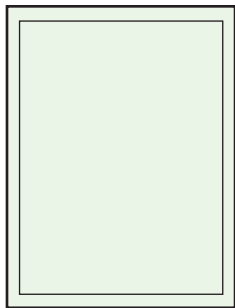
FREE VALUE-ADDED BENEFITS FOR ADVERTISERS!

- ✓ 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

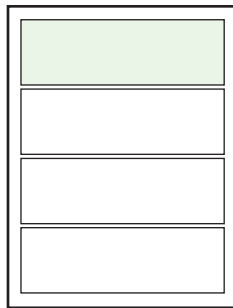
To reserve your ad space, contact
Mike Davis
at 905.866.7888
or ads@NEViews.ca

NEViews.ca

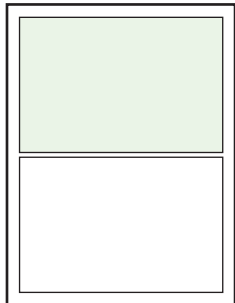
AD SIZES (all dimensions are width X height)



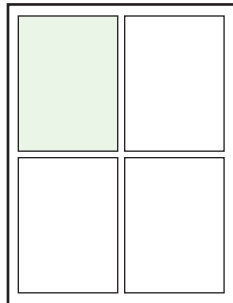
Full Page
 \$2,999
 Trim: 8.25 x 10.875"
 Bleed: 8.5 x 11.125"
 Type Safety: 7.75 x 10.375"
Outside Back Cover \$3,599



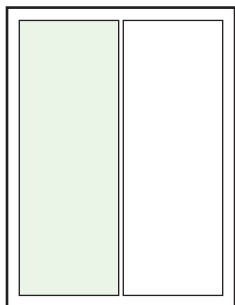
1/4 Page Horizontal
 \$999
 7.266 x 2.333"
 184.6 x 59.3 mm



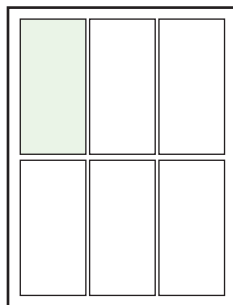
1/2 Page Horizontal
 \$1,799
 7.266 x 4.833"
 184.6 x 122.8 mm



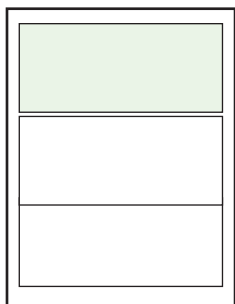
1/4 Page Island
 \$999
 3.554 x 4.833"
 90.3 x 122.8 mm



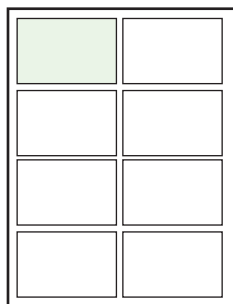
1/2 Page Vertical
 \$1,799
 3.554 x 9.833"
 90.3 x 249.8 mm



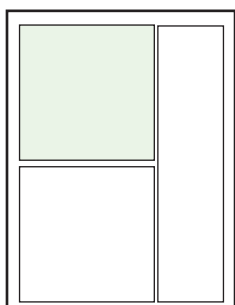
1/6 Page
 \$799
 2.345 x 4.833"
 58.8 x 122.8 mm



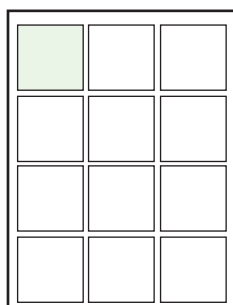
1/3 Page Horizontal
 \$1,249
 7.266 x 3.167"
 184.6 x 80.4 mm



1/8 Page
 \$599
 3.554 x 2.333"
 90.3 x 59.3 mm



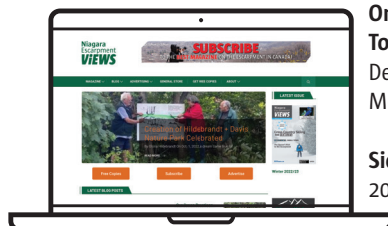
1/3 Page Island
 \$1,249
 4.819 x 4.833"
 121.7 x 122.8 mm



Community Market
 \$339
 2.345 x 2.333"
 59.6 x 59.2 mm



Map
 \$649
 3.554 x 2.333"
 90.3 x 59.3 mm



Online
Top Banner, \$299*
 Desktop 800 x 100 pixels
 Mobile 800 x 220 pixels
Side Ad, \$199*
 200 x 200 pixels

* For one 3-month period.

Niagara Escarpment **ViEWS** Ad Rates

PRINT

Outside Back Cover	\$3,599
Full Page	\$2,999
1/2 Page	\$1,799
1/3 Page	\$1,249
1/4 Page	\$999
1/6 Page	\$799
1/8 Page	\$599
Community Market	\$339

MAP

Placement of Logo & Message on Map of Where to Get Copies Along the Niagara Escarpment.
 Size: 2.25"W x 1.75"H \$649/issue
 57.15mm x 44.45mm

ONLINE

Click-through display ad space available on every page.
Top Banner Ad \$299*
 Desktop 800 x 100 pixels
 Mobile 800 x 220 pixels
Side Ad \$199*
 200 x 200 pixels

PRE-PAY AND SAVE!

Pre-pay for four ads and get **10% off** the whole amount!

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

NEViews.ca

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

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