

INSPIRENIAGARA.COM

FALL/WINTER 2023-2024

# INSPIRE NIAGARA & BEYOND

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## PUBLICATION SCHEDULE 2023-2024

Published Twice Yearly

Distribution per Issue: 500,000

### FALL / WINTER 2023-2024

Final Ad Copy Deadline: September 29, 2023

Publication Release: October 12, 2023

### SPRING / SUMMER 2024

Final Ad Copy Deadline: March 29, 2024

Publication Release: April 19, 2024

## ADVERTISING RATES *(Canadian Funds)*

AD SIZE	1 ISSUE	2 ISSUES
Full Page	\$1,995	\$1,895
Half Page Horizontal	\$1,095	\$1,045
<b>PREMIUM POSITIONING</b>		
Double Page Spread	\$3,590	\$3,395
Inside Covers (Front or Back)	\$2,590	\$2,460
Back Cover (Outside)	\$2,990	\$2,840

## MARKET PROFILE, NIAGARA REGION

- 477,000 population in Niagara Region
- 13 Million + Tourists Visit Annually
- 8.4 Million Tourists from Ontario
- 3.2 Million Tourists from U.S.A.
- 4.9 Million Visitors Stay Overnight for at least 1 night and spend \$1.7 billion
- Average Annual Household Income is \$100,000+



**NIAGARAMEDIA**  
MACHINE

PREMIER  
Google  
Partner

**FOR FURTHER INFORMATION  
PLEASE CONTACT**

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# NMM MATERIAL SUBMISSION REQUIREMENTS & SPECIFICATIONS

## File Format:

High Resolution PDFX-1a files or Interactive PDF files with active hyperlinks.

All critical ad information (text/images) must be kept within .25" of the edges to ensure there will not be any loss of information.

Images should be 72dpi RGB files, size as.

All colours must be converted. No spot (Pantone colours). Text should be no smaller than 8pt.

## SUBMIT VIA Email:

Email your final pdf (please make sure all specs are correct) directly to your Account Executive if the file size is less than 10 MB

## SUBMIT VIA WeTransfer:

For files over 10 MB in size, please send to your Account Executive using WeTransfer (wetransfer.com).

## NIAGARA MEDIA MACHINE – DIGITAL PUBLICATIONS THAT WORK!

**Double Page Spread**  
Final Size: 16"W x 10"H  
Gutter: 0.5"W

**Full Page**  
Final Size:  
8"W x 10"H

**Half Page Horizontal**  
7.15"W x 4.5"H

*\*Note: This is a digital publication, therefore no crops or bleeds are required.*

## ABOUT US

Niagara Media Machine is a niche media company in the Niagara Region. We publish a significant tourism magazine with broad circulation twice yearly, as well as specializing in website development, both conventional and eCommerce.

We have all the resources needed to ensure that your message reaches an audience that makes sense for your business.

### Highly Experienced Staff

Our staff has successfully collaborated to produce exceptional high-quality tourism and local interest magazines for Niagara and various other markets (Western NY, Brockville, Port Colborne) for the past several years. We have all the bases covered to continue this tradition.

## CIRCULATION

### Hotel Guest Distribution

Our exclusive distribution system provides a large audience and readership that reaches Niagara's huge tourism market effectively. This hotel distribution is unique to Inspire Niagara & Beyond and ensures your message will reach these visitors when they are in-market or when they are making their travel plans.

We provide extensive distribution on both sides of the border, with hotels having several thousand rooms on each side. Our advertisers will effectively reach both of these highly significant customer groups to ensure maximum penetration of their target market.

We utilize several additional distribution methods to connect with hotel guests either upon or prior to their arrival. While significant in number, these additional methods are difficult to quantify but they all assist in furthering your reach to prospective customers. They also contribute to local exposure for your business.

### Shared Distribution

Recipients are encouraged to share download links for the magazine, further increasing your exposure to potential clients.

### Distribution on Advertisers' Websites

Our advertisers frequently want to place a link to the magazine on their own websites and social media, which we are pleased to provide, expanding your reach yet again.

### Easy Access to Your Information

Readers can directly access ads and articles of interest by simply clicking on them in the magazine's Table of Contents, which immediately takes them to whatever ad or article they have clicked on. You no longer need to rely on having your intended audience read through to the page(s) displaying your information can be found.

Your ad will have live links to any messaging and information on your own website that you wish readers to see, including current events, menus, tours and show schedules etc. Video content can also be directly reached through your ad. Since this information resides on your own website, you retain total control over content seen by the readers 100% of the time and can update this content whenever required.

### None of these important business-generating advantages are possible with print publications.

### The Importance of Websites in Your Advertising Plans

An effective website is key to driving ROI from your ad. Our job is to get readers to your website's designated landing page(s). When they arrive there, your website should motivate those prospects to take action that moves them a step closer to becoming your Customers. There are several 'must haves' for effective websites. We would be pleased to conduct a complimentary audit of your website which outlines what is working well and also what can be improved upon.



**NIAGARAMEDIA**  
MACHINE

