

SPRING/SUMMER 2023

INSPIRE NIAGARA & BEYOND



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ADVERTISING RATES (Canadian Funds)

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

PUBLICATION SCHEDULE 2023

Published Twice Yearly

Minimum Circulation per Issue
288,000 copies distributed to
an audience of 576,000
Guaranteed & Verifiable

SPRING / SUMMER 2023

Final Ad Copy Deadline: March 31, 2023
Publication Release: April 14, 2023

FALL / WINTER 2023/2024

Final Ad Copy Deadline: September 29, 2023
Publication Release: October 10, 2023

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



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: As this is a digital publication, therefore no crops or bleeds are required.*

ABOUT US

We are a full-service media company in the Niagara Region and a **Google Premier Partner**. 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

We have an exclusive distribution system to ensure 100% compliance to our stated minimum circulation of 288,000 copies of each issue distributed to an audience of 576,000. 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 say 'minimum' because the above number applies only to distribution through our partner hotels, who circulate our digital magazine to every single guest, either upon or prior to their arrival. We utilize additional means of distribution. These are both significant in number and difficult to quantify but should be considered in addition to our guaranteed circulation as stated above, as they all assist in furthering your reach to prospective customers.

Programmatic Circulation

We typically deploy an additional 600,000 precisely targeted ads containing links to our digital magazine to ensure consistent visibility throughout the life of each issue targeted to a wide local audience which includes Niagara Region, the GTA, Ottawa and Montreal.

These distribution streams are further curated to provide our advertisers with an optimal targeted audience featuring the most sought-after demographic and behavior characteristics.

Shared Distribution

Recipients will also be able 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, which we will 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 take 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) on which your information can be found.

Further, your ad will have live links to any messaging and information on your own website that you wish readers to see, including current offers, events, 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 as well as what can be improved upon.



NIAGARAMEDIA
MACHINE

