

FALL / WINTER 2022/2023

# 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
<b>PREMIUM POSITIONING</b>		
Double Page Spread	\$3,590	\$3,395
Inside Covers (Front & Back)	\$2,590	\$2,460
Back Cover (Outside)	\$2,990	\$2,840
Page Opposite TOC	\$2,495	\$2,370

## PUBLICATION SCHEDULE 2022/2023

Published Twice Yearly

Circulation per Issue - 600,000  
*Guaranteed & Verifiable*

### FALL / WINTER 2022/2023

Final Ad Copy Deadline: October 14, 2022  
Publication Release: October 19, 2022

### SPRING / SUMMER 2023

Final Ad Copy Deadline: April 7, 2023  
Publication Release: April 14, 2023

## MARKET PROFILE, NIAGARA REGION

- 477,000 population in Niagara Region (2016)
- 14 million tourists visit annually
- \$90,000 average household income (average, locals & visitors)



**NIAGARAMEDIA**  
MACHINE



**FOR FURTHER INFORMATION  
PLEASE CONTACT**

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# NMM MATERIAL SUBMISSION REQUIREMENTS & SPECIFICATIONS

## File Format:

High Resolution PDFX-1a files.

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

Images must have a resolution of 300dpi.

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 Trim Size: 16"W x 10"H  
Gutter: 0.5"W

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

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

## ABOUT US

We are a **Google Premier Partner**, and one of the largest full-service media companies in the Niagara Region. We have all the tools to ensure your message reaches an audience that makes sense for your business.

**Highly Experienced Staff** - Our staff includes all the persons responsible for significant magazine production of the highest quality in Niagara and other markets for the past several years, for both tourism and local interest publications. We have all the bases covered to continue this tradition.

## CIRCULATION

**600,000 Circulation per issue.** For each issue, we will circulate 600,000 precisely targeted ads containing links to our digital magazine using our Programmatic advertising services, at a rate of 100,000 per month to insure consistent visibility throughout the life of the magazine.

**Total Transparency & Verifiable Circulation Numbers** - Confirmation of magazine distribution information is available to all advertisers upon request should they require it.

**Targeted Circulation** - We will be concentrating circulation to 3 major segments in Niagara Region whose demographic profiles indicate a high probability of interest in the goods and services of our advertisers:

1. Visitors staying in the major hotel districts.
2. Residents.
3. Business decision makers.

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

**Significant Additional Distribution** - Recipients will also be able to share download links for the magazine, further increasing your exposure to potential clients.

Hotel partners will provide viewable links to the magazine to all hotel guests, adding further value to your advertising investment. As virtually all hotels now offer WiFi, these guests will incur no roaming charges. Visitors will typically download to their mobile devices.

Our advertisers will want to place a link to the magazine on their own websites, which we will provide. Advertisers can direct prospective clients to the page on which their ad will be found.

**Live Links to your critical information** - Ads will typically contain live links to your website. You can also have a link to current offers you'd like to extend to readers and any video content you'd like them to view. You would be able to change the content of these offers and videos as frequently as required, since this data will reside on your website. **None of these important business-producing advantages are possible with print publications.**

**Supplemental programmatic advertising** - Made available to any advertiser who would like a campaign designed specifically for their company (e.g., Microproximity, to specifically target their competitors).

**Complimentary Landing Page Evaluation** - An effective landing page is key to driving ROI from your ad. Our job is to get readers to your website's landing page. When they arrive, your landing page must move those prospects a step closer to becoming your customers. There are several 'must haves' for a good landing page, and we can assess your current landing page to ensure that it contains the necessary factors for success. If changes are recommended, we can provide them for a nominal fee.



**NIAGARAMEDIA**  
MACHINE

