

# 2016 Digital Media Planner

# SALTSCAPES

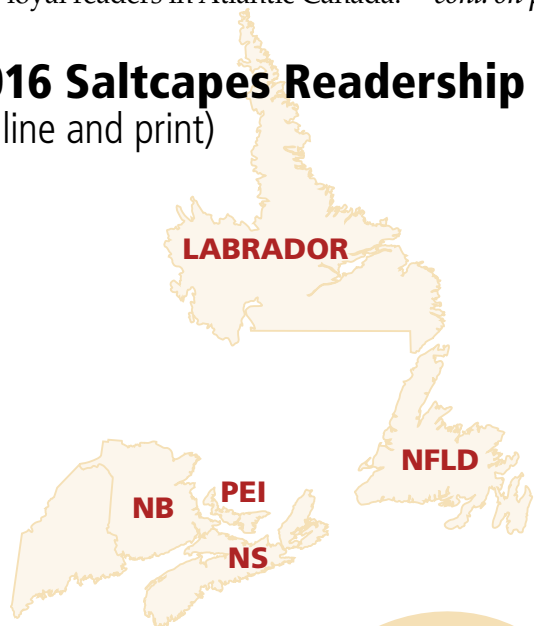
canada's east coast magazine

*Saltscapes* is excited to announce its new and exclusive digital advertising program, featuring a limited monthly inventory.

With a combined annual impression base exceeding 6 million in 2016, saltscapes.com is the place where our magazine comes to life digitally. Digital-only features, integrated social media, exclusive digital content, thousands of recipes and a library of award-winning articles keep loyal readers coming back again and again.

*Saltscapes* magazine, *saltscapes.com*, and *Saltscapes Viewletter*—our digital newsletter that delivers need-to-read content right into subscribers' inboxes biweekly—give advertisers unduplicated market penetration and access to the most educated, affluent and loyal readers in Atlantic Canada. *cont. on page 2*

## 2016 Saltscapes Readership (online and print)



### Distribution by Region

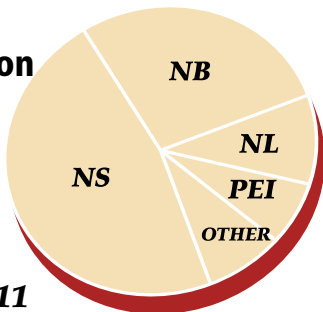
Nova Scotia: **218,009**

New Brunswick: **128,876**

Newfoundland &

Labrador: **44,307**

Prince Edward Island: **33,111**



## Education/Occupation



Attended University+ **82%**

Graduated College+ **58%**

Post-Grad Study **23%**

Professional/Managerial **32%**

## Home Value



Median: **\$203,902**

Cottage ownership: **61%**

Home ownership **97%** with **72%** planning renovations within 2 years

**461,707** adult readers per issue

**56%**  
Female



**44%**  
Male

## Age

Median: **44** years



**35%**  
21-45 years



**60%**  
46-65 years



**52%**

with school-aged children in the household

## Household Income

Median range:

**\$78,000**

**\$ 16%** \$50,000+

**\$\$ 64%** \$75,000+

**\$\$\$ 20%** \$100,000+

## Digital advertising will:

Build your brand awareness • Boost your sales

• Increase your traffic • Build a database