

Since 2000, we have delivered Atlantic Canada like no other!

# SALTSCAPES

*Celebrating Canada's East Coast Together*

## 2017

media & promotional planner



**High yield dual income happy homeowners engaged with...**

- Seven integrated home delivered print and digital issues/year.
- Great contests... driving consumers to our website and yours.
- The largest Halifax consumer show east of Montreal

The integrated **Saltscapes** brand offers advertisers performance driven media solutions in print, digital and through consumer shows... [saltscapes.com](http://saltscapes.com) · 1-877-311-5877



With almost double the national industry average in newsstand sell-through and subscriber retention, *Saltscapes* enjoys a loyal, engaged and enthusiastic readership. In the past 16 years, our editorial content has won 54 regional, national and international awards for editorial excellence: no other regional publication even comes close. That is why our readers are happy to pay for the privilege of receiving this magazine — while our competition is given away free.

*Saltscapes* offers you an independently-audited, highly motivated, high demographic audience who tell us how much they value this magazine and eagerly devour every issue, cover to cover. We look forward to providing you with even more performance-driven marketing opportunities in the coming year.

Jim & Linda Gourlay  
 Founders, ***Saltscapes***  
[gourlays@saltscapes.com](mailto:gourlays@saltscapes.com)

## Reach our unduplicated readership in 2017

with these compelling editorial features:



**February/March** — Commencing this year, and annually, this issue will be themed “made right here” — meaning we will further enhance our longstanding promotion of local buying. We’ll start by profiling the prolific, almost eye-watering, growth of local craft breweries and distilleries, many of them in rural communities.

We also feature winter recreation—this year focusing on downhill skiing for seniors.



**April/May** — It’s spring! Get outdoors to explore farmers markets, get out boating, get the garden ready and open up the cottage. Look for tasty recipes and tips for cooking great local food. Also, check out the winning images in our immensely popular annual photo contest!



**June/July** — *Saltscapes* readers are taking it easy at home or at the cottage and love to read our “roots and folks” section about fascinating local people and off-the-beaten-path destinations for fun family road trips. We’ll throw in ideas for easy outdoor entertaining.



**August/September** — Delicious harvest flavours and stunning scenery... what’s not to love? Also, fall gardening ideas and fall home and cottage maintenance tips.



**October/November** — Heritage and tradition... whether it’s a homegrown business, a farmer or a one-of-a-kind Atlantic Canadian, we showcase what makes this place special. Plus, home and cottage ideas and trends in preparation for the cold season ahead.



**December/January** — Celebrate Christmas and winter’s beauty with seasonal features and tips on holiday décor and entertaining. We offer our readers warm and fuzzy and cosy with a strong family theme in keeping with where we live.





...And always our well-read regular sections on genealogy, history, food, gardening, home and cottage maintenance and décor...and our hugely popular photo essay spreads, featuring spectacular images from all across this region.

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# 2017 Saltscapes Readership (online & print)

**497,317** adult readers  
per issue



**56%** Female  **44%** Male 

## Age

Median: **44** years

 **40%** 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+

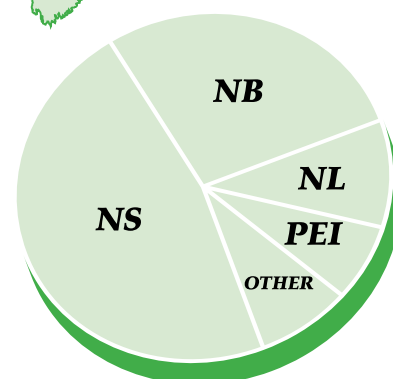
## Distribution by Region

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



# Readers pay for the privilege of reading Saltscapes...

**Canada's East Coast iconic lifestyle magazine, Saltscapes**, along with its specialty publications, celebrates Atlantic Canada's abundant attributes and enviable quality of life, much to the delight of online and print readers. With combined annual impressions of more than six million, we

deliver Atlantic Canada like no other.

**Saltscapes magazine produces 6 issues annually** with the award-winning lifestyle content/issue breakdown, on average, as follows:



Region-specific home and cottage living **22%**



Nature, the environment and green living **11%**



Food, beverage and at-home entertaining **23%**



Travel, culture and music **20%**



Interesting people, unique retail and family traditions **24%**



## Saltscapes is fun to read

### Unique home, cottage and garden

- Renovations
- Décor
- Furniture
- Floors
- Patios/decks/BBQs
- Kitchens/basements/bedrooms/bathrooms
- Appliances/entertainment centres
- Gardening and landscaping
- And much more...

### Region specific getaways

- Off the beaten path weekend and vacation opportunities
- Recreational travel options
- Cultural & community events
- Lesser-known sightseeing opportunities
- Driving/touring ideas
- And much more...

### Outdoor lovers unite

- Boating/fishing
- Winter sports
- Hiking/camping/paddling
- Wildlife
- Beaches
- And much more...

### East Coast kitchen parties

- Saltscapes treasured recipes
- Cooking ideas and trends
- Chef interviews
- Healthy eating for families
- Fresh food options – all local
- Wine, beer and spirits – all local
- And much more...

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# More than a magazine...

## Saltscapes digital

**Saltscapes exclusive digital advertising program, features a limited monthly inventory...**

- 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 Viewsletter—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.



# 10 reasons to use consumer magazines!

- 1. Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2. Magazine advertising is targeted:** Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.
- 3. Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4. Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5. Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.

- 6. Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7. Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8. Magazines drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.
- 9. Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
- 10. Magazines sell:** Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

*Information courtesy of Magazines Canada.*

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# Saltscapes' 2017 special-interest opportunities

(Please note: all special-interest publications are available in their entirety online and in print, providing an additional bonus to our valued clients. Your account representative will be pleased to provide specific publication details.)



## **Saltscapes Food and Travel guide –**

This is the **ONLY TRULY REGIONAL** travel guide on Atlantic Canada in existence. Distribution includes the *Saltscapes* subscriber base, Sobeys stores in Ontario, and all Maritime ferry services, including the Maine ferry. The 2017 combined online and print publication (more than one million readers) will maximize your opportunity with both regional and visiting vacationers looking for distinctive culinary delights, exciting adventures, romance, rejuvenation and tons of family fun – all presented in the authentic context of the people and unique culture of Atlantic Canada.



## **Good Taste (in partnership with Sobeys) twice annually: Spring and Fall –**

Research verifies that more than 82% of *Saltscapes*' readership consists of dual-income professional households favouring quick and delicious menu solutions with readily available ingredients. *Good Taste* is included in two issues of *Saltscapes* magazine, in addition to exclusive stand-alone FREE distribution at Sobeys stores across Atlantic Canada.



## **Living Healthy in Atlantic Canada twice annually: March and September –**

This is an online and print magazine with a focus on disease prevention and sound health promotion, (now including oral health). This highly credible publication of record is vetted by health care professionals and offers exclusive direct distribution to *Saltscapes* subscribers and pharmacy retail, dental waiting rooms and health care partners throughout Atlantic Canada.



## **Saltscapes annual Halifax Expo**

A huge consumer show (400-plus exhibitors) embraces a standard that eclipses all other such shows in Atlantic Canada. We offer the best of Atlantic Canada, all in one place, for one spectacular weekend—and a packed house of consumers love it!



## **Independent Consumer Exit Surveys reveal the following:**

- 98% of those surveyed rank Expo as "excellent" or "very good"
- More than 87.2% indicated they were planning an Atlantic Canada vacation
- 46.4% spent between 3 and 4 hours at the show: 53.6% remained more than 5 hours
- 87.4% of visitors made at least one purchase at Expo
- 96.8% indicated they plan on attending the next year's Expo



## **What to expect at Expo:**

More than 400 exhibitors selling products in the following categories:

- Savour the Flavour (food and beverage)
- Home/Cottage/Garden
- Unique Retail
- Culture/Music/Travel
- Living Healthy
- Saltscapes' Pet Place



## **Daily demonstrations and presentations featuring:**

- The Region's BEST Chefs
- Home, Cottage and Garden Tips and Pet Trends
- Learn about Fine Travel Destinations
- Exciting Things to See and Do
- How to Live Healthy in Atlantic Canada

**More than 35,000 engaged, focused consumers with a propensity to purchase products at the show.**

**Don't miss it...April 21, 22 and 23, 2017**

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