

2017 Digital Media Planner

SALTSCAPES

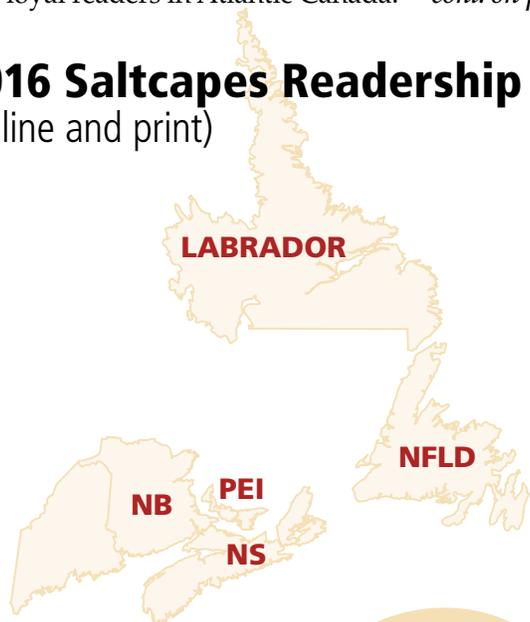
canada's east coast magazine

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 2017, 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

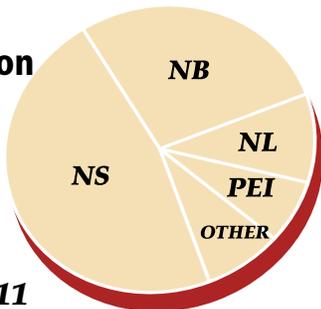
Nova Scotia: **218,009**

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

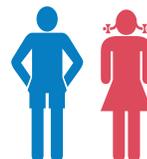
Median: **44** years



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