

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

SALTSCAPES

Celebrating Canada's East Coast Together



2018

media & promotional planner

High yield dual income happy homeowners engaged with...

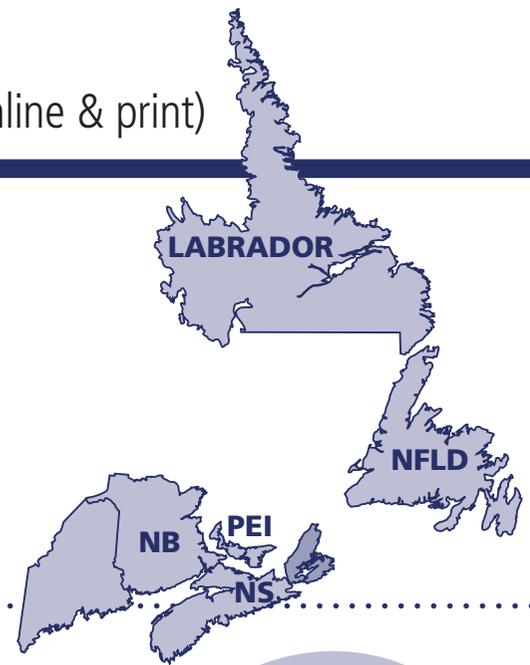
- Seven integrated home delivered print and digital issues/year.
- Great contests... driving consumers to our website and yours.
- The largest Halifax consumer show east of Montreal

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

2018 Saltscapes Readership (online & print)

512,497 adult readers
per issue

56%  **44%** 
Female 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+

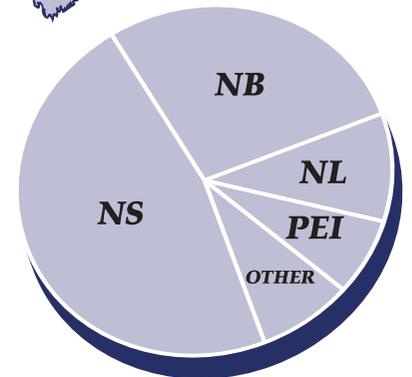
Distribution by Region

Nova Scotia:
225,499

New Brunswick:
133,249

Newfoundland & Labrador: **44,588**

Prince Edward Island: **34,337**



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 readers are active homeowners, cottage dwellers, outdoor enthusiasts and local culinary, retail and getaway seekers across the four Atlantic Provinces.



87% plan at least three Atlantic Canadian getaways each year



93% eat out at restaurants on a biweekly basis



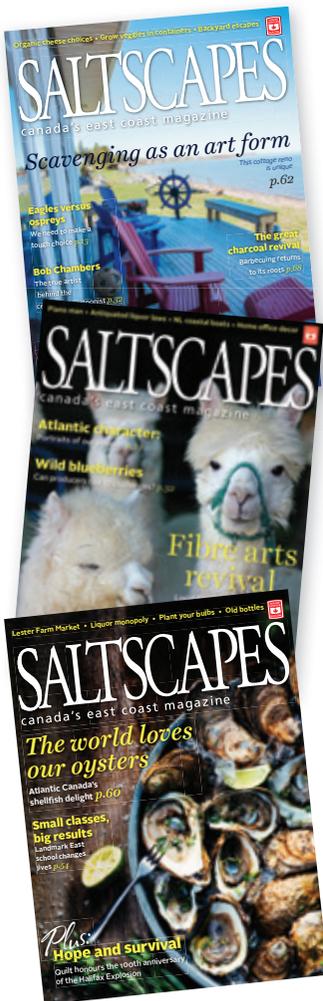
70% entertain at home up to three times/month



84% are proud pet owners



91% shop at locally owned retail and markets



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 is delighted to welcome you to our new and improved digital universe for 2018!

Saltscapes is a multi platform, award winning brand that continues to delight and engage well heeled and educated homeowners and cottage dwellers across Canada's glorious east coast. It is unrivalled as a subscription based print and digital magazine and buy local event builder.

Saltscapes has been strategically building a rapidly growing online audience with our locally owned service provider, Electric Playground Media. It includes a variety of much faster techie site and delivery components combined with our rapidly growing social

media platform and consumer engagement initiatives with our magazine family and popular consumer events.

As of September 2017, *Saltscapes.com* has achieved more than 40,000 + unique visitors on average per month (with peaks north of 100,000/ month during April and November *Saltscapes* events).

This new build has been achieved through touch points such as social media, bi weekly newsletters (known as *Saltscapes Viewsletter*) and search engine marketing. Our social media fan base alone is now more than 50,000.

DIGITAL ADVERTISING OPPORTUNITIES

- Build your brand awareness
- Boost your sales
- Increase your traffic
- Build a database

www.saltscapes.com

Ad units are available on full site with flexibility to tailor to certain edit specific areas.

Guidelines:

- More than 100,000 qualified impressions per month
- Minimum buy is one month
- Inventory available is subject to change
- Ads click through to your website

Rotational Display Categories:

- Home & Cottage Living
- Food & Drink
- People & Culture
- Living Healthy
- Travel & Tourism

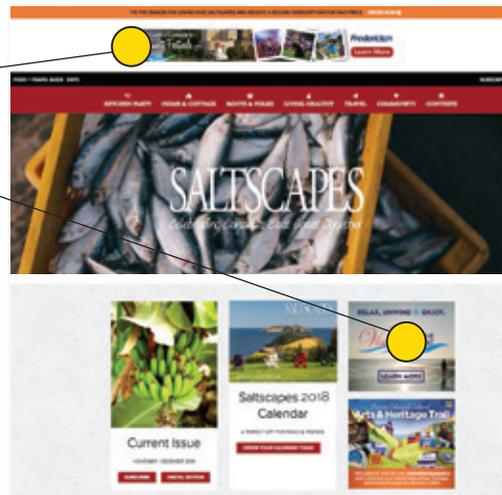


E-Newsletter (Saltscapes Viewsletter)

A limited amount of ad placements are available in *Saltscapes* biweekly Viewsletter issued every second Saturday year round to more than 35,000 active buy local consumers. Our digital newsletter give advertisers unduplicated market penetration and access to the most educated, affluent and loyal readers in Atlantic Canada.

LEADER BOARD

BIG BOX



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We are often asked “what does the Saltscapes brand stand for?”

We are homegrown small business folks and it is vital to us to always be a good neighbour. All *Saltscapes* properties are established Atlantic Canadian brand entities with a responsible, environmentally conscious, social kindness and grassroots business culture.

Our quality consumer audience has a very high propensity to vacation within the beautiful Atlantic region and purchase “made right here” consumptive, and retail products for home/cottage daily use, entertaining and gift giving.

Our core values have remained the same for more than 18 years—excellent quality standards in publishing and events, a passionate, personable fiercely proud team and traditional values of unduplicated business integrity exceeding consumer and client expectations at every turn.

Heartfelt thanks for your consideration of “celebrating Canada’s east coast together” with us in 2018!

Jim & Linda Gourlay
Founders, **Saltscapes**
gourlays@saltscapes.com

Reach our unduplicated readership in 2018 with these compelling, award-winning editorial features:



February/March – This issue is themed “made right here”— meaning we have enhanced our longstanding promotion of local buying. We love to profile family-owned businesses (like us), especially in rural communities. We also feature winter recreation opportunities—timely, obviously for this issue.



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



June/July – *Saltscapes* readers (including thousands of seasonal visitors) 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 throw in ideas for 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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Saltscapes' 2018 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 2018 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: Summer and Winter –

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: April and October –

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 2018 events

Saltscapes events bring the magazine to life and deliver a unique East Coast experience with interactive demonstrations, samplings and much more. Generating new business for retail, culinary exhibitors and travel/economic benefits to destinations within the four Atlantic Provinces is our highest priority.

Saltscapes popular buy local events have always focused on the theme of "by and for Atlantic Canadians (and those who wish they were)". The theme has been keenly embraced by residents of Canada's four eastern provinces as *Saltscapes*' Halifax based consumer show has become the largest east of Montreal



Saltscapes Halifax Expo ... April 20-22, 2018

A huge consumer show (500-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 the destination inspiration and gleaning expert advice from local chefs, food & beverage producers, gardening, pet and wellness experts and discovering new East Coast talent at various music stages.



Saltscapes Harvest Greet the Holidays - Nov 9-11, 2018

Now hosted each November in rural Nova Scotia... it is the ultimate buy local holiday event of the year where farm harvest meets holiday table... plus family inspiration for winter adventure



and keeping the harvest going all winter long... 2018 marks the 4th annual occasion for this rapidly expanding consumer tradeshow.



Independent Consumer Exit Surveys reveal the following from our 2017 events:

- 98% of those surveyed rank them as "excellent" or "very good".
- 87.4% of visitors make purchases including Atlantic Canadian vacations.
- 96.8% indicated they plan on attending 2018 *Saltscapes* buy local events.
- 84% of exhibitor renew their exhibit space each year.

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