

# 2016 Digital Media Planner

# SALTSCAPES

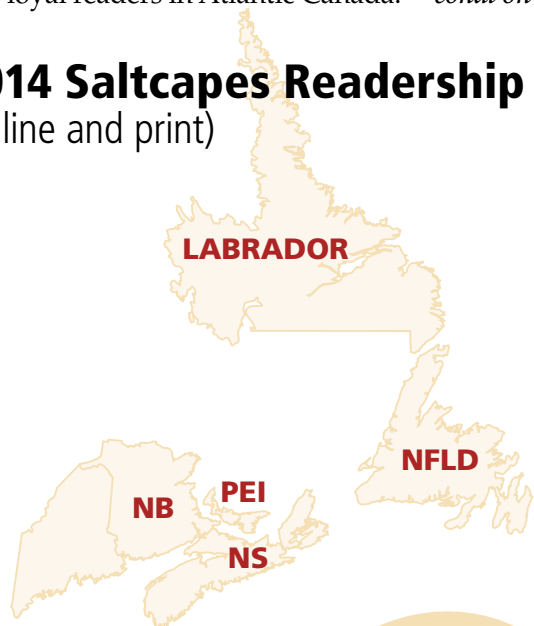
canada's east coast magazine

*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 2015, 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.

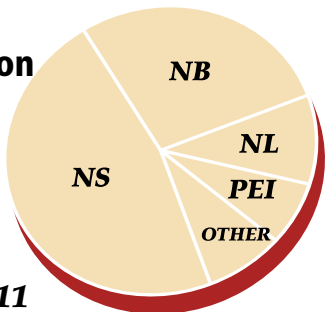
*Saltscapes* magazine, *saltscapes.com*, and *Saltscapes Viewletter*—our digital newsletter that delivers need-to-read content right into subscribers' inboxes biweekly—give advertisers unduplicated market penetration and access to the most educated, affluent and loyal readers in Atlantic Canada. *contd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

## 2014 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%**

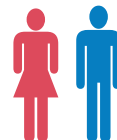
## Home Value



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

# 2016 Site Advertising Opportunities & Rates

# SALTSCAPES

canada's east coast magazine

82 per cent of *Saltscapes* readers have attended university, 97 per cent are homeowners, and more than 83 per cent say *Saltscapes* is the only magazine they subscribe to.

Covering topics such as home and cottage living, food and drinks, travel and culture, community, and nature and the environment, saltscapes.com gets more than 42,000 page views and 9,000 unique visitors per month, with an above-average 3.37 page visits. And 24 per cent of visitors type in our URL directly.

## Guidelines:

- More than 50,000 impressions per month
- Minimum buy is one month
- Inventory available is subject to change

## Categories:

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

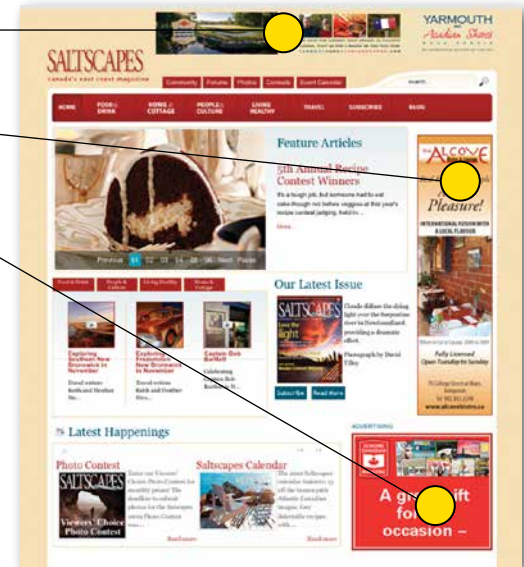
## TECHNICAL REQUIREMENTS:

All files should be RGB and 72 dpi

www.saltscapes.com

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AD	DIMENSIONS	RATE
Leaderboard	728 x 90 pixels, file size max: 40K, formats: gif / jpg / swf	\$600 / month
Skyscraper	160 x 600 pixels, file size max: 40K, formats: gif / jpg / swf	\$600 / month
Big Box	300 x 250 pixels, file size max: 40K, formats: gif / jpg / swf	\$600 / month



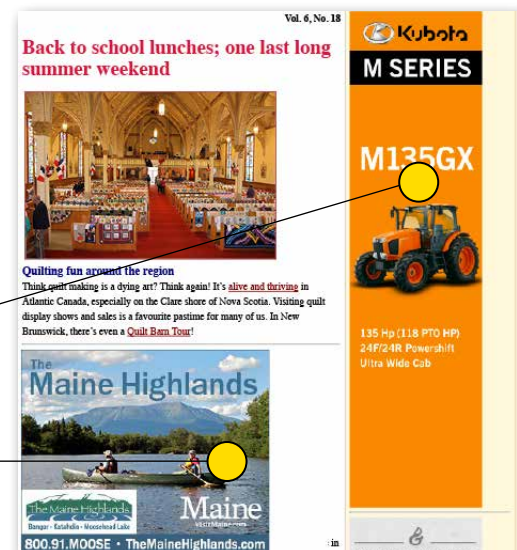
## Viewsletter

AD	DIMENSIONS	RATE
Skyscraper	160 x 600 pixels, file size max: 40K, formats: gif / jpg / swf	\$500 / month
Big Box	300 x 250 pixels, file size max: 40K, formats: gif / jpg / swf	\$500 / month

20K+ Subscribers – 50% open rate  
 Issued bi-weekly. Minimum buy 2 consecutive issues  
 \$250.00 per month (2 insertions)

Email digital files to lbyrne@saltscapes.com  
 FTP transfers, please contact our  
 Art Department at artdept@saltscapes.com

## Viewsletter



For digital advertising sales contact 1-877-311-5877, ext. 232