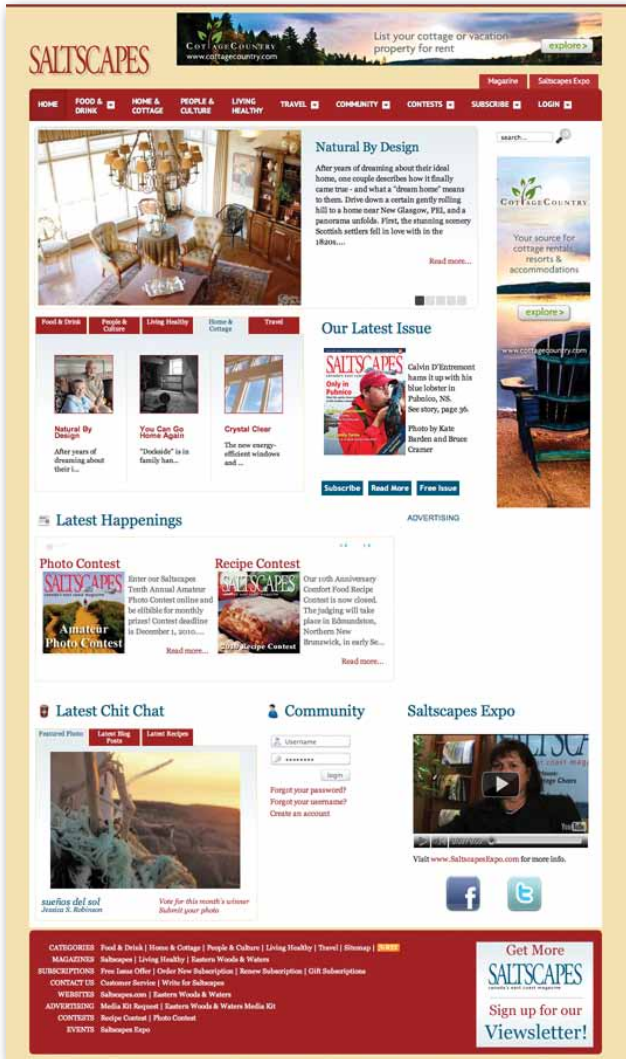


SALTSCAPES

canada's east coast magazine

2011 Online Media Planner



Saltscapes.com brings our magazine to life online. With exclusive web-only features, online contests, blogs, and a social networking component that brings together a community for all things Atlantic Canadian. With Web 2.0 functionality such as commenting and rating articles and user-submitted photos and videos, the connection users have with *www.saltscapes.com* will continue to grow and flourish.

Our print publication (and online universe) assures advertisers of unduplicated market penetration and is often used by large brand clients to complete the national buy as national magazines have very limited circulation (and editorial mandate) in Eastern Canada. More than 83% of *Saltscapes* subscribers cite it as their only magazine subscription.

Audience

Saltscapes is the largest lifestyle and only subscriber-based magazine in Atlantic Canada (current readership is 344,729 adults).

Female	56%
Male	44%
Average household income	\$78,000
Age profile	21-65 years
Homeowners	97%
Attended university+	82%
Outdoor enthusiasts	98%

Online advertising will:

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

Exclusive Online Features

- Monthly Photo Contests
- Staff Blogs
- More than 2000 searchable recipes
- Article Database
- Recipe Contests
- Regular features from our print magazine!

Traffic Report

- More than 8926 Unique Visitors per month
- 4.11 page visits per user (above average!)
- 3.5 minutes per user
- 24%+ type our URL directly
- More than 36,703 page views per month

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

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

Frequency discounts are available. All ads will rotate on the homepage.

Guidelines:

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

Categories:

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

Technical Requirements:

- jpeg / gif or animated gif / swf
- All files should be RGB and 72 dpi

Email digital files to lbyrne@saltscapes.com

FTP transfers, please contact our Art Department at artdept@saltscapes.com

LEADERBOARD

SKYSCRAPER

BIG BOX



www.saltscapes.com

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