

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

SALTSCAPES

Celebrating Canada's East Coast Together

2015 media & promotional planner



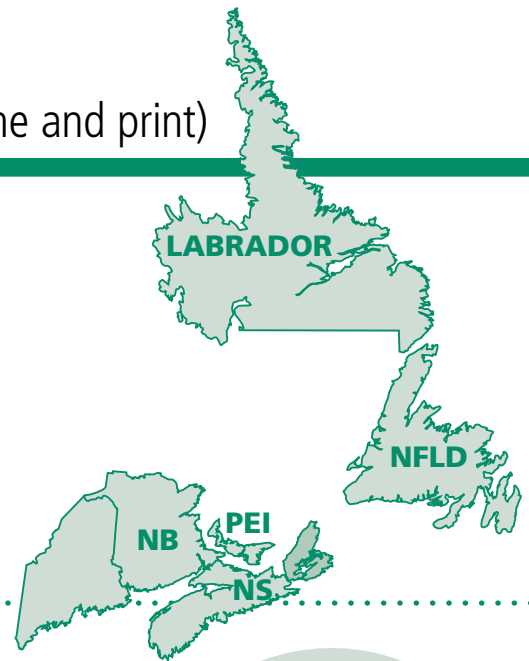
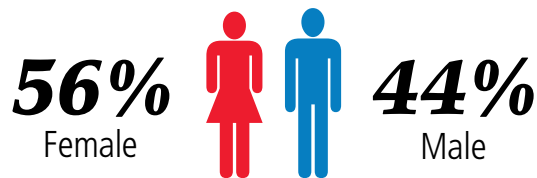
High yield dual income happy homeowners engaged with...

- 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


2015 Saltcapes Readership (online and print)


497,317 adult readers
per issue

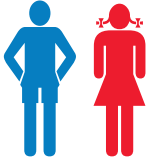


Age

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+

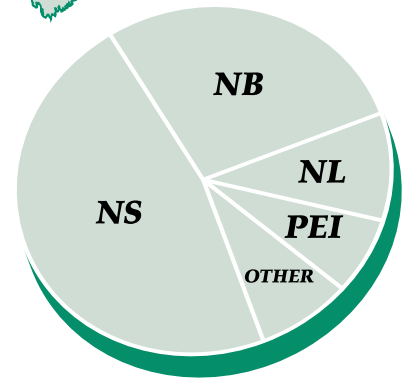
Distribution by Region

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.



8 questions you should ask every sales rep

1. How many people are actually reading your magazine (and my ad)? How do you know? Are your numbers independently verified, and if so, by whom?
2. So, for every dollar I spend with you, how many potential customers am I reaching?
3. If you don't have paid subscribers, and their names and addresses, how can you tell me who is reading your magazine and what they buy? What are the demographics of your readership? Just who exactly sees my ad?
4. How long have you been publishing in this market? Are people familiar with and committed to your product? Is your editorial content trusted?
5. If your magazine has value because it has compelling content people want to read (including my ad), why do you have to give it away for free?
6. If your editorial product was compelling to readers wouldn't there be letters to the editor? Do you publish any?
7. If your editorial content is high quality and likely to engage readers, what editorial awards have you won?
8. Do you have a significant online presence?

At Saltscapes we're more than happy to answer these questions for you, any time!

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In 2015, the Saltscapes brand celebrates it's 15th magazine and 10th Halifax Expo anniversaries. As homegrown, small business folks, we are proud that our large rural and urban audience of appreciative Atlantic Canadians has grown into the millions and continues to celebrate Canada's east coast together!

We look forward to providing you and your team with even more performance driven opportunities in the coming year. Heartfelt thanks for taking a closer look!

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

Reach our unduplicated readership in 2015...

... with these exciting in-book editorial features:



January/February East Coast Weddings... Whether it's an intimate celebration on a private beach or a community-wide shindig, we'll provide some downhome ideas and inspiration for you, your kids or grandkids!



March/April Eastern Woods & Waters fans will be delighted by an **ALL NEW Boating** section directed at just under half a million new and experienced fresh and salt water boaters in Atlantic Canada.



May/June Devour our **Outdoors at Home** bonus section, featuring the latest trends in gardening, landscaping, pools, deck design, walls, pathways — everything related to extending your living space into the great outdoors.



July/ August Family Time... at the cottage or campground, the lake or the beach. We'll inform and inspire your quality of time spent during those precious summer vacation days.



September/October Time to cosy up to **Home & Hearth** — tips, trends, ideas and insights to inspire people how best to keep the home fires burning.



November/December Christmas at Home, with warm humour and fond nostalgia — stories, recipes and memories from a simpler time, when holidays were less about things and more about people.



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Saltscapes' 2015 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. The 2015 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 Sobey's) twice annually: May and November –

Research verifies that more than 82% of Saltscapes' readership consists of dual-income professional households, requiring 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 Sobey's 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

(now in its 11 year!) embraces a standard that eclipses all other competitors in Atlantic Canada. We offer the best of Atlantic Canada, all *in one place, for one spectacular weekend!*



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 450 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



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 itApril 24-26, 2015