

2014 Digital Media Planner

SALTSCAPES

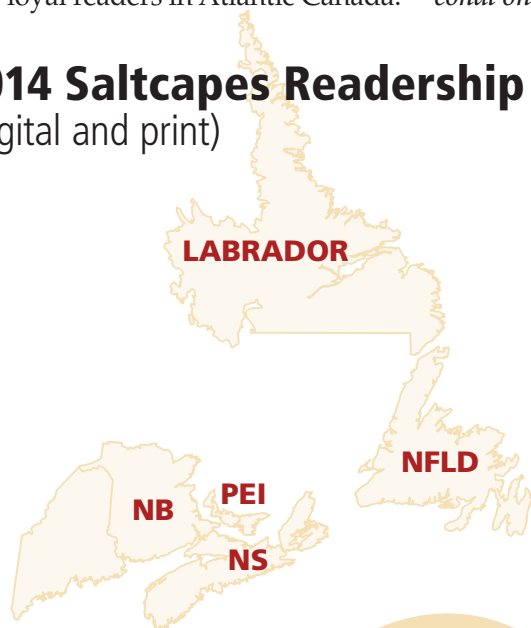
canada's east coast magazine

Saltscapes is excited to announce its new and exclusive digital advertising program, featuring a limited monthly inventory.

With a combined annual impression base exceeding six million in 2014, 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 (Digital and print)



Distribution by Region

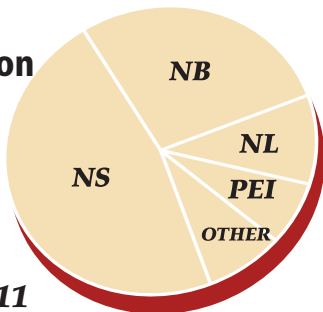
Nova Scotia: **218,009**

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

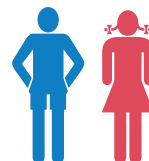
Median: **44** years



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

2014 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

www.saltscapes.com

TECHNICAL REQUIREMENTS:	AD	DIMENSIONS	RATE
All files should be RGB and 72 dpi	Leaderboard	728 x 90 pixels, file size max: 40K, formats: gif / jpg / swf	\$350 / month
	Big Box	300 x 250 pixels, file size max: 40K, formats: gif / jpg / swf	\$350 / month
	Skyscraper	160 x 600 pixels, file size max: 40K, formats: gif / jpg / swf	\$350 / month
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Viewsletter

Email digital files to lbyrne@saltscapes.com


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

Viewsletter


www.saltscapes.com

We also feature articles from the magazine and from our specialty issues and publications: *Food and Travel*, *Living Healthy in Atlantic Canada*, and *Good Taste*.

- Our email *Saltscapes Viewsletter* goes out biweekly to more than 27,000 households, and features recipes, content from our magazine and website, contest news, and more.
- We have an ever-growing social media presence as well, with [Facebook](#) and [Twitter](#) accounts that link back to saltscapes.com, and where readers and fans regularly engage with us. These social media branches were especially helpful in building anticipation for our 10th annual *Saltscapes East Coast Expo* in late April, and for on-the-spot posting during the Expo.



We deliver more than twice as many readers per advertising dollar than any other regional magazine—that's double the bang for your bucks! Boost your brand awareness, your sales, and your own web traffic with us.



LEADERBOARD
(saltscapes.com only)

SKYSCRAPER

BIG BOX



The screenshot shows the website layout with callouts: 'LEADERBOARD' points to a horizontal ad space at the top; 'SKYSCRAPER' points to a vertical ad space on the right side; 'BIG BOX' points to a large rectangular ad space at the bottom right.

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