

#1 subscriber-based award-winning magazine in Eastern Canada for more than 12 years

SALTSCAPES

Celebrating Canada's East Coast Together

2013

media & promotional planner



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

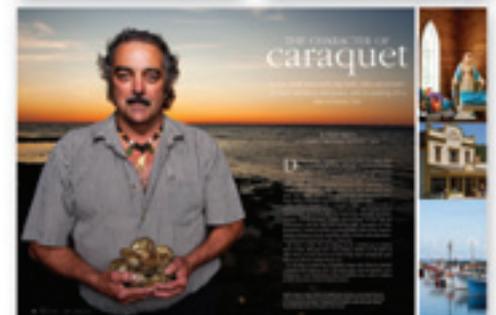
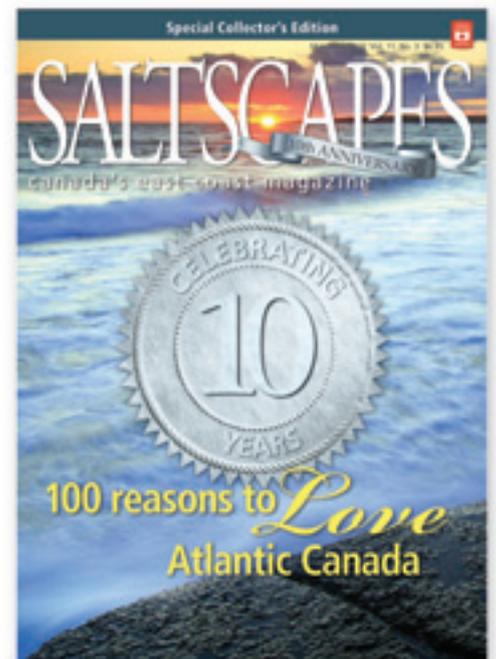
Saltscapes magazine · Saltscapes East Coast Expo · saltscapes.com · Saltscapes Restaurant and General Store

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%**
-  Food, beverage and at-home entertaining **23%**
-  Travel, culture and music **20%**
-  Interesting people, unique retail and family traditions **24%**
-  Nature, the environment and green living **11%**



2013 Saltcapes Readership (online and print)

408,590 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+

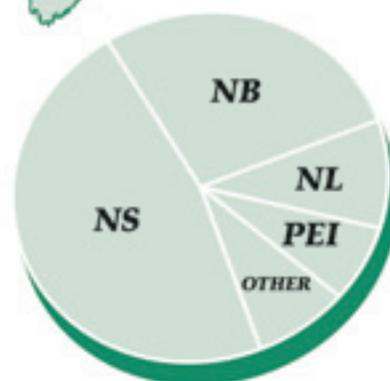
Distribution by Region

Nova Scotia:
192,929

New Brunswick:
114,050

Newfoundland & Labrador: **39,210**

Prince Edward Island: **29,302**



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

We've grown...

SALTSCAPES
canada's east coast magazine



SALTSCAPES.com
canada's east coast magazine

Dear friends,
Our homegrown business has expanded...

Saltscapes' small, consumer friendly, "buy Atlantic" organization now combines the synergies of Canada's East Coast's largest and most popular consumer magazine with these other branded activities:

- Special interest publications in partnership with regional owned entities such as Sobeys, QEII Foundation and IWK Health Centre, Tourism Nova Scotia and others
- A large regional web portal which includes unlimited online advertising opportunities and a FREE biweekly *Saltscapes* Viewsletter
- A licensed restaurant and general store complex in partnership with a respected operator
- Large and expanding travel and lifestyle consumer shows: **Saltscapes** Expos.

Our combined annual impression base will exceed 6 million in 2013.
The core values of our business remain unchanged ...



Exceed Expectations – Retain consumers in a compelling regional "buy local" mandated brand giving the market more than it expects.



Provide a Sense of Place – Reflect regional content, culture and values so consumers instinctively sense that this is their community and take ownership.



Be Performance Driven – Provide an inherent benefit to Canada's eastern provinces by promoting the concept of being each other's best customers.

On behalf of our wonderful team, thank YOU for...
"CELEBRATING CANADA'S EAST COAST TOGETHER" with us.

We welcome your ongoing feedback.

Linda E. Jen

gourlays@saltscapes.com



COST PER PAGE or COST PER CUSTOMER?

Did you know *Saltscapes* delivers more than twice as many readers per advertising dollar than any other regional magazine?



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?

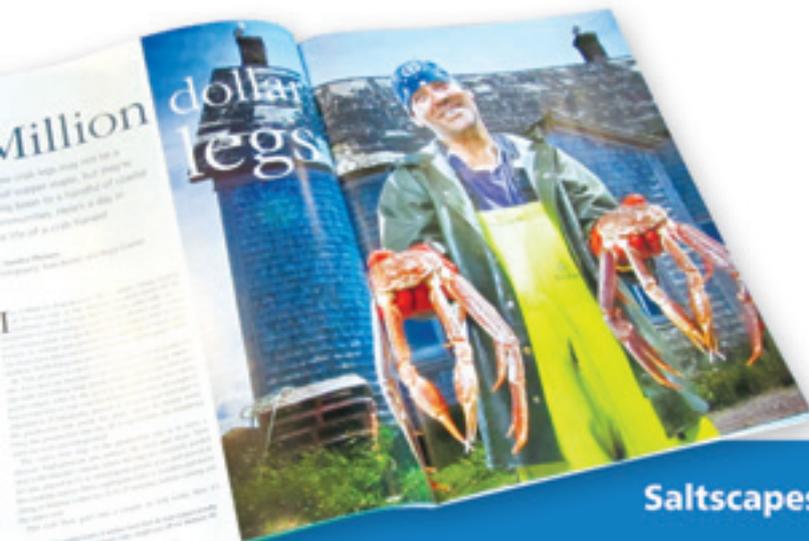
4. How long have you been publishing in this market? Are people familiar with and committed to your product? Is your editorial content trusted?

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 those questions for you, any time!

www.saltscapes.com • Toll free 1-877-311-5877

More than 925,000 Atlantic Canadian online readers per year (and growing rapidly!)

Saltscapes' 2013 special-interest publications

(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 in Atlantic Canada. The 2013 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: 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 centre-stitched 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: March and September) –** **Saltscapes Publishing Limited**, the QEII Foundation and the IWK Health Centre co-publish a turnkey online and print magazine with a focus on disease prevention and health promotion. This highly credible publication of record offers exclusive direct distribution to *Saltscapes* subscribers and the hospitals and health care partners throughout Atlantic Canada.

 **Custom publishing –** **With a reputation for professionalism, expertise and excellence in the marketplace, Saltscapes** has been contracted to produce publications by and for Atlantic pride organizations. Clients include Nova Scotia Tourism (*Winterscapes* and *Summerscapes*), and Nova Scotia Fisheries and Aquaculture (*Anglers' Handbook*). Previous clients have included Kent Building Supplies and Destination Cape Breton.

 **Saltscapes Expo –** **The very popular Saltscapes brand is much more than a magazine.** With more than 30,000 "boomer" attendees, the **Saltscapes Expo (April 26-28, 2013, Halifax)** is a nonstop 3 day event with many interactive lifestyle activities for do-it-yourselfers, unique retail and wellness seminars for homeowners and cottage dwellers, plus staycation ideas, east coast music and a fabulous kitchen, featuring tastings of superb regional food and wine by local chefs. It's the not-to-be missed event of the year!

