

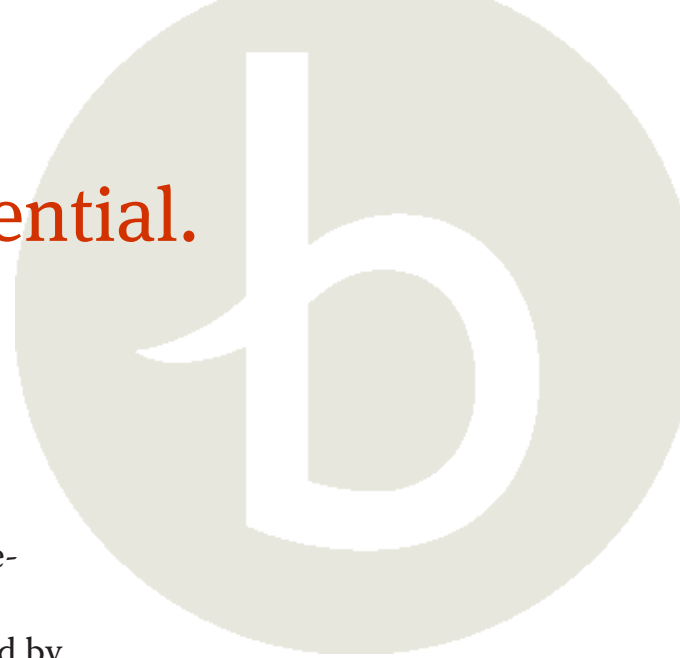
briarpatch magazine

FIERCELY INDEPENDENT

2017 **MEDIA KIT**



Informed. Engaged. Influential.



Since 1973, readers have relied on *Briarpatch* as a trusted source of progressive news and analysis. A unique blend of investigative journalism and critical commentary by Canada's pre-eminent writers and thinkers has earned *Briarpatch* a loyal readership not reached by other publications.

Published six times per year by an independent non-profit, *Briarpatch* is a reader-supported publication sustained by a community of informed, engaged, and influential people who are committed to acting on their principles. Readers have come to count on *Briarpatch* for accurate, astute, and truly independent editorial content to inform their decisions and provide them with the tools to take action in their communities and beyond.

Between a paid magazine circulation, an online readership (briarpatchmagazine.com) and a social media following that punches far above its weight, *Briarpatch Magazine* is a multi-platform forum that offers a targeted audience of curious and critically-minded people from every corner of the country.

briarpatch
FIERCELY INDEPENDENT

“
...lively, IRREVERENT,
informative.”

— NOAM CHOMSKY

“
...fresh, imaginative
and tough. This is
writing by free thinkers
for FREE THINKERS.
Canadians are lucky
to have a magazine so
committed to truth,
justice, and inspiration.”

— NAOMI KLEIN

• **Publisher**

• David Gray-Donald
• david@briarpatchmagazine.com
• 306.525.2949

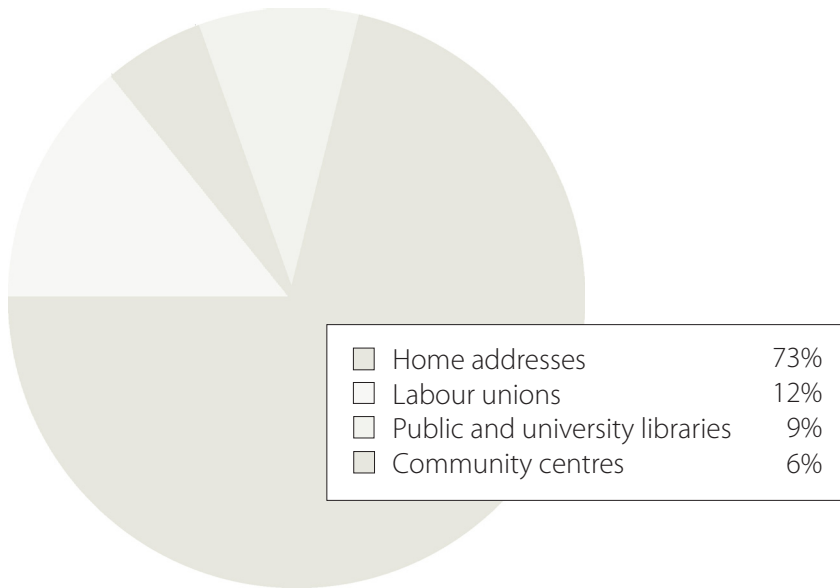
• **Editor**

• Tanya Andrusieczko
• tanya@briarpatchmagazine.com
• 306.525.2949

Who's reading *Briarpatch*?

Briarpatch is not just a magazine. We're building communities – online and in print – of educated, erudite and influential agents of social change.

WHERE ARE *Briarpatch* SUBSCRIPTIONS GOING?



PRINT CIRCULATION PER ISSUE

2,400 (6 issues per year)

SOCIAL MEDIA AUDIENCE

Facebook 6,486 **+10% from 2016**

Twitter 5,171 **+400 from 2016**

ONLINE READERSHIP

Page views per month 21,569

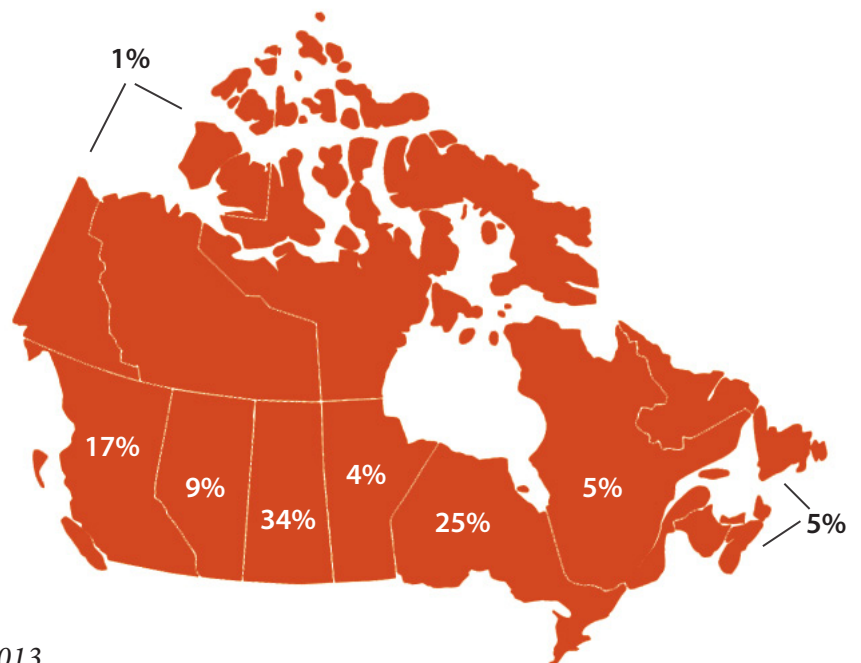
Unique visitors per month 11,447

E-newsletter subscribers 1,560

* *Our readers really love us. Many have been with the magazine for over 20 years, and some have renewed their subscriptions up until 2032!*

* *78% of subscribers share their copies of *Briarpatch* with friends, family and acquaintances.*

GEOGRAPHIC DISTRIBUTION OF SUBSCRIBERS




Source: *Independent Reader Survey results, 2013*

Our readers are *dedicated*.

Research verifies that *Briarpatch* readers have a strong social conscience – they make careful choices about where they spend their time and money, and trust *Briarpatch* to inform their decisions.

READER LOYALTY

Plan to renew their subscription	92%
Read the majority of every issue	78%
Keep issues for longer than 12 months	70%
Never throw their issues out	53%
Share articles with friends and acquaintances	73%

 *1 out of every 6 of our subscribers is so committed to the magazine that they donate on a monthly basis as a Sustaining Subscriber.*

AS A DIRECT RESULT OF READING *Briarpatch* WITHIN THE LAST YEAR:

- ▷ 85% of our readers have *taken action* on an issue
- ▷ 46% have either *donated* to a cause or *attended* a public event or rally
- ▷ 62% have done *further reading* about an issue or organization

GENDER

Male	46%
Female	54%

EDUCATION

University educated	79%
Completed graduate studies	44%

HOUSEHOLD INCOME

\$20,000 - \$49,000	24%
\$50,000 - \$99,000	41%
\$100,000 and over	19%

ACTIVITIES

Regularly volunteer for political/activist groups or nonprofits	77%
Write letters to politicians and/or the media	62%
Regularly attend lectures or conferences	80%
Regularly donate to political/nonprofit organizations	82%

CONSUMER BEHAVIOUR

Make purchases based on their politics/values	90%
Are willing to pay more for eco-friendly or fair trade products	94%
Support local, independent businesses whenever possible	91%
Regularly buy books	89%

Source: *Independent Reader Survey results, 2013*

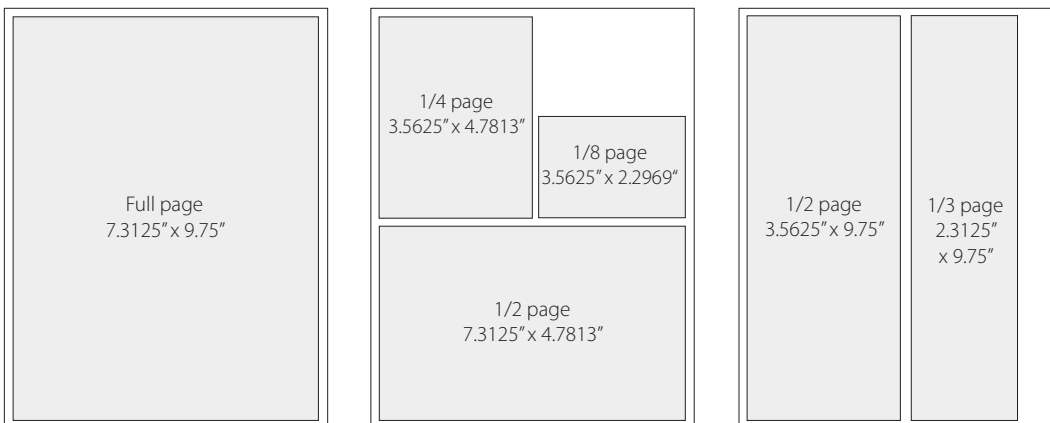
Full Colour Print Advertising Rates

Premium Position

POSITION	1 x	2 x	4 x	6 x
Outside back cover	\$1,100	\$1,045	\$990	\$935
Inside cover	\$1,050	\$1,000	\$945	\$895

Inside

SIZE	1 x	2 x	4 x	6 x
Full page	\$625	\$595	\$565	\$500
1/2 page	\$350	\$335	\$315	\$280
1/3 page	\$250	\$240	\$225	\$200
1/4 page	\$200	\$190	\$180	\$160
1/8 page	\$100	\$95	\$90	\$85



Mechanical

300 dpi. TIF, JPG or PDF formats. Submit by email to publisher@briarpatchmagazine.com.

Editorial Calendar

ISSUE	Closing Date	Material Due	Newsstand
January/February	November 18	November 25	January 1
March/April	January 18	January 25	March 1
May/June	March 15	March 22	May 1
July/August	May 17	May 24	July 1
September/October	July 17	July 24	September 1
November/December	September 18	September 25	November 1

Contact **DAVID GRAY-DONALD** at 306.525.2949 or david@briarpatchmagazine.com

Web Advertising Rates

briarpatchmagazine.com

SIZE	1 month	2 months	3 months	6 months
Home page & Skyscraper	\$255	\$480	\$650	\$1,145
Home page & Button	\$155	\$290	\$390	\$695

*Rates are based on PLACEMENT ACROSS ALL PAGES.

*Ask us how to maximize your ad spend by combining print and online campaigns. Package rates available.

The screenshot shows the Briarpatch magazine website layout. At the top, there's a navigation bar with 'briarpatch' logo, 'SUBSCRIBE', 'DONATE', and 'SIGN UP' buttons. Below that are links for 'MAGAZINE', 'BLOG', 'ABOUT US', 'CONTRIBUTE', and 'ADVERTISE'. The main content area features a large featured article 'Modern Treaty Politics in the Yukon' with a colorful abstract image. Below it are three smaller article thumbnails: 'Bombardier in Israel', 'The New Threat Threshold', and 'Decolonizing the Toilet'. Further down, there are sections for 'THE LATEST' and 'CURRENT ISSUE', each with more article thumbnails. At the bottom right, there's a red box labeled 'Home page Ad Placement'.

The screenshot shows the article page for 'Modern Treaty Politics in the Yukon'. It features a large header image with the article title and author 'Lianne Charlie'. Below the title is a short introductory paragraph. The main body of the article is a long text block. On the right side, there's a vertical red box labeled 'Ad Placement'. At the bottom right, there's a small thumbnail for the magazine cover with the text 'This article originally appeared in the March/April 2017 issue of Briarpatch.'

Mechanical

Home page ad size (pictured, left): 300 x 250 pixels

Article page skyscraper (pictured, right): 120 x 480 pixels

Article page button: 120 x 240 pixels

72 dpi. TIF, JPG or PDF formats.

All ads should include a click-through URL.

Submit by email to publisher@briarpatchmagazine.com.

Contact DAVID GRAY-DONALD at 306.525.2949 or david@briarpatchmagazine.com