

briarpatch magazine

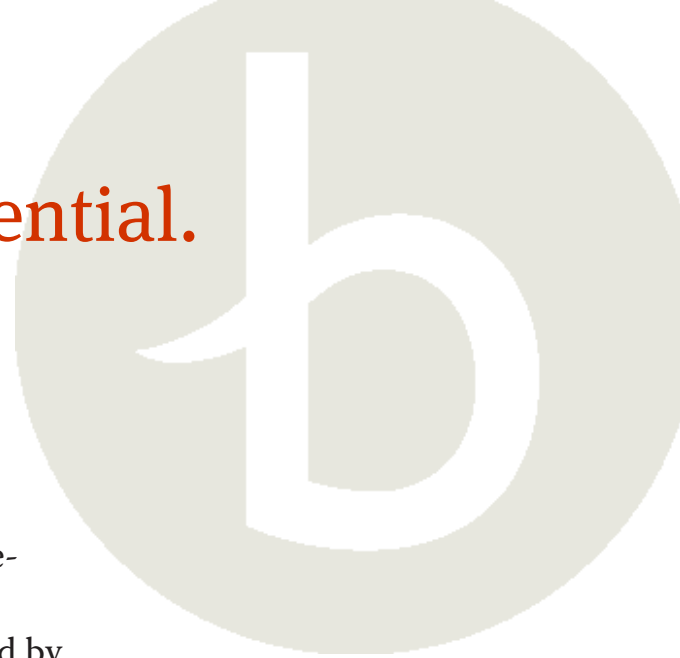
FIERCELY INDEPENDENT

2015

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**

• Rhiannon Ward
• rhiannon@briarpatchmagazine.com
• 306.525.2949

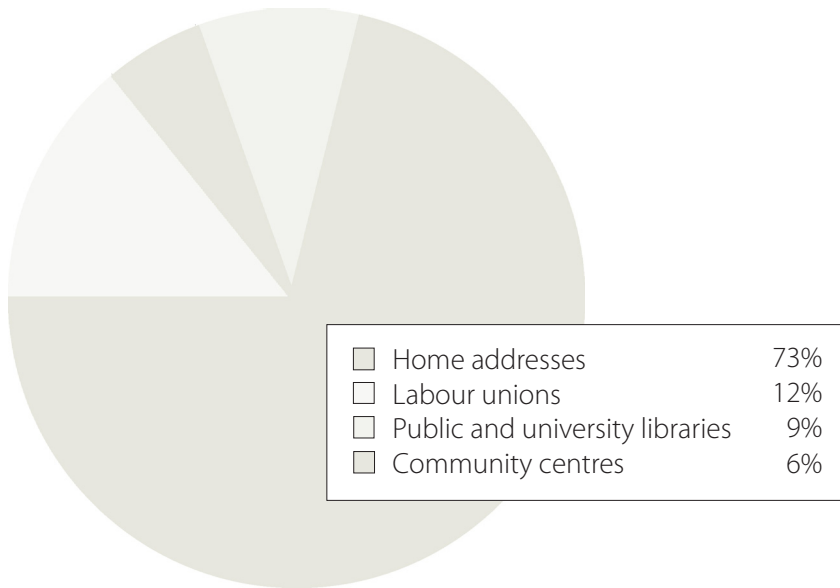
• **Editor**

• Andrew Loewen
• andrew@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

2,600 (6 issues per year)

SOCIAL MEDIA AUDIENCE

Facebook	4,845	+35% from 2014
Twitter	4,030	+30% from 2014

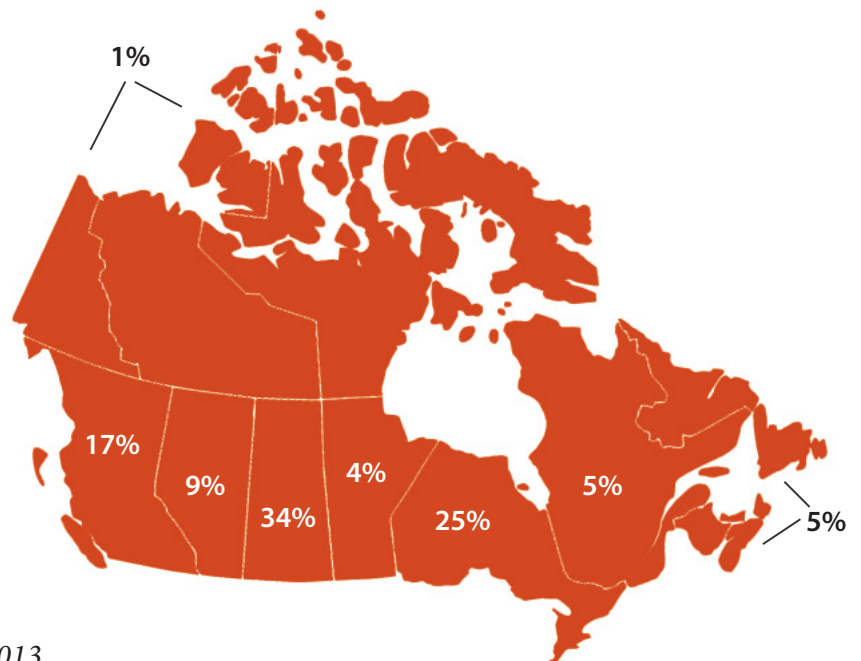
ONLINE READERSHIP

Page views per month	33,277
Unique visitors per month	20,370
E-newsletter subscribers	1,895

* *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*

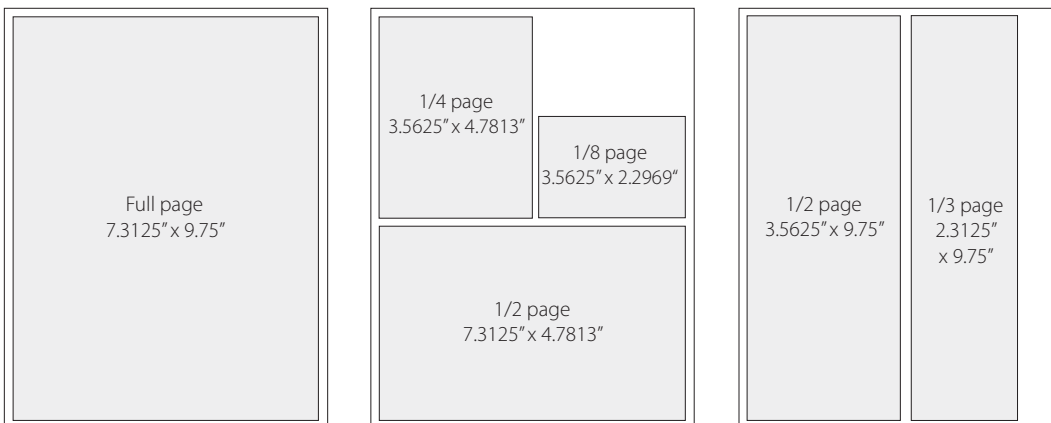
Full Colour Print Advertising Rates

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 20	January 27	March 1
May/June	March 17	March 24	May 1
July/August	May 19	May 26	July 1
September/October	July 14	July 21	September 1
November/December	September 15	September 22	November 1

Contact RHIANNON WARD at 306.525.2949 or rhiannon@briarpatchmagazine.com

Web Advertising Rates

briarpatchmagazine.com

SIZE	1 month	2 months	3 months	6 months
Skyscraper	\$255	\$480	\$650	\$1,145
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 is the logo 'briarpatch magazine' with the tagline 'FIERCELY INDEPENDENT'. Below the logo is a search bar and social media icons. A sidebar on the left lists navigation options: Topics, Back Issues, Contributors, About Us, Subscribe, Donate, and Advertise. The main content area features an article titled 'One of the girls' with the subtitle 'The sexual politics of roller derby' by Mariyam Acranji. The article includes a photo of roller derby skaters and several paragraphs of text. On the right side, there is a 'LATEST ISSUE' section for 'Land Rush' and a 'THE B-LIST' section with a newsletter sign-up form.

Ad Placement

Skyscraper
120 x 480 pixels

Button
120 x 240 pixels

Mechanical

72 dpi. TIF, JPG or PDF formats.

All ads should include a click-through URL.

Submit by email to publisher@briarpatchmagazine.com.

Contact RHIANNON WARD at 306.525.2949 or rhiannon@briarpatchmagazine.com