



# briarpatch magazine

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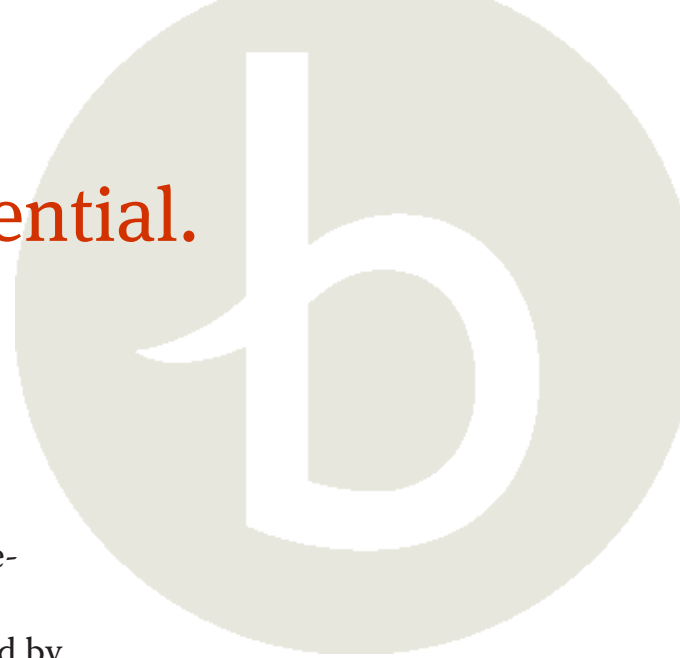
FIERCELY INDEPENDENT

# 2019

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](http://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  
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• 306.525.2949

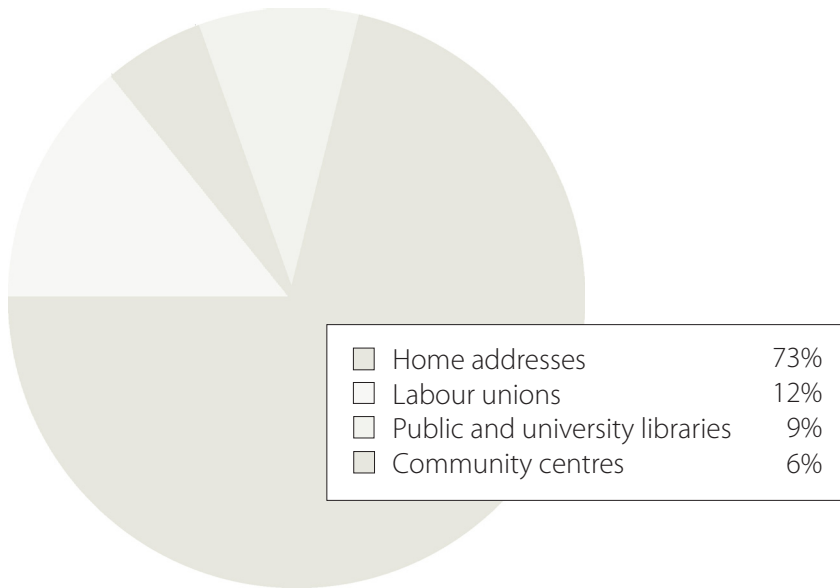
• **Editor**

• Saima Desai  
• [saima@briarpatchmagazine.com](mailto:saima@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 (6 ISSUES PER YEAR)

2,400 per issue

## SOCIAL MEDIA AUDIENCE

Facebook 7,270 **+12% from 2017**

Twitter 5,790 **+12% from 2017**

## ONLINE READERSHIP

Page views per month 22,197

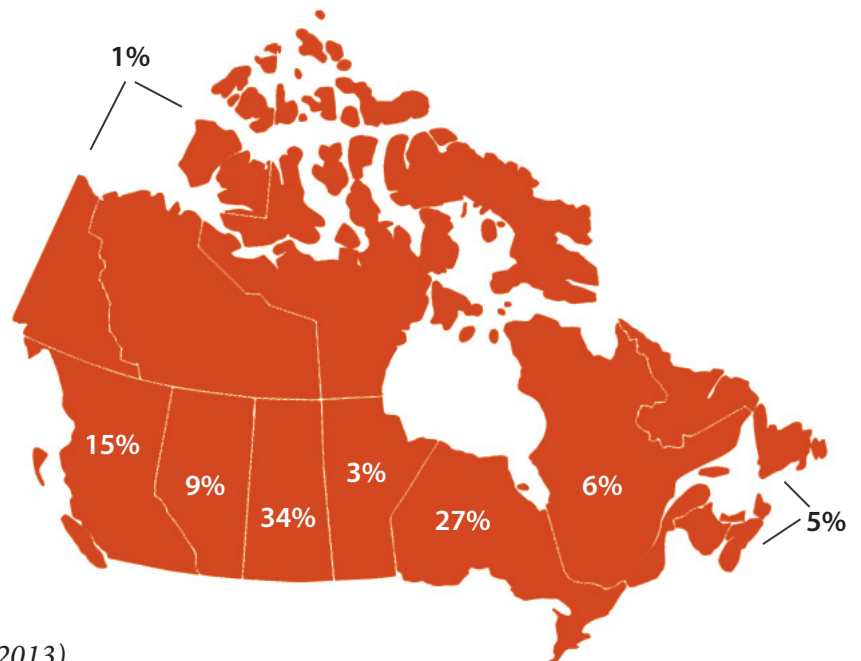
Unique visitors per month 12,187

E-newsletter subscribers 1,857

\* *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




Sources: Independent Reader Survey results (2013), subscription records, Google Analytics

# 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)

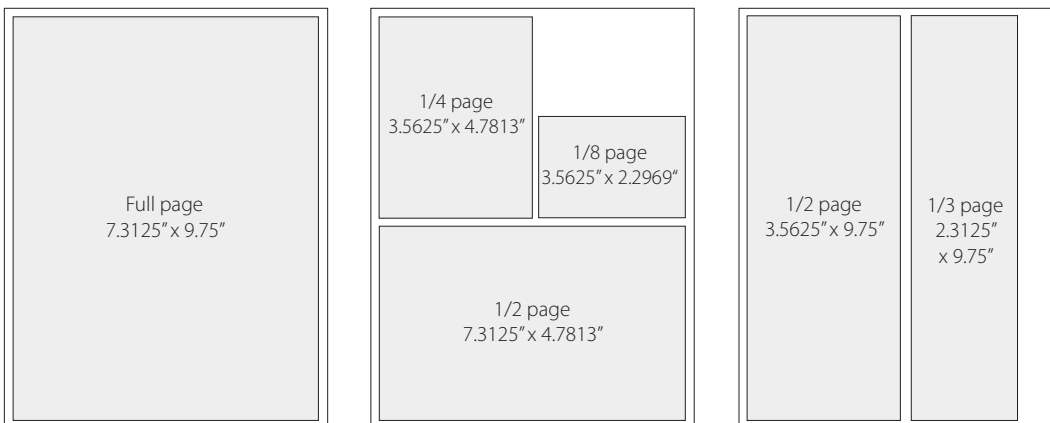
# Full Colour Print Advertising Rates

## Premium Position

POSITION	1 x	2 x	4 x	6 x
Outside back cover	\$1,200	\$1,150	\$1,095	\$1,025
Inside cover	\$1,100	\$1,050	\$995	\$935

## Inside

SIZE	1 x	2 x	4 x	6 x
Full page	\$750	\$715	\$675	\$600
1/2 page	\$425	\$405	\$380	\$340
1/3 page	\$315	\$295	\$280	\$255
1/4 page	\$250	\$235	\$220	\$200
1/8 page	\$125	\$115	\$105	\$100



## Mechanical

300 dpi. TIF, JPG or PDF formats. Submit by email to [publisher@briarpatchmagazine.com](mailto:publisher@briarpatchmagazine.com).

## Editorial Calendar

ISSUE	Closing Date	Material Due	Newsstand
January/February	November 17	November 24	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 18	July 25	September 1
November/December	September 18	September 25	November 1

Contact **DAVID GRAY-DONALD** at 306.525.2949 or [david@briarpatchmagazine.com](mailto:david@briarpatchmagazine.com)

# Web Advertising Rates

briarpatchmagazine.com

SIZE	1 month	2 months	3 months	6 months
Home page & Skyscraper	\$315	\$600	\$855	\$1490
Home page or Article Skyscraper	\$200	\$375	\$540	\$955

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

The screenshot shows the homepage layout with a header containing the logo and navigation links (MAGAZINE, BLOG, ABOUT US, CONTRIBUTE, ADVERTISE). The main content area features a large featured article 'Modern Treaty Politics in the Yukon' and several smaller article teasers including 'Bombardier in Israel', 'The New Threat Threshold', and 'Decolonizing the Toilet'. A 'Home page Ad Placement' box is overlaid at the bottom right.

The screenshot shows the full article page for 'Modern Treaty Politics in the Yukon'. It includes the article title, author 'Lianne Charlie', date 'Feb 10, 2017', and a detailed text excerpt. A vertical 'Article Ad Placement' box is on the right side, and a smaller version of the article's featured image is shown at the bottom right.

## Mechanical

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

Article page skyscraper (pictured, right): 160 x 600 pixels

72 dpi. in JPG format.

All ads should include a click-through URL.

Submit by email to [publisher@briarpatchmagazine.com](mailto:publisher@briarpatchmagazine.com).

Contact DAVID GRAY-DONALD at 306.525.2949 or [david@briarpatchmagazine.com](mailto:david@briarpatchmagazine.com)