

briarpatch magazine

Why advertise in *Briarpatch Magazine*?

Are you:

A small business with an environmental or socially responsible emphasis?
An advocacy group or community-based organization looking to raise your profile or promote an event?

Our readers act on what they read in *Briarpatch*.

Here's how:

- ◆ As a result of reading *Briarpatch*, 85% of our readers have taken action on an issue
- ◆ 90% make purchasing decisions based on their politics/values
- ◆ 93% are willing to pay more for eco-friendly or fair trade products
- ◆ 91% are willing to pay more for locally produced products
- ◆ 83% regularly donate to political organizations, nonprofits or activist groups

Read on to find out more.



Do you have a message to share with forward-thinking, active and inspired Canadians?

Advertise in *Briarpatch*, a trusted voice for change

Briarpatch Magazine is a respected and independent voice that offers readers accurate, accessible and engaging information about the issues Canadians care about, from climate change to foreign policy, from food security to workplace rights, and more.

Briarpatch is published six times a year by an independent non-profit organization. Now in its 39th year of publication, *Briarpatch* reaches more readers than ever before.

For up-to-date circulation figures, email advertising@briarpatchmagazine.com.

Our editorial focus

We publish news and analysis on a wide range of relevant topics, including current events, social justice, ecology, food security, gender equity, indigenous struggles, international solidarity, and more.

Advertising in *Briarpatch* connects you with an informed and progressive audience that is actively seeking ways to make the world a better place.

Effective Advertising

Advertisers commit to *Briarpatch* because it provides a superior-quality, clearly targeted and trusted editorial environment. *Briarpatch* showcases advertisers' products and services to people with a strong social conscience and a willingness to act on their beliefs.

Praise for the 'patch:

Briarpatch is . . .

"...lively, **irreverent**, informative." —NOAM CHOMSKY

"...fresh, **imaginative** and tough. Canadians are lucky to have a magazine so committed to truth, justice and inspiration." —NAOMI KLEIN

"...honest, insightful and **incendiary**. Read *Briarpatch*, and then go start the revolution." —DERRICK JENSEN

"...an **impassioned** piece of Canadian craftsmanship." —UTNE READER

"...smart, with **inspired** writing and brilliant cover art." —MURRAY DOBBIN

Who reads *Briarpatch*?

We reach an informed & action-oriented group of readers—highly educated people with the disposable income available to act on their principles:

- 86% regularly buy books
- 70% regularly attend lectures or conferences
- 68% are **university educated**, with 39% having completed **graduate or post-graduate studies**
- 45% have household incomes of **over \$50,000 per year**

Our subscribers are **exceptionally loyal, and they read *Briarpatch* avidly:**

- 86% read the majority of every magazine, and more than half (58%) read “**everything or almost everything**” in every issue.
- Over half of our readers never get rid of their copies of *Briarpatch*, and 67% keep them for longer than a year.
- 57% of *Briarpatch* subscribers have been **subscribing for three years or more**.
- 86% say they are “**very likely**” to **renew their subscriptions**

***Briarpatch* readers put their ideas into action in astonishing numbers:**

- 90% make purchasing decisions **based on their politics/values**
- 94% support **eco-friendly practices** whenever possible
- 93% are **willing to pay more** for eco-friendly or fair trade products
- 91% **support local, independent businesses** whenever possible
- 91% are willing to pay more for **locally produced** products
- 83% **regularly donate** to political organizations, nonprofits or activist groups
- 69% **regularly volunteer** for political organizations, nonprofits or activist groups
- 57% **write letters** to politicians and/or the media
- 93% agree that labour unions are an important defender of workplace rights

Our readers act on what they read in *Briarpatch*.

As a result of reading *Briarpatch* within the past year:

- 85% of our readers have **taken action** on an issue
- 31% have **donated** to a cause
- 52% have done **further reading** about an issue or organization
- 69% have **shared an article** with a friend or acquaintance

Affordable rates, radical results.

Print Advertising Rates

Ad size	Dimensions	1x	2x (5% off)	4x (10% off)	6x (15% off)
Colour <i>(subject to availability)</i>					
Outside back cover (full page)	8 1/2" x 11" (plus bleed)	\$1155	\$1100	\$1050	-
Inside full page	8 1/2" x 11" (plus bleed)	\$1105	\$1052	\$1005	\$960
Inside 1/2 page	7.3" x 4.75"	\$685	\$652	\$623	\$595
Black & White					
Full page	7.3" x 9.8"	\$655	\$625	\$595	\$570
1/2 page	7.3" x 4.75" or 3.6" x 9.8"	\$370	\$352	\$335	\$322
1/3 page	2.35" x 9.8"	\$265	\$252	\$240	\$230
1/4 page	3.6" x 4.75"	\$210	\$200	\$190	\$183
1/8 page	3.6" x 2"	\$105	\$100	\$95	\$91

Issue	Reservation Deadline	Artwork Deadline	On Sale Date
Jan/Feb 2012	November 21, 2011	November 28, 2011	January 2, 2012
March/April 2012	January 18, 2012	January 23, 2012	March 1, 2012
May/June 2012	March 21, 2012	March 28, 2012	May 1, 2012
July/August 2012	May 17, 2012	May 28, 2012	July 2, 2012
Sept/Oct 2012	July 14, 2012	July 19, 2012	September 3, 2012
Nov/Dec 2012	September 16, 2012	September 25, 2012	November 1, 2012
Jan/Feb 2013	November 21, 2012	November 28, 2012	January 1, 2013

Artwork specifications:

300 dpi, TIF, JPG or PDF formats. Do not send artwork embedded in Word files. Include all fonts and images, 300 dpi. Deliver by email to editor@briarpatchmagazine.com. If your file is over 7 MB, please contact us for ftp login information. Please note that \$40/hr will be charged for design work, and that themes are subject to change.

Web Advertising

We now offer online advertising on a pay-per-click or pay-per-impression basis. Pay only for the ads that are working for you! Please get in touch for more information, including rates.

Inserts

Have a promo card you want to get in front of an audience who'll act right away? Call on *Briarpatch* and reach 3,000 Canadians who are poised to take action. At a cost of \$1,000, your bound-in or blown-in insert slips right into every copy of *Briarpatch*.

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