



# briarpatch magazine

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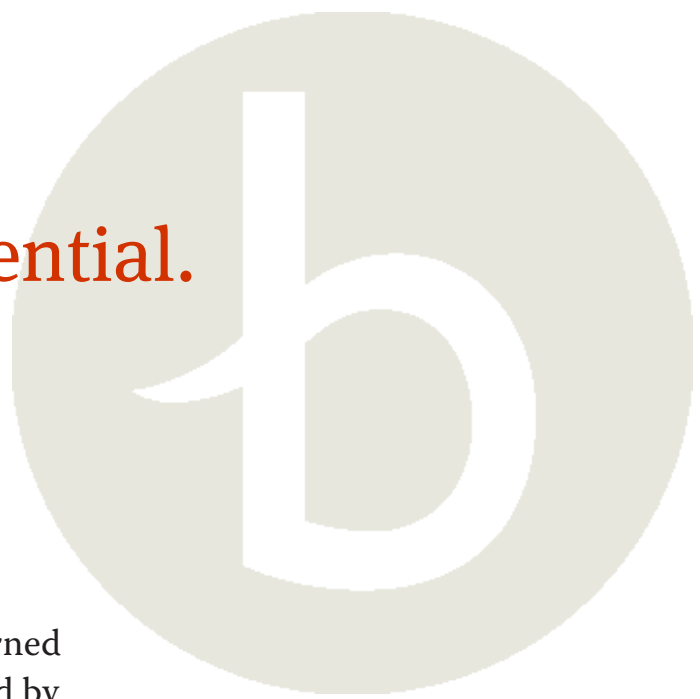
FIERCELY INDEPENDENT

# 2020

MEDIA KIT



# Informed. Engaged. Influential.



**briarpatch**  
FIERCELY INDEPENDENT

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.

**: Publisher**

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306.525.2949

“...lively, IRREVERENT,  
informative.”

— NOAM CHOMSKY

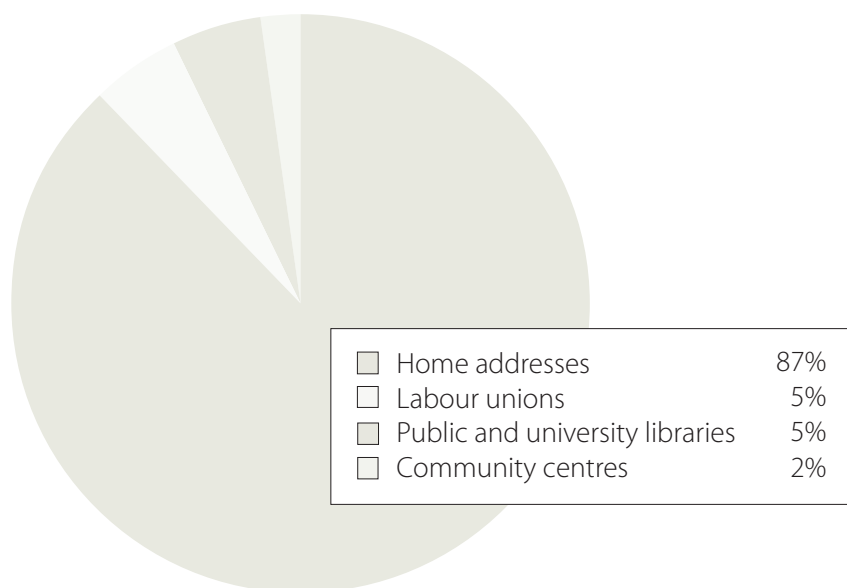
“...fresh, imaginative  
and tough. This is  
writing by free thinkers  
for FREE THINKERS.  
Canadians are lucky  
to have a magazine so  
committed to truth,  
justice, and inspiration.”

— NAOMI KLEIN

# 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)

2,150 per issue

## SOCIAL MEDIA AUDIENCE

Facebook 8,579 **+7% from 2018**

Twitter 7,915 **+16% from 2018**

Instagram 1,055

## ONLINE READERSHIP

Page views per month 25,746

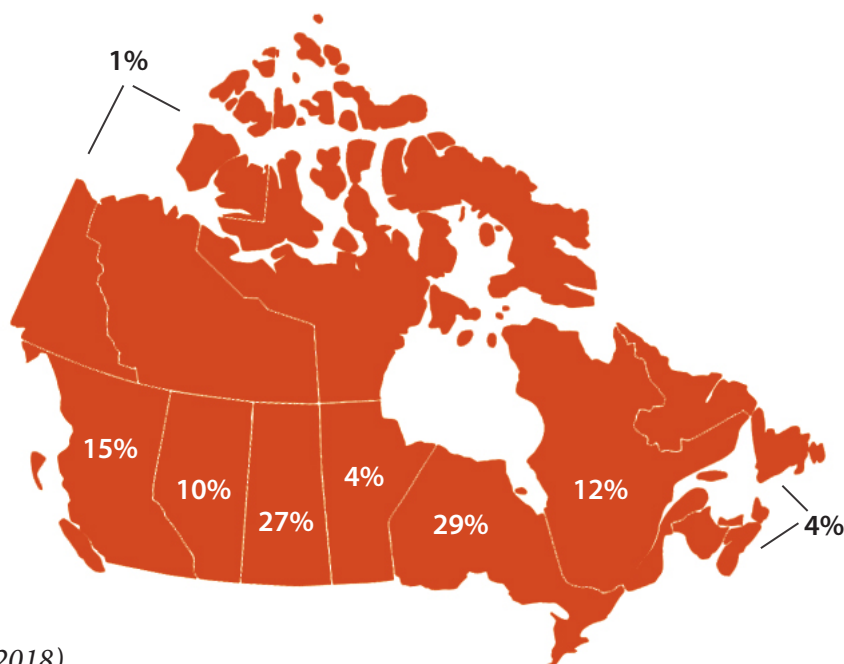
Unique visitors per month 14,298

E-newsletter subscribers 2,731

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

\* 68% of subscribers share their copies of *Briarpatch* with friends, family and acquaintances.

## GEOGRAPHIC DISTRIBUTION OF SUBSCRIBERS




Sources: Independent Reader Survey results (2018), 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	93%
Read the majority of every issue	89%
Keep issues for longer than 12 months	51%
Never throw their issues out	39%
Share articles with friends and acquaintances	68%

 *1 out of every 5 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:

- ▷ 88% of our readers have *taken action* on an issue
- ▷ 46% have either *donated* to a cause or *attended* a public event or rally
- ▷ 69% have done *further reading* about an issue or organization

## GENDER

Male	52%
Female	47%

## EDUCATION

University educated	86%
Completed graduate studies	46%

## HOUSEHOLD INCOME

\$20,000 - \$49,000	43%
\$50,000 - \$99,000	40%
\$100,000 and over	17%

## ACTIVITIES

Regularly volunteer for political/activist groups or nonprofits	66%
Write letters to politicians and/or the media	54%
Regularly attend lectures or conferences	69%
Regularly donate to political/nonprofit organizations	86%

## CONSUMER BEHAVIOUR

Make purchases based on their politics/values	92%
Are willing to pay more for eco-friendly or fair trade products	94%
Support local, independent businesses whenever possible	95%
Regularly buy books	86%

Source: Independent Reader Survey results (2018)

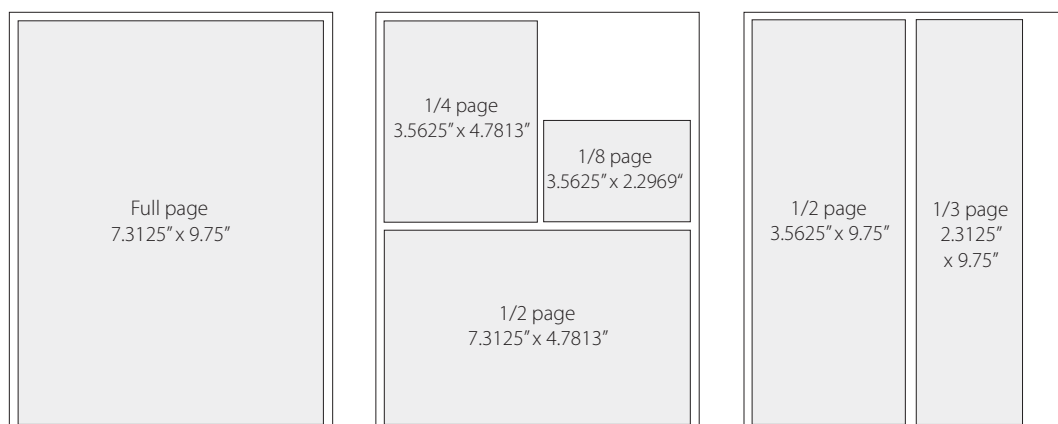
# Full Colour Print Advertising Rates

## 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 15	November 22	January 1
March/April	January 14	January 21	March 1
May/June	March 13	March 20	May 1
July/August	May 15	May 22	July 1
September/October	July 17	July 24	September 1
November/December	September 16	September 23	November 1

Contact JOHN CAMERON at 306.525.2949 or [john@briarpatchmagazine.com](mailto:john@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 of briarpatchmagazine.com. At the top is a navigation bar with links for MAGAZINE, BLOG, ABOUT US, CONTRIBUTE, and ADVERTISE, along with social media icons and a search bar. The main content area features a large featured article titled "Modern Treaty Politics in the Yukon" by Lianne Charlie. Below this are three smaller article thumbnails: "Bombardier in Israel" by Dave Thomas, "The New Threat Threshold" by Kyle Curlew, and "Decolonizing the Toilet" by Patrick Lynn Rivers. A section titled "THE LATEST" shows "The Anti-Somali Feedback Loop" by Hana V. Mira. Another section titled "CURRENT ISSUE" displays the March/April 2017 cover of the magazine. At the bottom, there is a "SPONSOR" section with a placeholder for a home page ad placement.

The screenshot shows the article page for "Modern Treaty Politics in the Yukon" by Lianne Charlie. The page features a large, colorful abstract illustration of a mountain landscape. The article text begins with a paragraph about citizenship and the process of determining the criteria for citizenship in the Nation. A vertical sidebar on the right contains the text "Article Ad Placement". At the bottom of the page, there is a "SPONSOR" section with a placeholder for an article ad placement.

## 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).

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