



briarpatch magazine

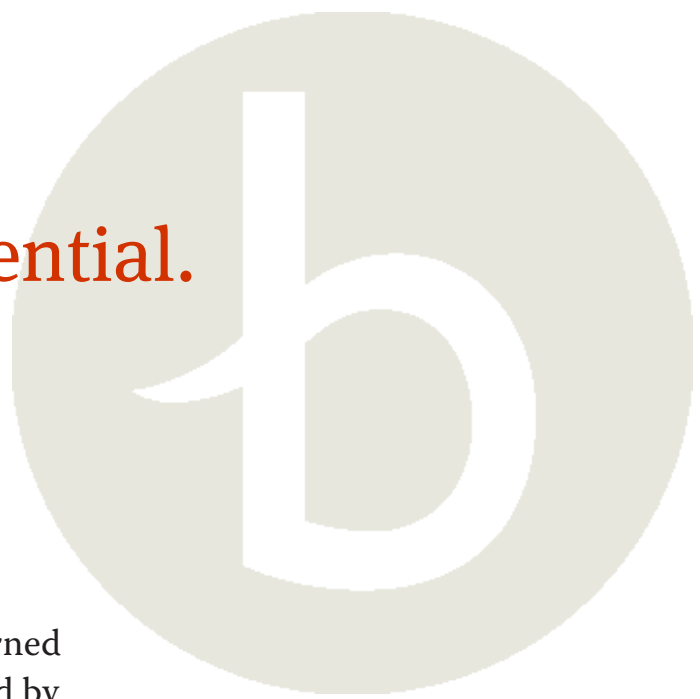
FIERCELY INDEPENDENT

2021

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.

“...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

briarpatch
FIERCELY INDEPENDENT

: Publisher

: John Cameron
: john@briarpatchmagazine.com
: 306.525.2949

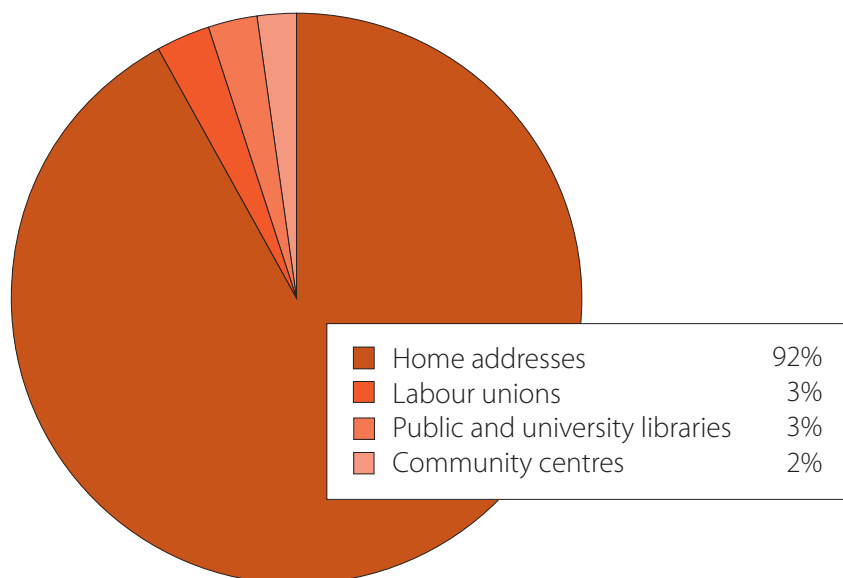
Editor

Saima Desai
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)

2,150 per issue

SOCIAL MEDIA AUDIENCE

Facebook	9,142	+7% from 2019
Twitter	10,200	+30% from 2019
Instagram	3,006	+184% from 2019

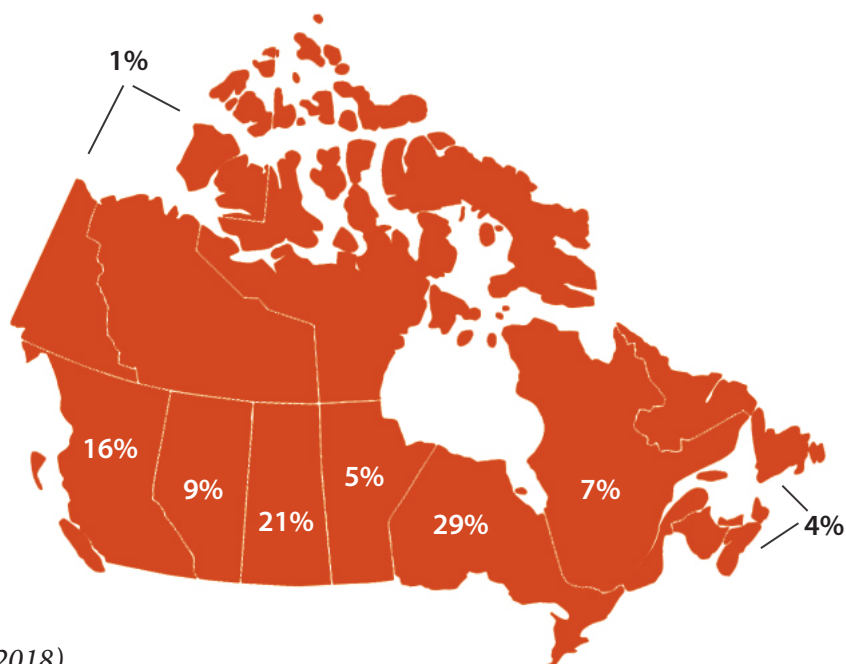
ONLINE READERSHIP

Page views per month	38,618
Unique visitors per month	21,215
E-newsletter subscribers	3,160

* *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)

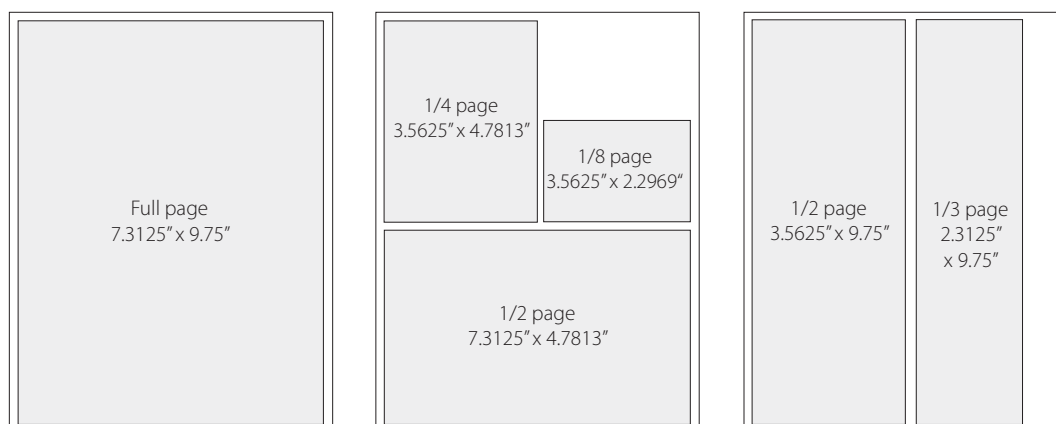
Full Colour Print Advertising Rates

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.

Editorial Calendar

ISSUE	Closing Date	Material Due	Newsstand
January/February	November 16	November 23	January 1
March/April	January 13	January 21	March 1
May/June	March 15	March 22	May 1
July/August	May 17	May 24	July 1
September/October	July 19	July 26	September 1
November/December	September 20	September 27	November 1

Contact JOHN CAMERON at 306.525.2949 or 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.

Home page ad placement

The screenshot shows the Briarpatch magazine homepage layout. At the top is the navigation bar with links for ARTICLES, MAGAZINE, ABOUT US, CONTRIBUTE, and ADVERTISE. Below this is a large red banner for the article "Suppress the virus now!" by Daniel Sarah Karasik. To the left of the banner are three smaller article thumbnails: "Mistreated, marginalized, migrant" by Hissana Manek, "New traditions" by Ryan Hayes, and "The labour of care" by Bojayanta Mukhopadhyay. Below these is a section titled "THE LATEST" featuring a call for submissions and an article about art against colonialism. At the bottom is a section for the "CURRENT ISSUE" (November/December 2020) with a thumbnail of the magazine cover. A large red box with the text "Your ad here" is positioned on the right side of the page.

Article skyscraper ad placement

The screenshot shows the article page for "Delivering justice" by Lisa Schofield and Chris Williams. The article is about Foodsters United and the campaign to organize gig workers in Ontario. The page features a large photo of a man in a pink shirt standing next to a car. Below the photo is a large red box with the text "Your ad here". The article text is on the right side of the page, and a small thumbnail of the magazine cover is 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.

Contact JOHN CAMERON at 306.525.2949 or john@briarpatchmagazine.com