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.

Publisher
John Cameron
john@briarpatchmagazine.com
306.525.2949

Editor
Saima Desai
saima@briarpatchmagazine.com
306.525.2949

“Noam Chomsky

...lively, IRREVERENT, informative.

Naomi Klein

...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.
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?**

- Home addresses: 92%
- Labour unions: 3%
- Public and university libraries: 3%
- Community centres: 2%

**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

**GEOGRAPHIC DISTRIBUTION OF SUBSCRIBERS**

- 1%
- 16%
- 9%
- 21%
- 5%
- 29%
- 7%
- 4%

**Sources:** Independent Reader Survey results (2018), subscription records, Google Analytics

*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.*
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.*

**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**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>1 x</th>
<th>2 x</th>
<th>4 x</th>
<th>6 x</th>
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</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>$1,200</td>
<td>$1,150</td>
<td>$1,095</td>
<td>$1,025</td>
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<tr>
<td>Inside cover</td>
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**Inside**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 x</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$750</td>
<td>$715</td>
<td>$675</td>
<td>$600</td>
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<tr>
<td>1/2 page</td>
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<td>$405</td>
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<td>$340</td>
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<tr>
<td>1/3 page</td>
<td>$315</td>
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<td>$280</td>
<td>$255</td>
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<td>1/4 page</td>
<td>$250</td>
<td>$235</td>
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<tr>
<td>1/8 page</td>
<td>$125</td>
<td>$115</td>
<td>$105</td>
<td>$100</td>
</tr>
</tbody>
</table>

**Mechanical**

300 dpi. TIF, JPEG or PDF formats. Submit by email to publisher@briarpatchmagazine.com.

**Editorial Calendar**

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

Contact JOHN CAMERON at 306.525.2949 or john@briarpatchmagazine.com
Web Advertising Rates

### briarpatchmagazine.com

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page &amp; Skyscraper</td>
<td>$315</td>
<td>$600</td>
<td>$855</td>
<td>$1490</td>
</tr>
<tr>
<td>Home page or Article Skyscraper</td>
<td>$200</td>
<td>$375</td>
<td>$540</td>
<td>$955</td>
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</tbody>
</table>

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

#### Home page ad placement

![Home page ad placement](image)

#### Article skyscraper ad placement

![Article skyscraper ad placement](image)

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**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.

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**Contact JOHN CAMERON** at 306.525.2949 or john@briarpatchmagazine.com