



briarpatch magazine

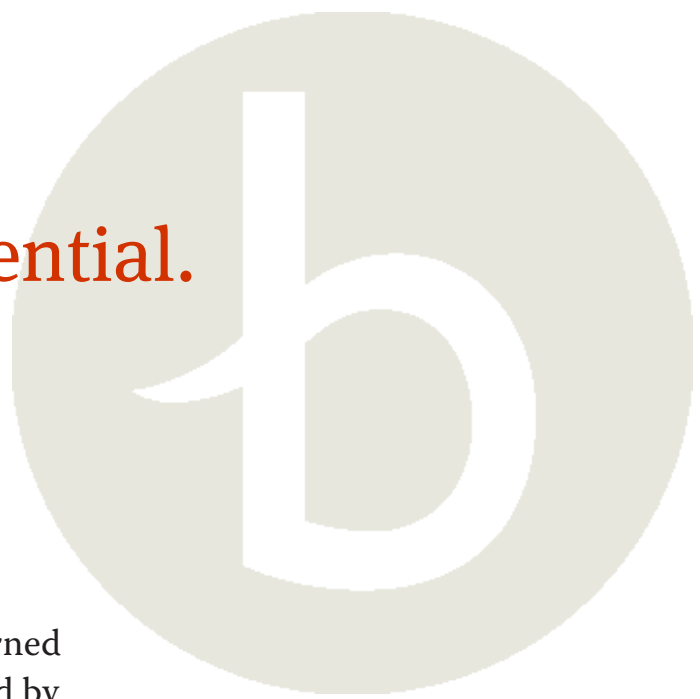
FIERCELY INDEPENDENT

2022

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

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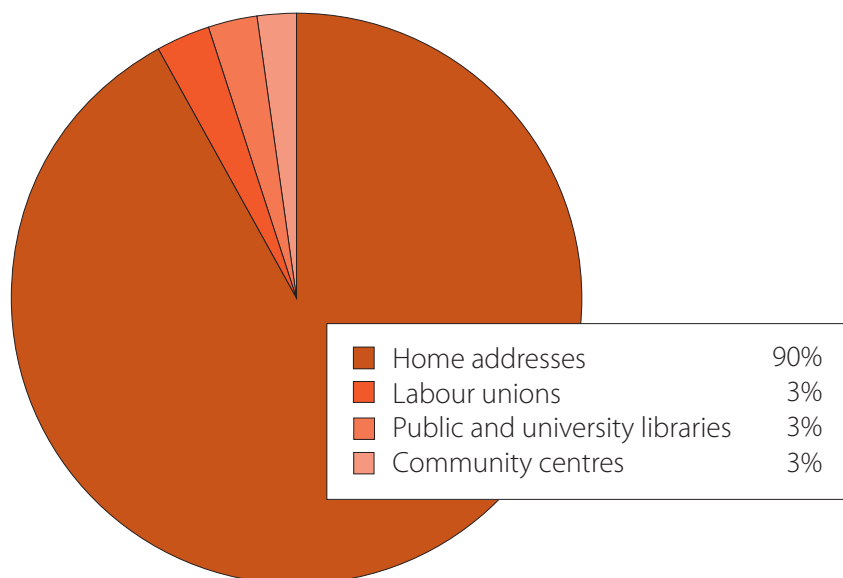
Editor

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)

2,800 per issue

SOCIAL MEDIA AUDIENCE

Facebook	9,423	+3% from 2020
Twitter	11,900	+16% from 2020
Instagram	5,942	+97% from 2020

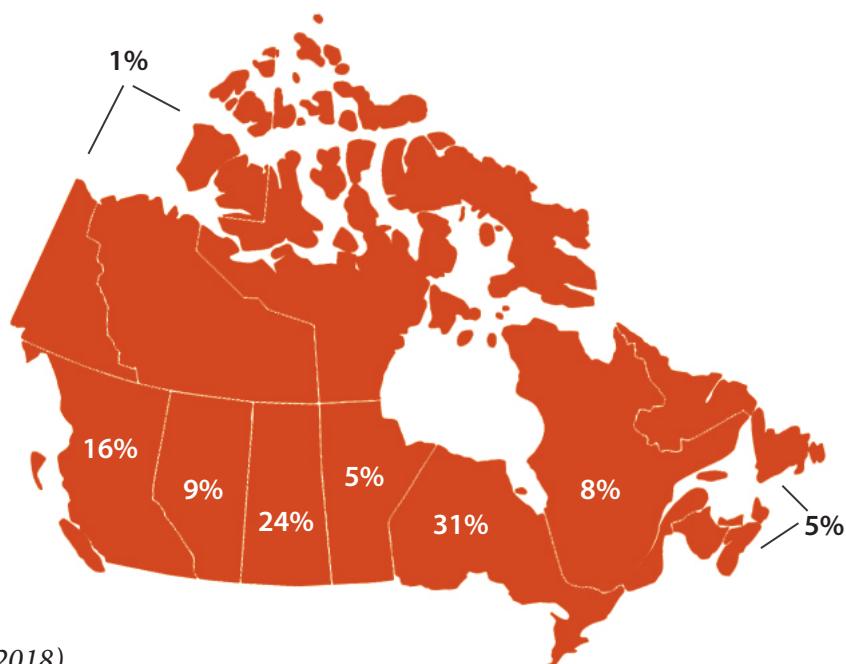
ONLINE READERSHIP

Page views per month	36,896
Unique visitors per month	21,976
E-newsletter subscribers	4,388

* *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)

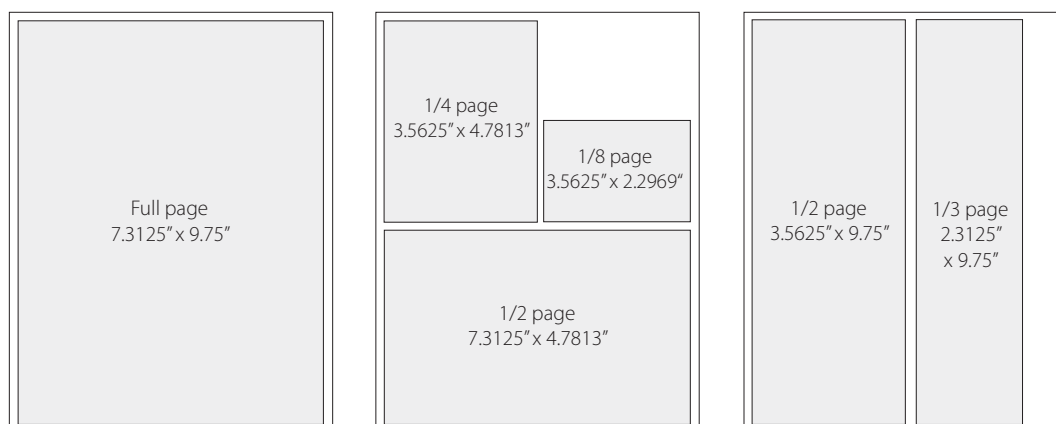
Full Colour Print Advertising Rates

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 22	November 29	January 1
March/April	January 17	January 24	March 1
May/June	March 21	March 28	May 1
July/August	May 23	May 30	July 1
September/October	July 18	July 25	September 1
November/December	September 19	September 26	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. At the top is a navigation bar with links: ARTICLES, MAGAZINE, ABOUT US, CONTRIBUTE, ADVERTISE, and social media icons. Below the navigation bar, there's a large red banner for an article titled "Suppress the virus now!" with a sub-headline "The Ontario government's idea that we need to 'learn to live with' COVID-19 is murderous abandonment of vulnerable people. Instead, the left should mobilize around a clear demand: our governments must adopt aggressive suppression of COVID-19." Below this, there are three article thumbnails: "Mistreated, marginalized, migrant" (by Hissana Manek), "New traditions" (by Ryan Hayes), and "The labour of care" (by Bojayanta Mukhopadhyay). To the right of these is a large red box with the text "Your ad here". Below the article thumbnails, there's a section titled "THE LATEST" with a call for submissions for March/April. Below that, there's a section titled "CURRENT ISSUE" for November/December 2020, featuring a thumbnail of the magazine cover.

Article skyscraper ad placement

The screenshot shows an article page on Briarpatch magazine. The article is titled "Delivering justice" with a sub-headline "Foodsters United and the campaign to organize gig workers in Ontario". The article is by Lisa Schofield and Chris Williams, dated Oct 22, 2020. The article text describes the Foodsters United campaign, which aims to organize gig workers in Ontario. A large red box on the right side of the article contains the text "Your ad here". At the bottom of the article, there's a small thumbnail of the magazine cover.

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