# **SDISPATCH**

**MEDIA KIT 2020** 

Since 1973, readers have relied on *Briarpatch*, a current affairs magazine published six times a year by a Regina-based nonprofit, 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.

Though a national magazine, *Briarpatch* always strives to stay true to its Saskatchewan roots. In 2018, Briarpatch launched the Sask Dispatch to address the need for straightforward, independent local journalism in its home province.

The Sask Dispatch is a free newspaper distributed to Briarpatch subscribers in Saskatchewan as well as to select locations around Regina. With a highly local print audience and dedicated online readership, the Sask Dispatch is already a trusted source with a loyal reader base and a record of deep, standard-setting analysis.

Readers of the *Sask Dispatch* are highly educated and politically engaged. They care about workplace rights and the labour movement; anti-racism and Indigenous rights; climate justice and the environment; and feminism. They're interested in making Saskatchewan a better place for everyone. And they're passionate supporters of local Saskatchewan businesses and causes - making them an ideal audience for your next Saskatchewan-focused marketing campaign.

# 500

*Briarpatch* subscribers receive the Sask Dispatch direct to their homes every two months. There were

pageviews on Sask Dispatch articles online in 2019.

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# **BOISPATCH**

# WELCOME TO THE FIRST ISSUE OF THE SASK DISPATCH



## WILL THE LABOUR MOVEMENT LEAD THE CHARGE FOR A JUST TRANSITION IN SASK?



# HOW DO WE CLOSE THE RENEWABLE ENERGY GAP FOR LOW-INCOME PEOPLE?



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Editorial Calendar			
ISSUE	<b>Closing Date</b>	<b>Material Due</b>	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

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