WHO WE ARE

Published by IW Media Group, Industry West Magazine is a quarterly published business magazine with informative, objective and timely editorial and advertising content for the province’s business community. Freely distributed, each issue is mailed to business owners, senior executives, managers, government officials and decision makers in Saskatchewan and leading contacts across Canada. Industry West is also distributed to strategic locations including airports, offices and hotels throughout the province.

Industry West is more than just print at industrywestmagazine.com, with a growing social media presence on Twitter, Instagram and LinkedIn. Spread across print, digital and social media platforms, Industry West reaches your audience where they are with meaningful content that resonates and engages.
### DISTRIBUTION

<table>
<thead>
<tr>
<th>THEME</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
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| WINTER 2020 (January 2020) | Natural Resources & Biotechnology  
*Special Section: Agri-Food* | January 10, 2020 | January 17, 2020 |
& Water Resources | April 3, 2020 | April 10, 2020 |
| SUMMER 2020 (July 2020) | Marketing + Sales &  
Indigenous Business  
*Special Section: Technology* | July 3, 2020 | July 10, 2020 |
| FALL 2020 (October 2020) | Infrastructure  
& Construction  
*Special Section: Investing & Finance* | October 9, 2020 | October 16, 2020 |

### Rate Card 2019

<table>
<thead>
<tr>
<th>Ad Size/Position</th>
<th>1x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>$12,000</td>
<td>-</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,500</td>
<td>$12,600</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$4,000</td>
<td>$14,400</td>
</tr>
<tr>
<td>1 Page Ad</td>
<td>$2,500</td>
<td>$9,000</td>
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<tr>
<td>1/2 Page Ad</td>
<td>$1,500</td>
<td>$5,400</td>
</tr>
<tr>
<td>1/4 Page Ad</td>
<td>$850</td>
<td>$3,060</td>
</tr>
<tr>
<td>2-Page Business Profile</td>
<td>$4,500</td>
<td>$16,200</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
<td>$10,800</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,000</td>
<td>$14,400</td>
</tr>
<tr>
<td>Leaderboard Digital Ad</td>
<td>$500</td>
<td>$1,800</td>
</tr>
<tr>
<td>Big Box Digital Ad</td>
<td>$500</td>
<td>$1,800</td>
</tr>
</tbody>
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**15% AGENCY COMMISSION** - Available for print-ready material.

**SPECIAL OPPORTUNITY** - Buy a cover and receive 25% off of any advertising space in the same issue.

**FREQUENCY DISCOUNT** - Book advertising in four consecutive issues and receive 10% off. Advertising design and copy writing services available.

Ask about special reports/editions, event coverage, custom publications, sampling, inserts and more.

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For more information contact  
306.551.6632  
info@iwmediagroup.com  
iwmediagroup.com
DISTRIBUTION

- Published quarterly by free subscription
- Distributed via Canada Post and online
- Addressed to key decision makers

OPPORTUNITY

- Business to Business (B2B) – Industry West readers are the owners, C-Level/Senior executives, managers and decision makers in businesses, big and small. They make decisions about everything their business needs such as technology, events and meetings, marketing, travel, office supplies, office space, equipment, trade shows, benefit programs, vehicles and more.
- Business to Consumer (B2C) – Industry West readers are also consumers with higher incomes and more disposable income. They have the income to travel, purchase homes and vacation property, invest for their retirement, purchase vehicles, enjoy dining out and attend events, shop for family members, friends and themselves with an eye on quality and convenience.
- Brand Awareness & Recognition – Industry West offers the opportunity to raise a business’s profile. Beyond attracting sales for a product or service, being featured allows businesses to raise awareness, build brand recognition and introduce leads into sales funnels.

AUDIENCE

- Readers are entrepreneurs, C-Level executives, senior leaders, government officials and key decision makers in the Saskatchewan business community or with business interests in the province.
- Target industries include Oil and Gas, Mining, Manufacturing, Agriculture, Retail, Technology, Tourism and Relevant Business Associations.
- Industry West readers make decisions about everything their business needs (B2B), and they are consumers with higher incomes and more disposable income (B2C).

For more information contact

306.551.6632 info@iwmediagroup.com iwmediagroup.com
ADVERTISING INFORMATION

- For ads requiring layout, please provide a mock-up of the ad, logos, imagery (if required) and ad copy. Ad design services are provided at $75/hr and revisions are limited to two (2) proofs (one proof to identify changes and a second proof for finalizing design and copy). For additional proofs or extensive design changes, the hourly rate will be charged accordingly. For profiles, professional writing, photography and design services are included in rate.

- 4 colour, spot colour and black & white available (same charge). Custom spot colour matched in process.

- Cover space and special positions are available on a first come, first served basis. For guaranteed special positions outside of cover (front and back) and inside covers (front and back), 10% premium is charged. All special positions are four colour and no cancellation is allowed.

- Book four (4) spaces and receive 10% off.

- Contact us for special requests, such as special reports/editions, custom publications, inserts, bands and sampling for full and targeted runs.

All advertising is subject to review and approval by Industry West editorial staff. The publisher reserves the right to reject any advertising that does not conform to Industry West Magazine’s goals and mission and to omit, limit or edit the copy or size of an advertisement which in the publisher’s opinion is unacceptable. The advertiser agrees that the IW Media Group shall not be liable for damages arising out of errors in, or omissions of, an advertisement beyond the amount charged for the space occupied or to be occupied by that advertisement, whether such error or omission is due to negligence by IW Media Group or otherwise. IW Media Group will not be responsible for more than one incorrect insertion or for errors appearing in advertisements, advertorial profiles, or ‘Professional Perspectives’ pieces that have been submitted by content providers. Cancellations, changes of insertion dates and/or corrections must conform to published deadlines. Cancellations will be accepted only up to the deadline for space insertion. Frequency contracts and agreements cancelled before completion will be prorated at the earned rate. The advertiser and/or their agency assume and agree to pay the charges for advertising published at their direction. Insertion orders and/or contracts are due on or before the advertising deadlines. All verbal instructions regarding contracts, insertions, or changes of and kind must be confirmed in writing by the advertiser. Acceptance of advertising by Industry West Magazine does not indicate or imply endorsement. Billing and tear sheets will be mailed upon publication of the advertisement.