



# Industry West

## MEDIA KIT 2023

**INDUSTRY WEST IS SASKATCHEWAN'S BUSINESS MAGAZINE,  
SETTING THE STANDARD FOR BUSINESS NEWS  
AND ANALYSIS ON THE PRAIRIES.**



*Industry West* is Saskatchewan's leading source for business news, analysis and information, providing objective, timely editorial and advertising content for Saskatchewan's business community.

*Industry West* meets the business community where they are with meaningful, timely news, analysis and information that matters.

Our readers are C-level executives, entrepreneurs, senior executives, managers, government officials and decision makers in Saskatchewan or with a significant business presence in the province.

More than just print, *Industry West* is also at [industrywestmagazine.com](http://industrywestmagazine.com).

[Industrywestmagazine.com](http://Industrywestmagazine.com) features our print magazine content, breaking business news and more.

With print, digital and content marketing solutions that reach your audience where they are, *Industry West* is perfect for your marketing strategy.

## YOUR TARGET MARKET IS HERE

*Industry West* readers are the owners, C-Level/senior executives, managers and decision makers in businesses. Located in Saskatchewan, throughout the prairies and internationally, our readership is a lucrative market not to be missed.

- Business to Business (B2B) – *Industry West* readers 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 for retirement and investment portfolios; travel; the purchase of high-end homes, vacation property, and vehicles; enjoy dining out and attending events; and shop for family members, friends and themselves with an eye on quality and convenience.

*Industry West* also offers the opportunity to raise your business's profile. Beyond attracting sales for a product or service, being featured allows you to build brand recognition and introduce prospects to your sales funnel.



## PRINT + DIGITAL = SUCCESS

Demographics vary when it comes to print and digital media, based on preference, availability and reading habits. Having both a physical and digital component to your advertising means that you are reaching all potential audiences.

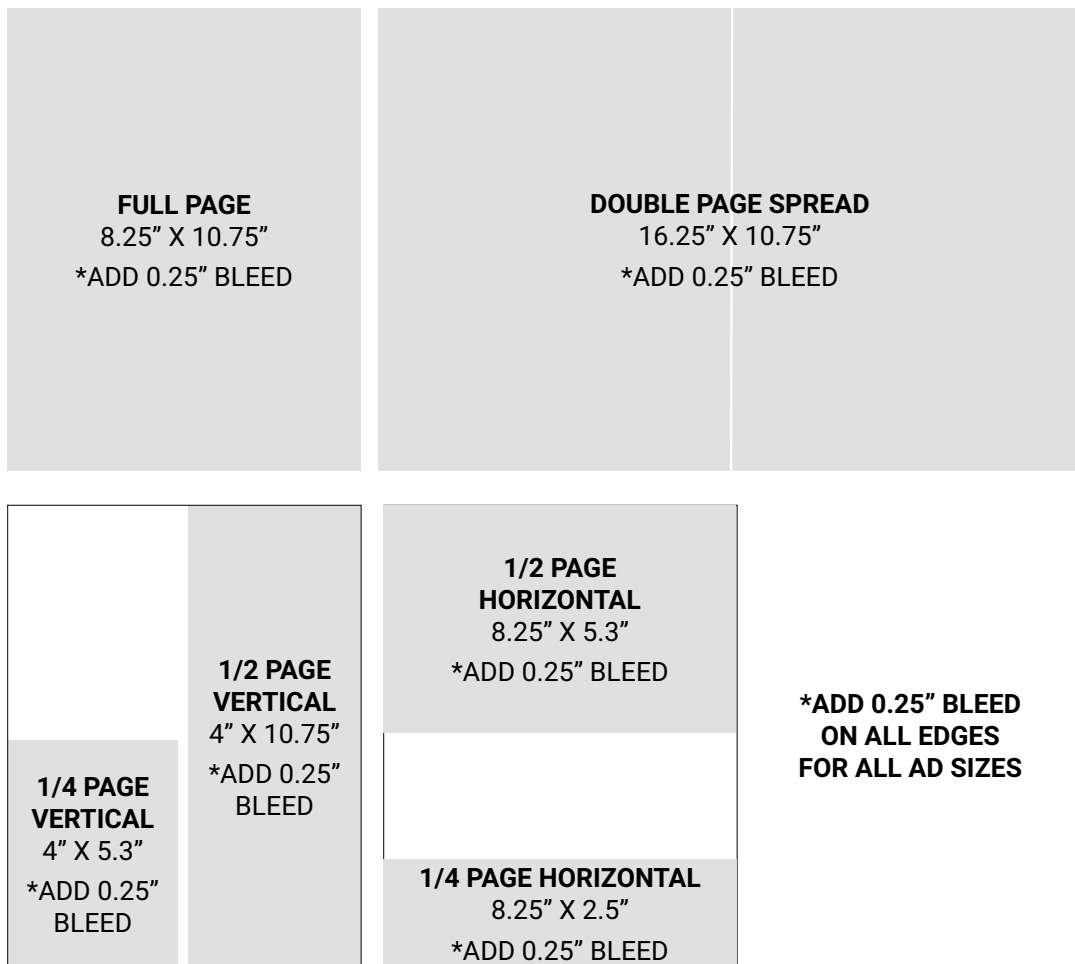
Print advertising in *Industry West* and digital advertising on [industrywestmagazine.com](http://industrywestmagazine.com) will give you access to a broad range of readers in Saskatchewan, across Canada and around the world.

Print and digital in your marketing strategy will allow for repeated impressions from print to digital and vice versa, to reinforce your company's messaging.

[Industrywestmagazine.com](http://Industrywestmagazine.com) has had exponential growth quarter over quarter, seeing large spikes in traffic with the release of our physical magazine. We're finding that this audience comprises our regular readers, new viewers with a preference for digital articles, and people from all over the world who are interested in learning more about business in Saskatchewan.

### 2023 EDITORIAL CALENDAR

DISTRIBUTION	THEME	SPACE CLOSE	MATERIALS DUE
WINTER 2023 January 2023	Stay safe: Cyber security & Risk management	January 13, 2023	January 20, 2023
SPRING 2023 April 2023	Building up: Urban development & Infrastructure + Construction	April 7, 2023	April 14, 2023
SUMMER 2023 JULY 2023	Working together: Indigenous business & ESG	June 30, 2023	July 8, 2023
FALL 2023 OCTOBER 2023	Seeing the future: Innovation economy & Rural business	October 6, 2023	October 13, 2023



## 2023 PRINT AND DIGITAL ISSUE RATE CARD

AD SIZE/POSITION	1x	4x
<b>Front Cover</b> (includes 5-page spread with photography and writing services)	\$16,200	
<b>Front Cover + Website Takeover</b> (includes 5-page spread with photography and writing services and homepage takeover at industrywestmagazine.com)	\$19,440	
<b>Inside Front Cover</b>	\$4,320	\$15,552
<b>Double Page Spread</b>	\$5,400	\$19,440
<b>1 Page Ad</b>	\$3,240	\$11,664
<b>1/2 Page Ad</b>	\$2,160	\$7,776
<b>1/4 Page Ad</b>	\$1,080	\$3,888
<b>2-Page Business Profile</b>	\$5,400	\$19,440
<b>Inside Back Cover</b>	\$4,320	\$15,552
<b>Back Cover</b>	\$5,400	\$19,440

**Background Home Page:** 1200 px x 640 px

**Top Banner:** 970 px x 250 px








**Sidebar:**  
300 px x 250 px

**Footer and In Article:** 728 x 90 px

## DIGITAL ADVERTISING RATES

DISTRIBUTION	TIER 1	TIER 2	TIER 3
Cost	\$2,000/month	\$1,000/month	\$500.00/month
Estimated Weekly Impressions	2,500 - 12,500	750 - 6,250	250 - 2,000
Estimated Monthly Impressions	10,000 - 50,000	3,000 - 25,000	1,000 - 8,000

## PACKAGE INCLUDES

Top of Page Ad			
Sidebar Ads			
In Article Ads			
Priority Impressions			

**Homepage takeover is available: Ask us for details**

## FREQUENCY DISCOUNT:

- Book print advertising in four consecutive issues and receive 10% off.
- Book digital advertising for three months and receive 10% off.
- Advertising design and copywriting services available.

## ADVERTISING INFORMATION

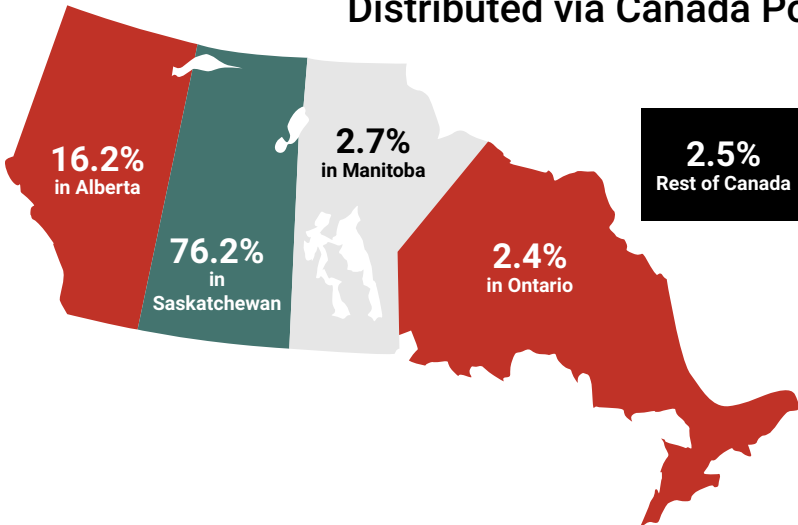
- For profiles, professional writing, photography and design services are included in the rate.
- 4 colour, spot colour and black & white available (same charge). Custom spot colour matched in process.
- Cover space and special positions are available on a first come, first served basis. For guaranteed special positions outside of cover (front and back) and inside covers (front and back), a 10% premium is charged. All special positions are four colours and no cancellation is allowed.
- Contact us for special requests, such as special reports/editions, inserts, bands and sampling for full and targeted runs.

All advertising is subject to review and approval by IW Media Group editorial staff. The publisher reserves the right to reject any advertising that does not conform to IW Media Group'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 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 any kind must be confirmed in writing by the advertiser. Acceptance of advertising by IW Media Group does not indicate or imply endorsement. Billing and tear sheets will be mailed upon publication of the advertisement.

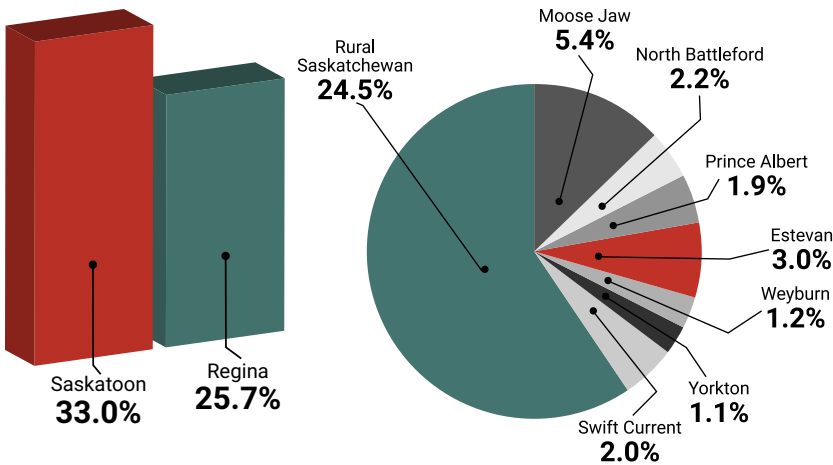


# DISTRIBUTION BREAKDOWN

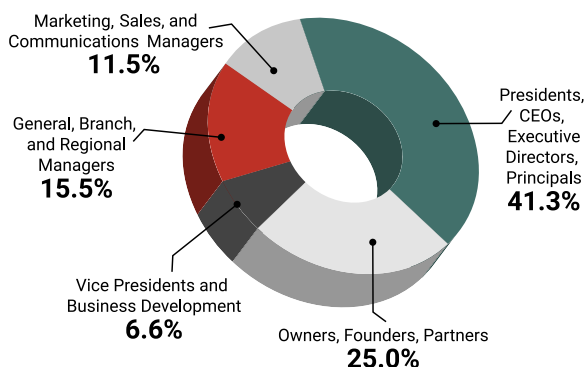
Industry West Magazine prints 15,000 copies quarterly.  
Distributed via Canada Post and Online.



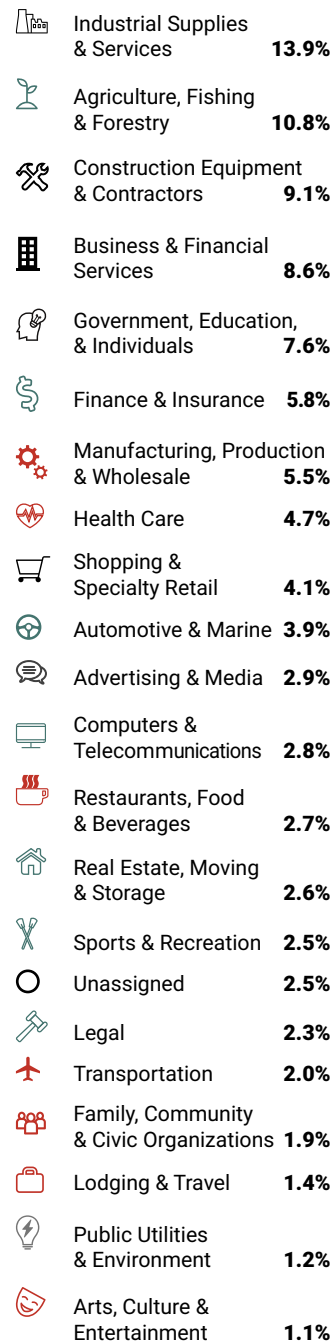
## SASKATCHEWAN BREAKDOWN



## TITLES



## SECTORS



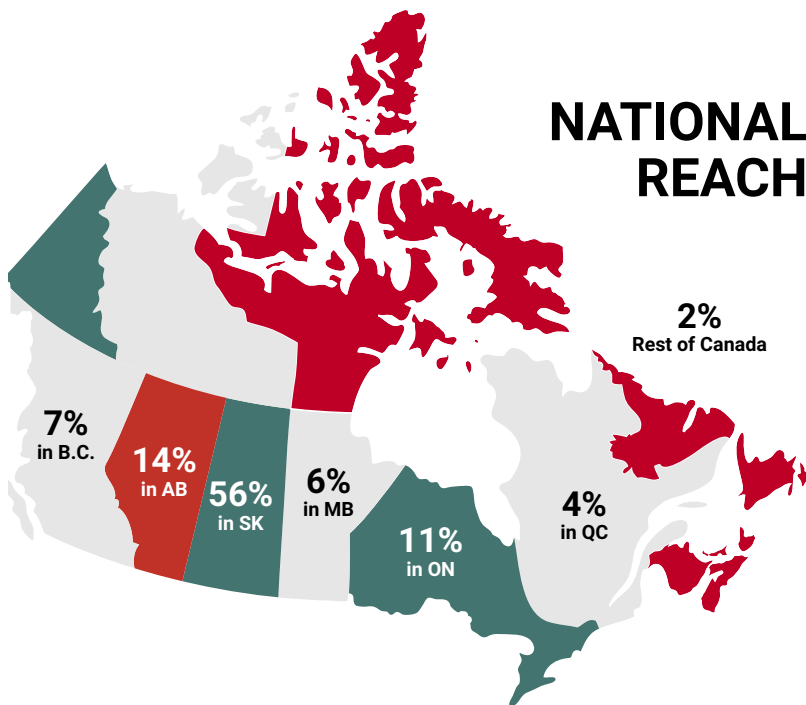


# WEB DISTRIBUTION BREAKDOWN

**10,000+ sessions per quarter**

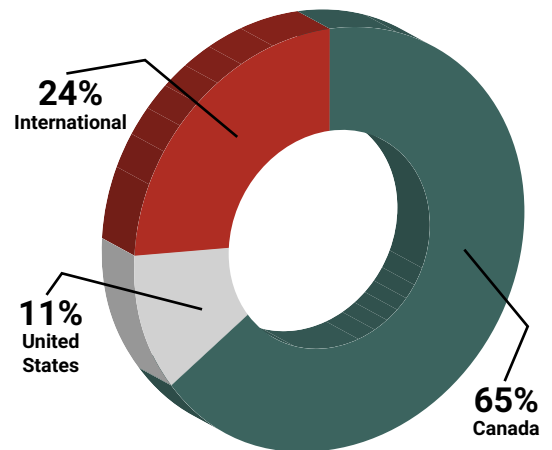
1.5-2 pages per session - users are reading or engaging with at least one article

Traffic on industrywestmagazine.com is rising exponentially, up 40% from 2020

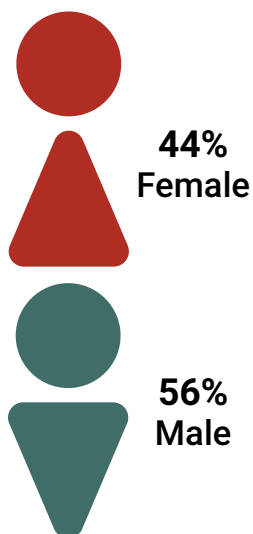


## GLOBAL REACH

Nearly 35% of our online readership is international.

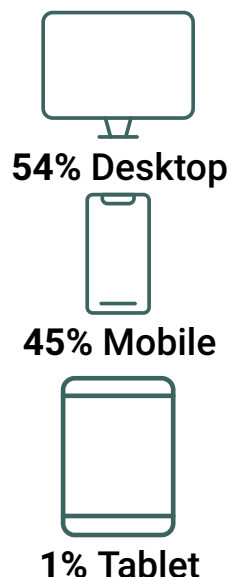


## DEMOGRAPHICS



### ONLINE READERS BY AGE

18%	18-24
27%	25-34
23%	35-44
17%	45-54
9%	55-64
6%	65+



## TOP 15 COUNTRIES OUTSIDE CANADA AND THE UNITED STATES

- |                   |               |
|-------------------|---------------|
| 1. Germany        | 8. Brazil     |
| 2. China          | 9. Ireland    |
| 3. India          | 10. Mexico    |
| 4. Indonesia      | 11. France    |
| 5. United Kingdom | 12. Australia |
| 6. Pakistan       | 13. Nigeria   |
| 7. Philippines    | 14. Japan     |
|                   | 15. Spain     |