

INSIDE: WHO WE ARE ↔ DEMOGRAPHICS ↔ ADVERTISING RATE CARD

West

WESTERN CANADA'S MAGAZINE 2011/12



Photo: Andrew Bako
CBC's O, starring Amber Marshall as Amy Fleming.



West magazine
is published by
Western Financial Group

West

ABOUT WEST MAGAZINE



WHAT IS WEST?

West magazine is written by Western Canadians and celebrates all things that interest small town and rural residents. It's a reflection of the spirit and pride from the people who live in Manitoba, Saskatchewan, Alberta and British Columbia.

The magazine was created by Western Financial Group – the leading financial services network in Western Canada – to strengthen its relationships with its customers. With a broad geographic target base (see map), Western Financial Group discovered a unique solution to speak to its customers. Several market analyses showed that this influential and diverse audience could be reached on a cost-effective basis only through a directly mailed magazine, rather than booking in traditional magazine, radio or newspaper (eg. over 60 community newspapers). That's why West was launched.



WHAT CAN I READ ABOUT IN WEST?

West's audience is rural and small town Western Canada. It is not distributed in major markets such as Vancouver, Edmonton or Saskatoon.

It is also the only magazine about Western Canada's unique residents, communities, organizations and geography, as well as its past, present and future. Published **three** times a year, it's also about what sets Westerners apart and what makes them proud. Whatever is upbeat, important or interesting, you can bet it will be published in West.

More information about Western Financial Group can be found at www.westernfinancialgroup.ca

www.westmagazine.ca



Photo: Andrew Bako
CBC's Heartland horses running around at work.

West

DEMOGRAPHICS

TOTAL CIRCULATION 105,000

West is distributed throughout British Columbia, Alberta, Saskatchewan and Manitoba.

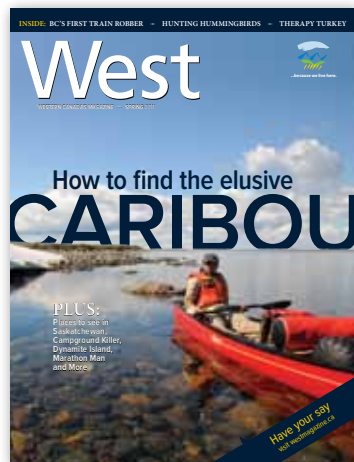
RESIDENTS/HOUSEHOLD 3 (average)

TOTAL READERSHIP 264,000

Readers/copy **2.75 (average)**

AGE

18 - 34	15%
35 - 49	34%
50 - 64	39%
65 +	11%



GENDER

Female	56%
Male	44%

OCCUPATION BY RANK

1. Health Care/ Social Services
2. Agriculture
3. Finance/ Insurance/ Accounting
4. Oil & Gas
5. Retail
6. Business

INCOME

Less than \$29,999	10%
\$30,000 - \$49,999	16%
\$50,000 - \$99,999	29%
Greater than \$100,000	13%
Retired	31%

OWN/RENT HOME

Own	79%
Rent	10%

VEHICLE OWNERSHIP

Own/ Lease their own vehicle	92%
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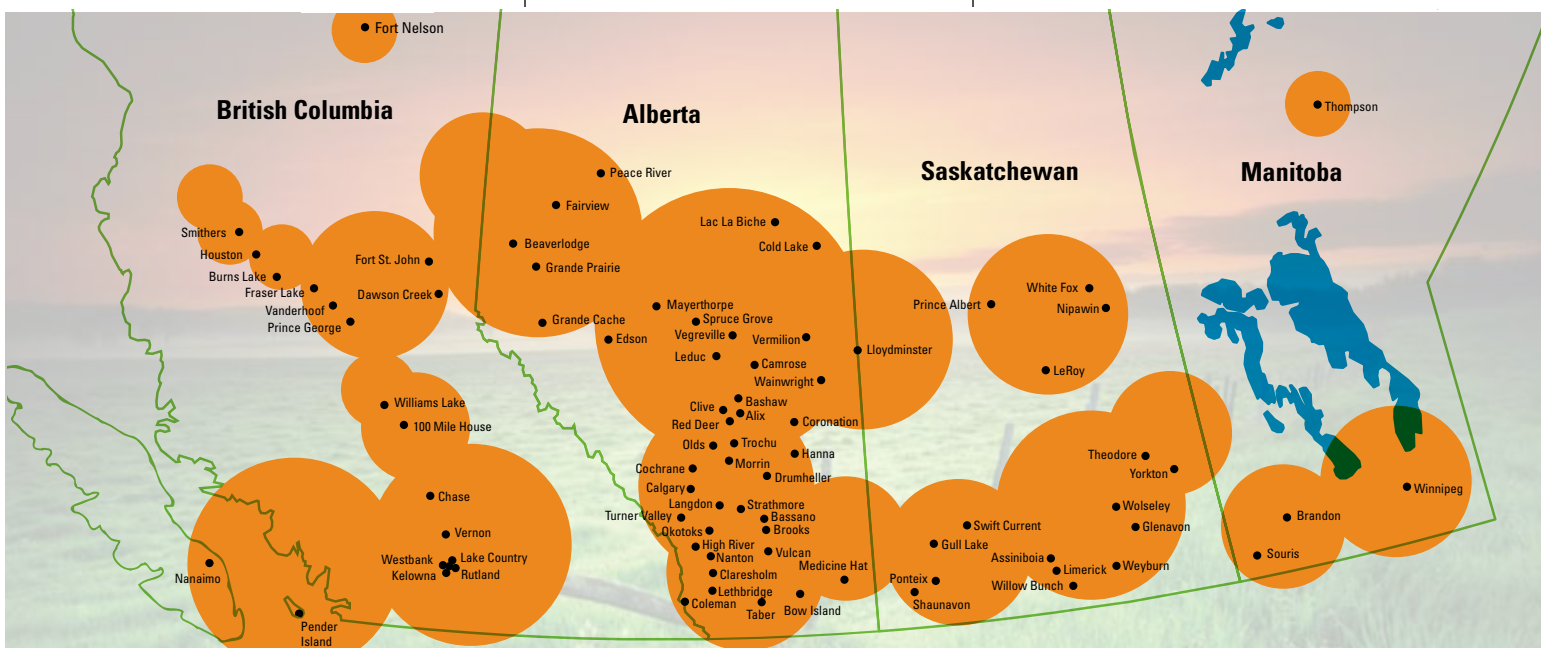
*Survey conducted December 1, 2006



ADDITIONAL INFORMATION

Our readers tend to be conservative, weighted to baby boomers, living in towns where 78% of the population reads the local paper, their buying habits are motivated by loyalty and relationships.

Our readers travel extensively throughout Canada, USA, and Mexico, are frequent purchasers of a variety of vehicles and are interested in home improvement.



West

RATE CARD

ISSUE	SPACE DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
West Spring 2011	January 11	January 18	March 1
West Summer 2011	March 18	March 25	May 13
West Fall/Winter 2011	August 10	August 17	October 14

ADVERTISING SIZES

(inches, width x height)

Trim size 8.25 x 10.75

STANDARD AD SIZES:

2 page spread 16.5 x 10.75

Full page (with bleed*) 8.25 x 10.75

Full Page (without bleed) 7.25 x 9.75

2/3 Page Vertical 4.75 x 9.75

2/3 Page Square 7.25 x 7.25

1/2 Page Horizontal 7.25 x 4.75

1/2 Page Island 4.75 x 7.25

1/3 Page Square 4.75 x 4.75

1/3 Page Vertical 2.25 x 9.75

1/4 Page Banner 7.25 x 2.5

1/6 Page Vertical 2.25 x 4.75

1/6 Page Horizontal 4.75 x 2.25

1X 3X

ADVERTISING INQUIRIES

For advertising and production inquiries, please contact:

Web

westmagazine.ca/advertise

Toll Free

1-877-963-9333 ext. 0

Fax

403-240-9059

E-mail

advertising@westmagazine.ca

PRODUCTION SPECIFICATIONS

- We suggest the live area or ads designed not to bleed be 1/2" in from the trim size.
- *For full page ads and double page spread ads that require bleed, build your document to the trim size, then extend images and/or graphics 1/4" beyond the document on all sides. We recommend live images and type must be a minimum of 1/2" inside trim size measurements. All other AD sizes do not bleed.
- All bleeds must extend 1/4" on each side – this ONLY applies to full page ads, double page spreads and 1/2 double page spreads. All other ads do not need bleed.
- We suggest designers use a "rich black" (except for text below 24pt) 20%C – 20%M – 20%Y – 100%K
- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images & logos at 100%
- Completed ad must be submitted as a press ready high-resolution PDF
- All ads, except full page ads, must have a defining border on all sides
- All files' ink density levels (in image or graphic element) must not exceed 300%

For questions or other inquiries please contact westads@redpointmedia.ca

SENDING IN YOUR AD

- FTP: ftp.redpointmedia.ca
User name: westin
Password: westin
- email: westads@redpointmedia.ca
- Mailing Address: #105, 1210-20 Ave SE, Calgary, AB T2G 1M8
Please specify that your artwork is for *West* magazine.



TO ADVERTISE CONTACT:
REDPOINT MEDIA GROUP INC.
 P: (403) 240-9055 ext. 0
 TF: (877) 963-9333 ext. 0
 E: advertising@redpointmedia.ca