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. 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, Facebook 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.
## Rate Card 2019

<table>
<thead>
<tr>
<th>Ad Size/Position</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover (includes 5-page spread with photography and writing services)</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>
</tr>
<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 (includes photography and writing services)</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>
</table>

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

Saskatchewan Breakdown

- Saskatoon: 33.0%
- Regina: 25.7%
- Rural Saskatchewan: 24.5%
- Moose Jaw: 5.4%
- North Battleford: 2.2%
- Prince Albert: 1.9%
- Estevan: 3.0%
- Weyburn: 1.2%
- Swift Current: 2.0%
- Yorkton: 1.1%

TITLES

- Marketing, Sales, and Communications Managers: 11.5%
- General, Branch, and Regional Managers: 15.5%
- Vice Presidents and Business Development: 6.6%
- Presidents, CEOs, Executive Directors, Principals: 41.3%
- Owners, Founders, Partners: 25.0%

SECTORS

- Industrial Supplies & Services: 13.9%
- Agriculture, Fishing & Forestry: 10.8%
- Construction Equipment & Contractors: 9.1%
- Business & Financial Services: 8.6%
- Government, Education, & Individuals: 7.6%
- Finance & Insurance: 5.8%
- Manufacturing, Production & Wholesale: 5.5%
- Health Care: 4.7%
- Shopping & Specialty Retail: 4.1%
- Automotive & Marine: 3.9%
- Advertising & Media: 2.9%
- Computers & Telecommunications: 2.8%
- Restaurants, Food & Beverages: 2.7%
- Real Estate, Moving & Storage: 2.6%
- Sports & Recreation: 2.5%
- Unassigned: 2.5%
- Legal: 2.3%
- Transportation: 2.0%
- Family, Community & Civic Organizations: 1.9%
- Lodging & Travel: 1.4%
- Public Utilities & Environment: 1.2%
- Arts, Culture & Entertainment: 1.1%

Distribution Breakdown

- 76.2% in Saskatchewan
- 16.2% in Alberta
- 2.7% in Manitoba
- 2.4% in Ontario
- 2.5% Rest of Canada