



INVEST IN ALBERTA

2020 MEDIA KIT

Invest in Alberta highlights the hard work and innovative thinking of Economic Developers Alberta (EDA) and its members. Stories in the magazine explore new, inventive and original opportunities for investors to see significant returns. The magazine also showcases the people and organizations across the province that are making economic diversity and prosperity a reality. *Invest in Alberta* is distributed across Canada and internationally, shining a light on the exciting advantages our province has to offer.

With a circulation of 13,000, *Invest in Alberta* reaches a powerful and influential audience in Alberta and around the world. Distributed to EDA members, Federal and Alberta government, Alberta chambers of commerce, site selection firms and business owners in Agriculture, Transportation, Tourism, Manufacturing and Energy industries, *Invest in Alberta* has an established market presence, with five issues published since 2015.

Rates

Ad Size	NET Rate (\$CAD)
Inside Front Cover DPS (one available)	9,480
Inside Front Cover	5,250
Inside Back Cover	5,250
Outside Back Cover	5,880
Double Page Spread	8,245
Full Page	4,515
1/2 Page	3,520
1/3 Page	2,785
1/6 Page	1,890

Matching advertorials available for EDA members only, for half page or full page ad bookings.

Additional opportunities available on the Invest in Alberta website. Talk to us about how to expand your reach even further.

Deadlines

January 2020	
Nov 6, 2019	Space Booking
Nov 13, 2019	Material Deadline
Jan 2020	In-market

Distribution

13,000 printed copies

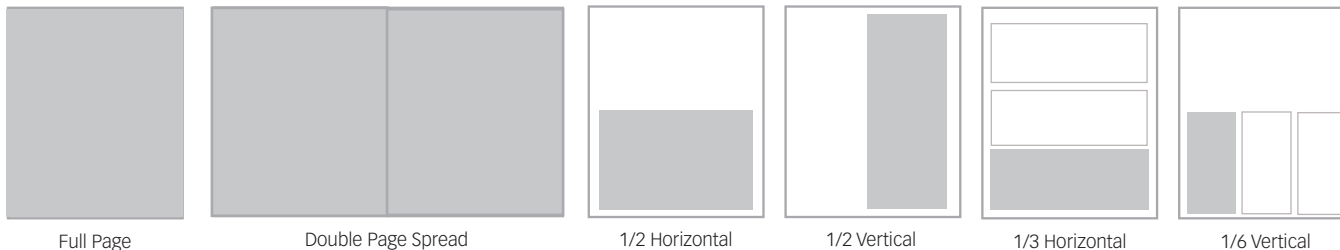
10,000 copies are sent to senior decision makers from businesses across Canada, with 1,350 going to Alberta businesses. Remaining copies are sent to embassies, consulates and trade offices around the world, as well as government officials across the country.



Ad Dimensions (inches)

Size		W x H (Inches)
Full Page	Trim	8.25 x 10.75*
	Full (without bleed)	7.25 x 9.75
	Full (with bleed)	8.5 x 11
Double Page Spread	Trim	16.5 x 10.75*
	Live area: left hand	7.25 x 9.75
	Live area: right hand	7.25 x 9.75
	Full (with bleed)	16.75 x 11
1/2 Horizontal		7.25 x 4.75
1/2 Vertical		3.625 x 9.75
1/3 Horizontal		7.25 x 3
1/6 Vertical		2.25 x 4.75

*Bleed must extend 1/8" on each side for full page bleed ads.



Requirements

- Images 300 dpi at 100%
- Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding or LZW compression
- CMYK colour mode
- Only press-ready PDFX1-A files accepted
- Bleed must extend 1/8" on each side for full page ads
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100% colour accuracy
- RedPoint and EDA are not responsible for errors or inaccurate information in advertisements.

Recommendations

- Place live area 1/2-inch in from the trim size
- Use a "rich black" (except for text smaller than 24-point); Suggested: (C:20% – M:20% – Y:20% – K - 100%)

File delivery

- Upload press-ready PDFX-1A files to **addirect.sendmyad.com**
Automatic confirmations will be sent to the sender and publisher.
- Must include your company name, publication (*Invest in Alberta*) and issue (ex. 2020) in file name

Production Contact

production@redpointmedia.ca
Tel: 403-781-1781

Testimonial

"The *Invest in Alberta* magazine is the flagship for promoting Alberta. There is no other publication that encompasses the collective communication of so many communities that are generating economic prosperity and high quality jobs for Albertans.

This magazine is a foundation for Rocky View County's yearly promotions and carries a message that ensures Rocky View's continuous flow of world-class prospects and multi-million dollar investments."

-David Kalinchuk, Economic Development Manager at Rocky View County and Alberta's 2018 Economic Developer of the Year

"The Municipal District of Greenview #16 has been steadily building a portfolio of influential literature and materials to assist in the development of a number of large industrial opportunities within its region.

An integral part of these materials have been the stories developed by RedPoint Media for the *Invest in Alberta* magazine.

After reviewing the "Grande Prairie is Booming" story in the publication with its focus on the Tri-Municipal Industrial Partnership's Heavy Industrial District, Economic Development Greenview decided that this publication would be an excellent addition to its national and international marketing tools.

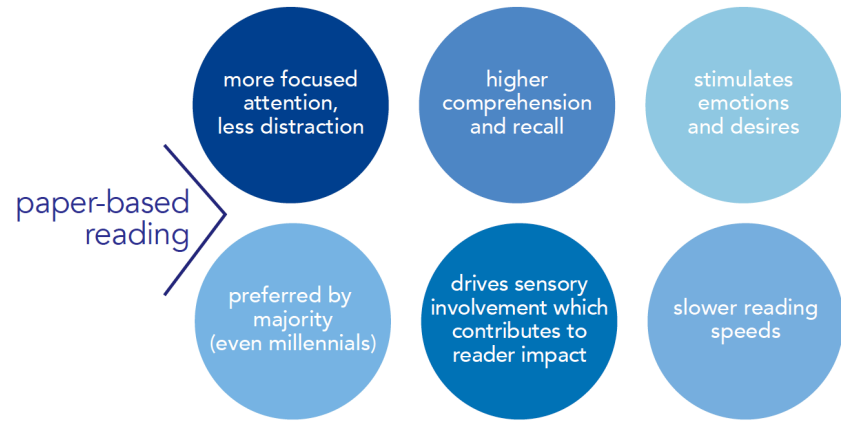
Greenview was able to use *Invest in Alberta* to leverage opportunities in Alberta with potential international investors.

I believe this independently developed material adds value to Greenview's push for new Economic Development programs and projects within Greenview."

-Kevin Keller, CPA, Manager Economic Development, MD of Greenview #16

The Right Medium

Studies prove that magazines deliver memorable messaging, leaving a lasting impact on readers.



Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA-The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015

93% of B2B readers prefer print magazines while 41% of those prefer access to both print and an interactive tablet version

- *Magazines Canada*

When analysing ROI, ask yourself...

...What is it worth to have just one new business move to your area?



Digital Audience and Behaviour

The following is a snapshot of who visits InvestAlbertaMag.ca

Monthly Unique Pageviews: 2,439

93% of users are from Canada
4% of users are from the United States

57% Male
43% Female

38% between the ages of 25-34
25% between the ages of 35-44

67% of users access the site through their desktop

A Targeted Audience

A highly targeted distribution strategy puts 13,000 copies of *Invest in Alberta* in front of key decision, and policy-makers.

Recipient	Number of Copies
Major Canadian City Mayors	25
Alberta MLAs	90
Alberta Municipal Officials	150
EDA Members	282
Members of Parliament	334
Consulates/Embassies/Trade Commissions	1,950
Business Executives in Key Industries (including Agriculture, Transportation, Tourism, Manufacturing and Energy Services)	9,619

Distribution Region	Number of Copies
Alberta	1,350
Rest of Canada (other than Alberta)	9,900
United States	550
International	1,750

NOTE: Distribution information is for the 2018 issue of *Invest in Alberta* magazine

An Experienced Publisher

RedPoint Media & Marketing Solutions is one of the largest and most celebrated independent publishers in Western Canada, with roots dating back to 1994.

RedPoint has three divisions:

Avenue Calgary & Avenue Edmonton: Alberta's award-winning, market-leading city and lifestyle magazines and their companion websites, social media and e-newsletters. The *Avenue* brand is respected nationally for the style, authority and authenticity of its content and design. *Avenue Calgary* has been published for 24 years. *Avenue Edmonton* is published by Odvod Publishing, a partnership of RedPoint Media and Odvod Media.

WestJet Magazine: WestJet Airlines' monthly inflight publication in print and digital channels. Published by RedPoint for more than 10 years. *WestJet Magazine* features experiential editorial content that shines a spotlight on Canadian, American and international travel destinations, supporting WestJet's brand and strategic objectives.

Marketing Solutions: Our Marketing Solutions group specializes in creating content-driven custom publications that increase brand engagement through authentic storytelling and compelling visual design. We partner with clients to help articulate their communication objectives and then to meet those strategic objectives by producing custom publications, websites and creative solutions. We have worked with local, national and international clients to connect their brands with their audiences.

