



Alternatives Journal

2011-2012 Media Kit

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BEST SCIENCE/TECH COVERAGE

Fourth UTNE Independent Press Award nomination since 2003



About *Alternatives*

Alternatives has been engaging Canadians in the day's most topical and critical environmental issues for the last 40 years. Only *Alternatives* challenges assumptions and gives a no-nonsense, unbiased understanding of what's really going on in the environment sector. Accessible and refreshing, *Alternatives* provides the tools to help readers make a difference in their community and everyday life.

Published bimonthly (6 issues/year), each issue focuses on innovations and opportunities in Canadian communities, especially those that also have national and global relevance. Peer-reviewed articles by respected writers are accompanied by interviews, book reviews, research reports, resource pages and commentaries.

Alternatives' contributors rank among the nation's top talent in environmental intelligence – writers such as Thomas Homer-Dixon, William Rees, Wayne Roberts and Vandana Shiva, and artists including photographers Edward Burtynsky and Chris Jordan.

Alternatives serves a niche audience of professionals and academics in the environmental field, government officials, media groups and concerned citizens from across Canada.

Testimonials

"The story choices are fresh, writing and editing exemplary, visual execution pitch perfect and frankly, we cannot wait for *Alternatives* to show up on our shelves."

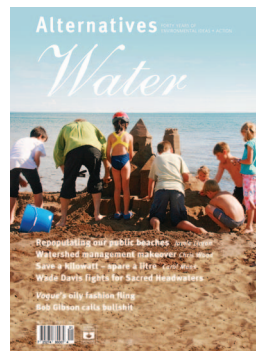
– David Schimke, Editor in Chief, *UTNE Reader*

"A perfect blend of *TIME Magazine* and *National Geographic*."

– Candice Batista, Host, *A Greener Toronto*

"*Alternatives* is a terribly important journal in my humble opinion. It has been consistently ahead of the curve on new environmental issues and has done so with depth, passion and a far-sighted holistic vision."

– Dr. Lorne F. Hammond, Curator of History, *Royal British Columbia Museum*



Upcoming issues

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
Forests (January/February 2012)	Dec. 10/11	Nov. 2/11	Nov. 16/11
Green Buildings (March/April 2012)	Feb. 12/12	Dec. 19/11	Jan. 9/12
Culture/Media (May/June 2012)	Apr. 9/12	Feb. 15/12	Feb. 29/12
Ecotourism (July/August 2012)	June 4/12	Apr. 18/12	May 2/12
Misinformation (Sept./Oct. 2012)	July 30/12	June 20/12	July 5/12
Education Annual (Dec./Nov. 2012)	Oct. 8/12	Aug. 29/12	Sept. 12/12

Our Readers

Paid subscribers 2500
 Newsstand sales 1100
 Bulk sales + other 500

Gender

Female 70%
 Male 30%

Age

20 - 29 27%
 30 - 39 27%
 40 - 49 12%
 50 - 59 15%
 60+ 19%

Annual income

> \$20,000 29%
 \$20,000 - 39,000 18%
 \$40,000 - 79,000 39%
 \$80,000 + 14%

Issues are kept for:

< 1 month 7%
 < 1 year 20%
 1-3 years 39%
 > 4 years 34%

Average annual spending on:

	Books	Donations
\$1 - 49	5%	9%
\$50 - 99	11%	18%
\$100 - 249	41%	36%
\$250 - 499	25%	11%
\$500 +	18%	23%

Our readers are interested in:

Educational courses 46%
 Environmental programs 44%
 Ethical investments 56%
 Environmental products 71%

Our Advertisers

Cascades Fine Paper Group
 Bullfrog Power • CUPE
 David Suzuki Foundation
 Earth Day Canada
 Ecojustice
 Ecology Action Centre
 Enviro Commissioner of Ontario
 FCM Green Municipal Fund
 Greenbelt Foundation
 Greenpeace
 Guelph Organic Conference
 Hillside Music Festival
 IDRC • Inter Pares
 Kinetico Canada • Lumos Energy
 Ontario Biodiversity Council
 Ontario Power Generation
 Planet in Focus
 Royal Bank of Canada
 The Timeless Materials Co.
 Traffic Marketing + Design
 USC Canada

Centennial College
 Dalhousie University
 First Nations University of Canada
 Fleming College
 The King's University College
 Natural Resources Institute
 Niagara College
 Queen's University
 Royal Roads University
 Ryerson University
 Simon Fraser University
 Trinity Western University
 University of Guelph
 University of New South Wales
 University of Northern BC
 University of Waterloo
 University of Victoria
 York University

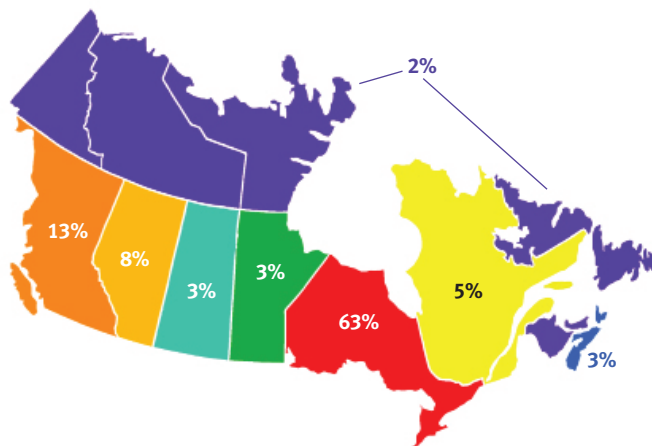
Academic Institutions

Antioch University
 Brandon University
 Canadian Mennonite University
 Carleton University

Publishers

Coach House Books
 Earthscan • Fernwood Publishing
 Monthly Review Press
 New Society Press
 Tara Press • UBC Press

Subscriber Breakdown by Province:



ON: 63%
 BC: 13%
 AB: 8%
 QC: 5%
 MB: 3%
 SK: 3%
 NS: 3%
 NB: 1%
 NL, NB, PEI
 YK, NU, NT: 2%

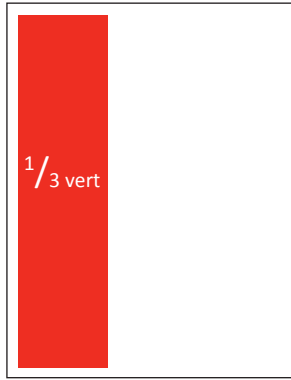
Newsstand Distribution by Province:

ON: 42%
 BC: 24%
 AB: 13%
 QC: 9%
 MB: 4%
 SK: 3%
 NB: 3%
 NS: 2%

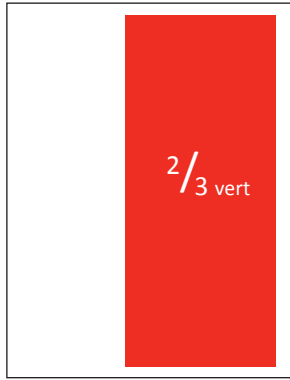
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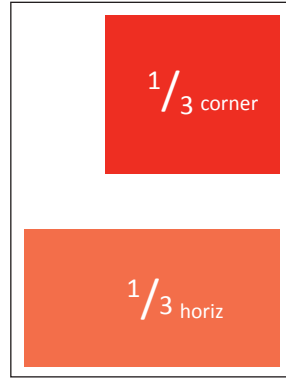
Print Advertising



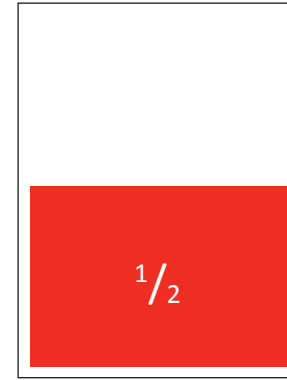
2.2 x 9.71"



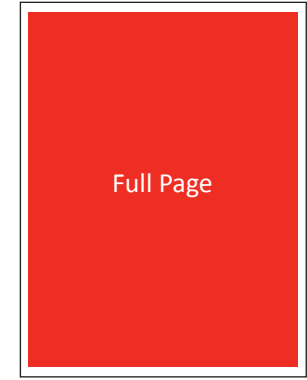
4.64 x 9.71"



4.64 x 4.94"
7.05 x 3"



7.05 x 4.78"



8.375 x 10.875"

Frequency

Full colour	1	2 - 3	4 - 6
Outside back cover	\$1200	\$1000	\$950
Inside covers	\$1100	\$900	\$875
Full page	\$1000	\$825	\$775
2/3 page	\$800	\$675	\$650
1/2 page	\$600	\$525	\$500
1/3 page	\$475	\$400	\$375

As one of the many great changes we've made for our 40th anniversary, **Alternatives** is pleased to now print our magazine in full colour. Starting with our Nov./Dec. 2011 issue we have phased out black and white advertising. If you have advertised in the past using our black and white rates, please contact brian@alternativesjournal.ca.

Mechanical

All ads must be supplied electronically. Press quality PDF is the preferred format – embed all fonts and graphics. Save in CMYK (not RGB) for colour ads and in greyscale for black & white ads. EPS and TIFF files should embed/include all graphics and embed/include or outline all fonts. No GIFs, JPEGs or web graphics. **Please add 1/8" on all sides if you would like your ad to bleed.**

Cancellation Policy

In the event of a cancellation, please give notice 5 business days prior to ad booking deadline. Cancellation notice given in less than 5 business days will be subject to a 30% cancellation fee.

Creative

We can tailor your ad to our readers with complete creative services. An estimate for

design and layout will be prepared prior to commencement of the work. A proof will be submitted for approval.

Inserts are available upon request. Please contact us for details.

Non-Profit Rates

Our non-profit discount is 15%.

Online Advertising

Websites

Our main website (alternativesjournal.ca) is complemented by our two sister sites, The Green Student (thegreenstudent.ca) and Green Book Reviews (greenbookreviews.ca), which expand our focus on environmental education and book reviews. Advertise on one or all websites to maximize your message and reach.

Type	Rate	Specs
Leaderboard	\$300/month	500 px x 110 px
Sidebar	\$200/month	240 px x 240 px

*Discounts available for 3-site bundles and multi-month bookings

Print and Web Bundles

Extend the reach of your print advertisement with a web ad on one or all of our three websites. With the purchase of any size print ad, bundle it with a web ad that will appear until our next issue is published.

- 1 site: \$250
- 2 sites: \$400
- 3 sites: \$500

Sponsor our Podcast

The **Alternatives Podcast** is hosted on rabble.ca, and is the site's most listened-to podcast with an average of **6,000 listens per episode**. There are six episodes each year, offering exclusive interviews with authors and contributors. The podcast is also available on iTunes and through the Swim Drink Fish Music club. For sponsorship details, please contact brian@alternativesjournal.ca.

Sponsor our E-Newsletter

Our monthly e-newsletter, the **AJ Update**, is sent out to 3500 people across Canada. Connect to this audience by sponsoring the newsletter for the price of a 1/2pg colour ad in the magazine (\$600). You receive prominent logo placement and links to your website in the newsletter. Contact brian@alternativesjournal.ca for more details.

Web Stats

Website Monthly Averages*

Page views	14,300
Visitors	5,900
Time on Site	2.5-3.25m
Canadian Visitors	67%
US Visitors	12%

Web Ad Stats*

10,000 impressions per month

* Web statistics based on Google Analytics and Drupal site analysis

Ad Format

All ads must be supplied electronically as a GIF, JPEG, HTML, JavaScript or Flash file. All image maps must be client side scripts. Users must be able to return to alternativesjournal.ca through the browser's "back" button. All ads must allow for clicks and impressions to be tracked by **Alternatives**.



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Sponsoring Subscriber Program

Become one of **Alternatives'** Sponsoring Subscribers today to connect our print and online audiences to your organization's environmental initiatives, publications and services.

Join the program for an annual fee of \$850 and receive:

- An institutional subscription (value of \$75 + GST)
- A 1/2 pg. colour ad (value of \$600) in 1 issue
- 20% off additional advertising in print and on the web
- Recognition in a house ad in 6 issues of **Alternatives**
- Logos and links in our monthly e-newsletter, the AJ Update, for the duration of the year
- Links on our three websites: alternativesjournal.ca, greenbookreviews.ca, thegreenstudent.ca

Our Sponsoring Subscribers:

