

KOOTENAY BUSINESS



- Kootenay Business magazine
- kootenaybiz.com
- kootenaybiz.com/emagazine
- Kootenay Business eNewsletter

Reach over **222,000** leaders in the business community.



//Our Readers: Clockwise from top left: **Michael Dalzell**, Senior Director of Sales & Marketing, Kicking Horse Mountain Resort—Golden; **Nicole Leclair-Dodd**, Owner, Sprout Grocery—Kimberley; **Elinor Florence**, Publisher, The Columbia Pioneer—Invermere; **Chad Jensen**, President, New Dawn Development—Cranbrook; **Jon Meyer**, Owner, Oso Negro Coffee—Nelson; **Amanda Wells**, Owner, Tails Pet Supplies & Services—Rossland.

Our readers. Your customers.

//High-income readers:

\$70,000

annual household income

37,050

number of readers

9,750 copies, each read by an average of 3.8 people

Decision-making power

are business owners	33%
are managers or supervisors	13%
have been 5 - 10 years in present job	33%
have been > 10 years in present job	38%

Day-to-day experience

travel overnight on business WITHIN the region	29%
eat out once a week	42%
have school-age children	21%
have college-age children	29%

79% own residential property

17% own recreational property

42% will purchase property within the region

//Products/Services:

readers plan to purchase in 2012

Planned purchases	%	Number
Accounting	21%	7,780
Appliances	38%	14,079
Automobile	21%	7,780
Beauty / Spa Treatment	29%	10,744
Cellphone / Communication	25%	9,262
Child Care	13%	4,816
Construction/Renovation	50%	18,525
Clothing / Footwear	75%	27,787
Computer / Software	38%	14,079
Counselling / Therapy	8%	2,964
Education / Training	29%	10,744
Electronics	13%	4,816
Financial Advice	17%	6,298
Giftware	50%	18,525
Golf Equipment / Membership	13%	4,816
Health Care / Fitness	50%	18,525
Home Decor / Furnishings	79%	29,269
Insurance	63%	23,341
Internet / Wireless	25%	9,262
Landscaping	33%	12,226
Legal	25%	9,262
Marketing & Promotional Services	8%	2,964
Office Equipment	17%	6,298
Real Estate / Realtor	21%	7,780
Recreational Vehicle	4%	1,482
Sporting Equipment	38%	14,079
Travel	54%	20,007
Travel - Business	8%	2,964
Travel - Pleasure	38%	14,079

This information was compiled from our 2009 Kootenay Business survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.



//Business Profile: Al and Marleen Hoag, Creston

Marleen and Al Hoag are toasting their success with their own award-winning vintages from Skimmerhorn Winery. Business name: **Skimmerhorn Winery**. Years in business **6** years. Grew up in: **Creston, B.C.** Downtime: **Travel**.

Our distribution personally delivers your message.



Magazine Calendar

Six issues achieve complete business-to-business coverage.

Issue

- Jan/Feb
- Mar/April
- May/June
- July/Aug
- Sept/Oct
- Nov/Dec



MAGAZINE DISTRIBUTION

Minimum circulation numbers by issue

EAST KOOTENAY/COLUMBIA

Cranbrook, Creston, Elkford, Fernie, Golden, Invermere, Kimberley, Radium Hot Springs, Revelstoke, Sparwood & other communities

Total East Kootenay/Columbia5,795

WEST KOOTENAY

Castlegar, Kaslo, Nakusp, Nelson, New Denver, Rossland, Trail & other communities

Total West Kootenay2,838

BOUNDARY

Christina Lake, Grand Forks, Greenwood, Midway, Rock Creek & other communities

Total Boundary381

OUT OF AREA

AB and U.S.486

ADDITIONAL COPIES

Additional copies are sent out to select advertisers. A few are kept as file copies.

Total Additional Copies601

TOTAL9,500

Total distribution may exceed guaranteed minimum of 9,500. *9,500 x 3.8 readers per copy = 36,100.

ADDITIONAL BREAKDOWNS

Canada Post business route5,247

Subscriptions and trade shows4,253

Includes individual subscriptions, multiple business requests, client copies and trade shows.



WEBSITE USAGE

Yearly website page views (2010)67,408



eNEWSLETTER

Kootenay Business subscribers-monthly4,280

Audience per year (2010)25,681

*Distribution based on the November/December, 2010 issue of Kootenay Business

3 steps to complete business-to-business coverage

If you're a reader, you're already familiar with our magazine—it's been covering the business scene in the region for 27 years!

But did you realize you can use our website, www.kootenaybiz.com, and our subscriber-only eNewsletter to achieve **complete business-to-business coverage?**

You can.

You get to choose the exact level of your online coverage: from a listing to a full-blown campaign to be seen by thousands of visitors.

Best of all, you can use your 1/6 page or larger Kootenay Business magazine ad towards a FREE—but very valuable position on www.kootenaybiz.com

Helping you reach leaders in the business community



Aim your message higher

Direct mail access

Call Kootenay Business when you want direct mail access to leaders in the regional economy. Kootenay Business:

- Is the only full-colour, glossy business publication in southeastern B.C.
- Goes to all Canada Post designated businesses in the East and West Kootenay, Columbia and Boundary.
- Is valued as a source of info that readers won't find anywhere else.

Targeted business leaders

Each copy of Kootenay Business is read by an average of 3.8 people—36,100 readers!

These readers are targeted specifically for their higher-than-average incomes and better-than-average buying power. They are not a general audience—they are instead business professionals: CEOs, managers, supervisors... in a word, leaders.

Kootenay Business has reached them for 27 years and can help you reach them, too.

KOOTENAY BUSINESS

www.kootenaybiz.com

Give us a call today » **TOLL FREE 1.800.663.8555**
 Fax 250.426.4125 » info@kpbimedia.com » twitter.com/kootbusiness