

KOOTENAY BUSINESS



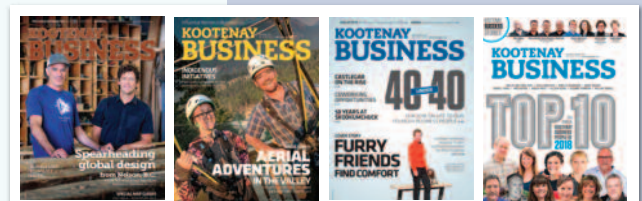
www.KootenayBiz.com

Media kit 2019



OUR READERS:

Clockwise from top left: ① Dan Bracko, owner of Columbia River Catering Co.—Columbia Valley; ② Matt Cockell, General manager of the Kootenay Ice Hockey Club—Cranbrook; ③ Terry Van Horn of LCIC and Brian Fry of i4C Innovation—Trail; ④ (L to R) Randy Richmond and Ted Hall are partners in Spearhead Inc.—Nelson.



KOOTENAY BUSINESS

Welcome to *Kootenay Business* magazine. As we enter our 34th year of publication we are pleased to offer readers and advertisers a strong Kootenay connection—a meaningful and important way to connect throughout the region.

Through *Kootenay Business*'s direct mail distribution via Canada Post, *Kootenay Business* brings unparalleled targeting and reach to your marketing message.

The demographics of *Kootenay Business*'s readers represent the "sweet spot" of the business-to-business market. *Kootenay Business*'s readers are dedicated, focused, affluent and have high disposable income. They invest heavily in their business and leisure time in terms of frequent investment and meaningful engagement.

Kootenay Business offers a highly targeted, direct-mail distribution system to most effectively utilize your marketing investment. Our advertisers will reach readers who are influential business leaders, owners and investors across the Kootenay/Columbia region.

Remember, the readers of *Kootenay Business*, our related website (www.kootenaybiz.com) and our monthly eNewsletter are not just any readers. They're dedicated business owners and managers with tremendous buying power. With our exclusive and highly targeted distribution list, we get your important message into the hands of readers who really count.

So put the power of subscription-based direct-mail reach to use and draw on the exclusive reach of *Kootenay Business*'s total media package in print, online and via eNewsletter.



A handwritten signature in black ink that reads "KEITH G. POWELL".

KEITH G. POWELL, Publisher
Kootenay Business magazine

ENHANCE YOUR IMPACT

Total Annual Market Impact = 762,343 — this includes print (244,800), digital & social media (517,543)



68 %

TOTAL DIGITAL COVERAGE

517,543 industry readers

Increase your total marketing impact by including our Website, monthly eNewsletter, and our Social Media involvement.

32 %

TOTAL PRINT COVERAGE

244,800 industry readers

8,500 copies of Kootenay Business are read by an average of 4.8 people—40,800 readers per issue and 244,800 readers annually! (40,800 x 6 issues = 244,800 readers annually).

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. When you include more platforms, audience reach and effectiveness increases and investment decreases.



OUR READERS, YOUR CUSTOMERS

Reach the Kootenays' most important and influential audience

Business owners and managers throughout the Kootenay/Columbia region know the importance of understanding trends and development in their marketplace.

Kootenay Business's blue-chip audience of key decision makers is focused and influential. **Kootenay Business** connects with this audience on a regular basis through our print magazine, website and eNewsletter.

Make your business-to-business marketing message work harder and more efficiently by connecting regularly with *Kootenay Business* owners and managers.

TARGETED REACH, Blue Chip Audience.

Real Estate
eNewsletter members:

39,432

members & growing are subscribed.

eNewsletter
monthly subscribers:

3,286

monthly members

Our readers:

40,800

readers per issue

(8,500 copies, each read by an average of 4.8 people)

244,800

readers annually

(40,800 x 6 issues = 244,800 readers annually)

High-income readers:

\$85,606

annual household income

Decision-making power:

| | |
|---------------------------------------|-----|
| are business owners | 45% |
| are managers or supervisors | 10% |
| have been 5 - 10 years in present job | 19% |
| have been > 10 years in present job | 35% |

Travel experience:

travel overnight on business

WITHIN the region 56%

Monthly 14%

2 - 4 times a year 64%

Yearly 21%

Medium of transportation:

By Air 53%

Driving 47%

Do you have children:

Have preschool-age children 9%

Have school-age children 22%

Have college-age children 41%

Eating out:

Occasionally 12%

1 - 2 times a month 18%

Once a week 67%

Daily 1%

Products/Services:

Items planning to purchase

Insurance 73%

Travel pleasure 82%

Spa treatments 61%

Computer hardware 46%

What kind of mobile device do you use:

Smartphone 56%

Tablet 11%

Both 33%

Have you joined the Kootenay Business LinkedIn group?:

1,107

members & growing are subscribed.

91%

own residential property

9%

own recreational property

44%

will purchase property within the region

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

OUR DISTRIBUTION PERSONALLY DELIVERS YOUR MESSAGE

Helping you reach over 697,040 leaders in the business community



REACH ACTIVE READERS WHERE THEY ARE SURE TO FIND IT—IN THEIR MAILBOX
Business owners and managers throughout the Kootenay/Columbia region

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 4.8 people ($4.8 \times 8,500 = 40,800$) — 40,800 readers per issue and 244,800 readers annually! ($40,800 \times 6 \text{ issues} = 244,800 \text{ readers annually}$).

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.

SOCIAL MEDIA



Monthly Social followers engaged.....**7,496**
Social Media 2017 engaged followers.....**89,952**



WEBSITE USAGE

Yearly trackable page views**329,971**



eNEWSLETTER

Monthly eNewsletter subscribers**6,356**
Audience per year (2018)**76,272**
Annual digital magazine emails**19,068**

- Continually increased subscribers
- Only sent to willing subscribers

Magazine Distribution

East Kootenay/Columbia

Cranbrook, Creston, Elkford, Fernie, Golden, Invermere, Kimberley, Radium Hot Springs, Revelstoke, Sparwood & other communities
Total East Kootenay/Columbia**4,492**

West Kootenay

Castlegar, Kaslo, Nakusp, Nelson, New Denver, Rossland, Trail & other communities
Total West Kootenay**2,908**

Boundary

Christina Lake, Grand Forks, Greenwood, Midway, Rock Creek & other communities
Total Boundary**405**

Out of area AB and U.S.**418**

Additional Copies

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

Total Additional Copies**277**

Total**8,500**

Additional Breakdowns

Canada Post business route**4,600**
Subscriptions and trade shows**2,604**
Business request**1,296**

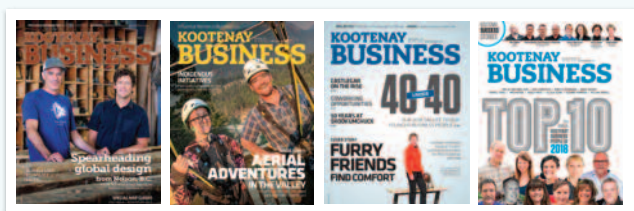
Includes individual subscriptions, multiple business requests, client copies and trade shows.

Magazine Calendar



**SIX ISSUES ACHIEVE COMPLETE
BUSINESS-TO-BUSINESS COVERAGE**

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



Contact your sales representative for more information on marketing opportunities

KOOTENAY BUSINESS

Give us a call today » **TOLL FREE 1.800.663.8555**
Ph: 250.426.7253 » Fax 250.426.4125 » info@kpimedia.com



www.KootenayBiz.com

BRENDA CORTÉS VARGAS
brenda@kpimedia.com
(250) 426-7253 Ext. 243
Advertising Consultant

CHRIS SOBCZAK
chris@kpimedia.com
(250) 426-7253 Ext. 253
Advertising Consultant

ROSEMARY STONEHOUSE
rosemary@kpimedia.com
(250) 426-7253 Ext. 284
Advertising Consultant