

ABORIGINAL MARKETPLACE MAGAZINE

●●● 2017 MEDIAKIT



MEDIAKIT

CANADA'S NUMBER ONE SOURCE FOR ABORIGINAL BUSINESS NEWS!

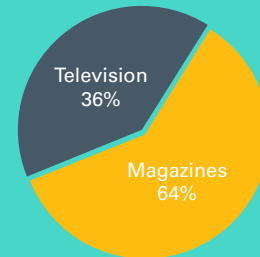
ABORIGINALMARKETPLACE.COM



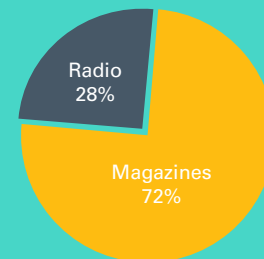
SHARE OF ATTENTION

What happens when people use two media simultaneously – which medium attracts the main attention? The “MediaTime Study” showed that where magazines, television and radio are concerned, it is magazines to which attention is chiefly devoted. **Source: www.magazinescanada.ca**

Share of Attention: Magazines & TV



Share of Attention: Magazines & Radio



THE APPETITE FOR ABORIGINAL/PRIVATE SECTOR BUSINESS RELATIONSHIPS IS CHANGING RAPIDLY

The frustratingly slow progress of finalizing treaty negotiations and structuring framework agreements that protect the title and rights of our Indigenous people creates a challenging climate for Canadian Aboriginal communities. More and more they are realizing that they can, and should, take control of their own financial destiny. Ignoring government’s inaction they are turning to the private sector and

forming new business relationships faster than any other time in Canadian history.

Aboriginal Marketplace magazine is designed to assist with this new “relationship building” and our goal is to report on existing Aboriginal/private sector business ventures as well as offer up new and innovative opportunities for all of our readers to do business together.

Canada is ripe with many Aboriginal success stories from airlines to vineyards, high-end tourism to natural resource extraction. These stories aren’t just about money; they are about dreams, entrepreneurs, hard work, vision and the emerging Aboriginal economic powerhouses on the Canadian Business scene.

THE STORIES

A broad sample of the areas to be explored include finance, business leadership, finding green opportunities, business funding, government assistance and obstruction, tourism, natural resources, partnerships between Aboriginal groups and the private sector business community, title and rights progress, and training initiatives, but most of all this is a magazine about opportunity.

If you have a story you'd like to share in Aboriginal Marketplace magazine please send an email with details to: editor@aboriginalmarketplace.com

REGULAR FEATURES WILL INCLUDE

- > Aboriginal and Private Sector perspectives on business ventures
- > Financing and investment opportunities for
- > Aboriginal communities and businesses
- > Updates from legal experts on title and rights, accommodation agreements and the treaty scene in Canada
- > The intersection and challenges between culture, environment and business
- > Profiles on Aboriginal and Private Sector business champions
- > Aboriginal communities and private sector companies seeking joint ventures
- > Positive work being done by Government in economic development



KEEPING IT RIEL



Aboriginal Marketplace - September/October 2013



DECISION MAKERS KNOW WHERE TO FIND THEIR BUSINESS INFORMATION, AND MAGAZINES ARE A MAIN SOURCE.

Decision makers aren't just reading magazines: they are taking action because of them. 84% of business media readers take one or more actions after reading. They are making supplier/manufacturer inquiries, sourcing suppliers and products and making a purchase.

Canadian decision makers recall business media ads in a big way. On average, two-thirds of decision makers recall ads.

Source: www.magazinescanada.ca

WHAT PEOPLE ARE SAYING ABOUT ABORIGINAL MARKETPLACE MAGAZINE



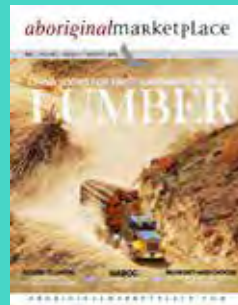
DISTRIBUTION 6 ISSUES PER YEAR

10,000 - mailed to a targeted audience of CEOs, Presidents, VPs and businesses with 25+ employees in national and regional corporate industry sectors, Aboriginal communities, specific Federal and Provincial Government departments, Aboriginal Economic Development officers, Aboriginal Governments and businesses as well as Tribal Councils across Canada.

Free hard copies are also made available at all relevant Aboriginal business conferences across Canada.

We are experiencing a multiplier of 8 for each direct email contact for a combined readership of over 80,000 per issue.

Readers can also find the magazine free on our website aboriginalmarketplace.com or our iPhone app - Aboriginal Marketplace.



NABOC and Aboriginal Marketplace are the most relevant source for networking among Aboriginal business and political leaders. As an Aboriginal resource lawyer, I always reach the audience and business contacts that I want and need to by attending Aboriginal Marketplace events. Our National Aboriginal law group makes these events our priority to attend because of their adaptability to the constantly evolving First Nations business world.

Merle Alexander
Partner
Gowlings

OUR 6 ISSUE DATES AND SUBMISSION DEADLINES FOR 2017 ARE AS FOLLOWS:

JAN/FEB ISSUE
Deadline Jan 3
Online by Jan 10
Printed by Jan 17

MARCH/APRIL ISSUE
Deadline Feb 14
Online by Feb 21
Printed by March 1

MAY/JUNE ISSUE
Deadline April 11
Online by April 18
Printed by April 25

JULY/AUG ISSUE
Deadline June 13
Online by June 20
Printed by June 27

SEPT/OCT ISSUE
Deadline Aug 15
Online by Aug 22
Printed by Aug 29

NOV/DEC ISSUE
Deadline Oct 17
Online by October 24
Printed by Oct 31

INDUSTRY SECTORS INCLUDE BUT ARE NOT LIMITED TO:

Forestry
Mining
Oil and Gas
Construction
Industrial
Airline
Energy
Casinos
Engineering
Architecture

Transportation & Trucking
Educational Institutes
Financial Services
Legal
Government
Economic Development
Health Care
Tourism
Marine

GEOGRAPHICAL BREAKDOWN OF DIRECT MAIL DISTRIBUTION



Writers and photographers from every province and territory will share what's happening on reserve, off reserve and in the minds of those shaping business for this generation, and the next of Aboriginal entrepreneurs.

REACH 'HIGH VALUE' CONSUMERS - MAGAZINE READERS ARE BETTER EDUCATED, HAVE HIGHER PURCHASING POWER AND WATCH LESS TV -- THEY DELIVER THE HARDEST TO REACH AND MOST INFLUENTIAL OF OPINION LEADERS. [Source: www.magazinescanada.ca](http://www.magazinescanada.ca)



MORE FROM OUR SUPPORTERS

DISTRIBUTION 6 ISSUES PER YEAR

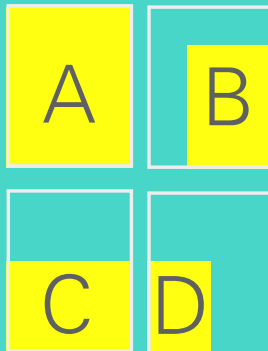
ADVERTISING RATES (Tax additional)

Rates include 4 colour process:

	1x	3x	6x
FP	\$2295	\$1995	\$1847
HP	\$1567	\$1445	\$1389
1/4	\$1021	\$956	\$889

Cover Rates:

IFC:	\$2354	\$2100	\$1875
IBC:	\$2654	\$2350	\$2132
OBC:	\$3845	\$3525	\$3272



- A * Full page (with 1/8" bleed) 8.625"w x 11"h
- B 1/2 page (island) 4.78"w x 7.14"h
- C 1/2 page (horizontal) 7.25" w x 4.71"h
- D 1/4 page 3.55"w x 4.71"h

Finished magazine size 8³/₈"w x 10³/₄"h

Aboriginal Marketplace successfully informs a wide audience of readers about the dynamic role of Aboriginal communities and companies at the forefront of business development in their traditional territory. Through the sharing of stories and profiles, the magazine is alerting corporate Canada, and the wider global business world of the opportunities to build a stronger, more sustainable and equitable economic base for all. As a regular contributor to the magazine, The Blended Capital Group is pleased to support Aboriginal Marketplace.

Neil Philcox
Co-Founder
The Blended Capital Group

GENERAL CONDITIONS & POLICIES

All advertising is subject to Publisher's approval and agreement by the Advertiser and the Advertising Agency to indemnify and protect the publisher and its agents from and against any claims, loss, liability or expense, including any legal fees arising out of publication of such advertisement. Cancellations are not accepted after submission deadlines. Covers may not be cancelled. Payment should be made with order or at closing date unless credit terms have been arranged. Accounts past 30 days are subject to interest charges of 2% per month.

TECHNICAL REQUIREMENTS

Please provide PDFs of your final artwork, press optimized in CMYK colour, with all fonts embedded. We accept files created with Adobe InDesign, Illustrator and Photoshop include all fonts and linked images for the ad file. Photos, graphics and other bitmap based graphics should be saved in TIFF, JPEG or EPS Format.

Resolution must be 300 DPI at full size. Logos and other vector-based graphics should be in EPS format or AI format and have all text converted to curves. Fonts must be postscript type 1 Mac compatible. Ad dimensions must be sized exactly to the ad size booked.

ABORIGINAL MARKETPLACE

MAGAZINE

TO ADVERTISE PLEASE CONTACT US:

Toll Free: 855 307-5291
Email: editor@aboriginalmarketplace.com
Website - aboriginalmarketplace.com

An initiative of the
2G GROUP
OF COMPANIES
www.2ggroup.ca