



HAIDA GWAII TRADER

Homegrown • United • Better For All

MEDIA KIT



WHO WE ARE, WHAT WE DO and WHY WE DO IT

We here at Haida Gwaii Trader (HGT), or the ‘Trader’ as the people of Haida Gwaii fondly call it, are passionate about community – building it, participating in it, and discovering and promoting the good in it. And, it’s the reason we’re in business – to truly champion our communities and the people who live, work and play in them... as our tagline says ... we are all about being Homegrown, United, and Better for All.

Haida Gwaii-founded and locally-owned, the Trader serves its customers both online and in print, with our full colour Haida Gwaii Trader magazine / e-zine (haidagwaiitrader.com). The magazine, e-zine and website collect experiences and tell the ongoing story of Haida Gwaii.

We have grown to become one of Haida Gwaii’s primary resources connecting customers with local and off-island businesses that serve Haida Gwaii. We have also become one of Haida Gwaii’s go-to for events, classifieds and locally inspired news and articles. With the Trader, your business messages will be seen by a captive, engaged and loyal customer base on Haida Gwaii and beyond. Our customers, visitors and readers are the ones who will support you and your business.

The Trader began back in 2010. At that time it was a place to post free classified ads. Since then we have grown our business based on values that our team shares with you – the need for an economy that is founded on sustainable businesses and communities. We think of the Trader, like Haida Gwaii, as a bundle of friends, neighbours, and cultures. So, how do you fit in?

If you have a product or service, then the Trader is the place to spread the word. We offer affordable advertising packages with competitive rates that will fit your budget. Our suite of products – the website, magazine and e-zine – work together to produce a broad-based community space that is attractively designed, understands your business needs, and is able to convey them clearly and directly to your customers.

I look forward speaking with you to discuss how Haida Gwaii Trader can work for you.

In community,



Shellene Patience

Owner and Editor in Chief

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OUR PRODUCTS



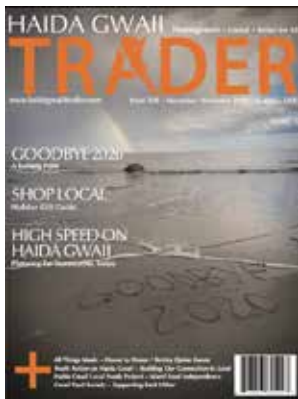
HAIDA GWAII TRADER WEBSITE (haidagwaiitrader.com)

From classifieds and real estate listings, to events and articles, the Trader's website has become one of Haida Gwaii's key online resources. Complementary to our website is our Facebook, Instagram and Twitter pages. The website receives an average of over 500 visits per day (200 unique) and each customer views at least four pages per visit.

HAIDA GWAII TRADER MAGAZINE/EZINE

Beautifully designed, informative and fun – many readers tell us they hold each issue as a keepsake and excitedly anticipate the next! The stories we feature in each issue explore the diverse lives of residents and visitors – everything from insight into Haida cultural practices, to organic gardening, to exploring the back-country.

We print approximately 550 copies per issue and these are distributed through 14 retailers on Haida Gwaii. Publication dates are Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct and Nov/Dec. Subscriptions are available. Each magazine is also published as an online e-zine which sees an average of 2,002 views per issue.



Annual Magazine Subscription

Local \$35.10

Off-Island
(anywhere in Canada) \$51.00

US \$74.85

5% GST is charged on top of each price listed above.

HOW TO REACH YOUR CUSTOMERS

We offer a few ways to advertise.

1. BANNER ADS AND MINI WEB PAGES (*web and print*): Help keep your business at the top of HGT customer's minds, year round. These affordable ads become a destination resource for who you are, what you do and how to get a hold of you.

With a Mini Web Page package, you can get the banner ads of your choice along with your own web page. This page acts as a brochure, expanding on the features and benefits of your products and services. Other businesses that have signed up to these packages have seen 25% more click stats than ad programs without a MWP!

2. DISPLAY ADS (*print*): Perfect for those business messages that require a bit more space (eighth page to full page ads).

- **Full Page Advertorials (*print*):** Offered at a 25% discount off our regular ad rates, this is a way for businesses (for profit or not for profit) to promote their products, services and/or events in a more article-based format. Full page (print ready submission) is only \$288.75 plus GST. We design - \$45/hr.

3. BUSINESS CLASSIFIED ADS (*web and print*): High traffic ads that produce results for personal/private owned items for sale, wanted items, employment and/or training, AGM's, announcements and various community service listings.

1. BANNER ADS (*web and print*)

Rates include one hour of graphic design services. Hours past this are billed at \$45/hr. Web ad links to your website or social media page. There will be a 5% GST charge on top of each price listed below.

SILVER – BANNER AD

Web: 175 px by 150 px. (jpg) Print: 1.75" wide by 1.5" tall (jpg or pdf).

- 2-months online and printed in 1 magazine **\$88 (\$44/mth)**
- 6-months online and printed in 3 magazines **\$243 SAVE 10% (\$40.50/mth)**
- 1-year online and printed in 6 magazines **\$448 SAVE 15% (\$37.40/mth)**

GOLD – BANNER AD

Web: 175 px by 300 px. (jpg) Print: 1.75" wide x 3.25" tall (jpg or pdf).

- 2-months online and printed in 1 magazine **\$154 (\$77/mth)**
- 6-months online and printed in 3 magazines **\$415.80 SAVE 10% (\$69.30/mth)**
- 1-year online and printed in 6 magazines **\$790.50 SAVE 15% (\$65.87/mth)**

PLATINUM – BANNER AD

Web: 960 px by 145px. (jpg) Print: 7.75" wide x 1.75" tall (jpg or pdf).

- 2-months online and printed in 1 magazine **\$209 (\$104.50/mth)**
- 6-months online and printed in 3 magazines **\$564.30 SAVE 10% (\$94/mth)**
- 1-year online and printed in 6 magazines **\$1065.90 SAVE 15% (\$88.83/mth)**

MINI WEB PAGE (*web*)

Each package includes a banner ad (web and print) as well as a Mini Web Page.

SILVER Plus

- 6-months online and printed in 3 magazines **\$344.52 SAVE 10% (\$57.42/mth)**
- 1-year online and printed in 6 magazines **\$650.76 SAVE 15% (\$54.23/mth)**

GOLD Plus

- 6-months online and printed in 3 magazines **\$522.72 SAVE 10% (\$87.12/mth)**
- 1-year online and printed in 6 magazines **\$987.36 SAVE 15% (\$82.28/mth)**

PLATINUM Plus

- 6-months online and printed in 3 magazines **\$665.55 SAVE 10% (\$110.92/mth)**
- 1-year online and printed in 6 magazines **\$1257.15 SAVE 15% (\$104.76/mth)**

2. DISPLAY ADS (*print*)

Rates include one hour of graphic design services. Hours past this are billed at \$45/hr. There will be a 5% GST charge on top of each price listed below.

1/8 page = 3.75" wide x 2.5" tall

• 1 issue	\$87.50		
• 3 issues	\$249.37	SAVE 5%	(\$83.12/issue)
• 6 issues	\$472.50	SAVE 10%	(\$78.75/issue)

1/4 page = 3.75" wide x 5" tall, or Column = 2" wide x 10" tall

• 1 issue	\$129.80		
• 3 issues	\$369.93	SAVE 5%	(\$123.31/issue)
• 6 issues	\$700.92	SAVE 10%	(\$116.82/issue)

1/2 page = 7.75" wide x 5" tall

• 1 issue	\$214.50		
• 3 issues	\$611.32	SAVE 5%	(\$203.77/issue)
• 6 issues	\$1158.30	SAVE 10%	(\$193.05/issue)

2/3 page = 5.75" wide x 10" tall

• 1 issue	\$275		
• 3 issues	\$783.75	SAVE 5%	(\$261.25/issue)
• 6 issues	\$1485	SAVE 10%	(\$247.50/issue)

Full page = 7.75" wide x 10" tall

• 1 issue	\$385		
• 3 issues	\$1097.25	SAVE 5%	(\$365.75/issue)
• 6 issues	\$2079	SAVE 10%	(\$346.50/issue)

Inside Cover or Inside Back Cover = 7.75" wide x 10" tall

• 1 issue	\$425		
• 3 issues	\$1211.25	SAVE 5%	(\$403.75/issue)
• 6 issues	\$2295	SAVE 10%	(\$382.50/issue)

Centre Fold, Two-Page Spread = 16.25" wide x 10" tall

• 1 issue	\$775		
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Back Cover = 7.75" wide x 10" tall

• 1 issue	\$475		
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Early booking is recommended, this premium space is sold on a first come, first served basis.

1/8 PAGE
3.75" x 2.5"

1/4 PAGE
3.75" x 5"

FULL PAGE
7.75" x 10"

2/3 PAGE
5.75" x 10"

COLUMN
2" x 10"

HALF PAGE
7.75" x 5"

3. BUSINESS CLASSIFIED ADS (web and print)

Paid, self-administered classified ads are for everyone! A classified ad includes up to three pictures online, and real estate ads can include up to 10 pictures online. If you would like your ad to appear in the magazine as well as online, the rates below include up to 100 words for your print ad. For ads with more than 100 words, please contact us. There will be a 5% GST charge on top of each price listed below.

The rates

1 month	\$45
2 - 5 months	\$42.75 per month SAVE 5%
6 + months	\$40.50 per month SAVE 10%

Or, you can purchase an Online-Only Ad with unlimited text – \$45 per month (one month minimum)

Please Note: All ad bookings are non-refundable. If your listing sells, rents or is found prior to the end of your booking, please consider updating your ad with SOLD!, RENTED, FOUND, or POSITION FILLED. This helps to inform everyone that your listing is no longer available and shows that our local economy is alive and well!

You post: all classified ads can be posted by you via our self-administered system!

Annual Not For Profit Discount: A self-administered classified ad program we offer non-profit organizations so they can promote who they are, what they do and how to get hold of them. 25% off our regular rate, only \$364.50 plus GST for an entire year!

We post: don't have time or need help? No problem. We are happy to help. Posting fee per ad: \$30

HGT MAGAZINE – CONTENT SUBMISSION DEADLINES

Magazines are printed six-times a year – January, March, May, July, September, and November.

Classified Ads – Noon on the 20th of the month prior to next publication.

Ads That Require Graphic Design – Send ad details to us by the 10th of the month prior to next publication.

Print-Ready Ads – Send design files before the 20th of the month prior to the next publication.

PAYMENT OPTIONS

E-Transfer: Set up via your online banking account. Send your e-transfer to info@haidagwaiitrader.com, we are set up for auto deposit.

Mail: Please make cheque payable to Haida Gwaii Trader (PO Box 313, Port Clements BC, V0T 1R0)

Credit Card: Our e-invoices have a 'Pay Now' link on the bottom right-hand corner. Simply 'click' the link and you will be forwarded to PayPal. You can pay through PayPal with a credit card and there are no added charges (PayPal account not required).

Northern Savings Credit Union Direct Deposit: The Trader's chequing account is 7180060, Masset Branch. It is important that you put your name or business name on the deposit note for this payment method.

NSCU Bill Payment: This payment method is best for ongoing payments with Haida Gwaii Trader. Simply email or call us for an account number and you can then fill in your details via the NSCU website and set us up as a payee.



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CONTACT INFORMATION

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