MEDIA KIT



moveupmag.com

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WORK, LIVE AND PROSPER IN NORTHWESTERN ALBERTA

MOVEUP



WHAT IS MOVE UP MAGAZINE?

Move Up is Northwestern Alberta's business and lifestyle magazine. *Move Up* encourages growth by showcasing the amazing people, businesses, organizations and opportunities in Northwestern Alberta.

OUR MISSION

Connect Northwestern Alberta's diverse people and businesses through storytelling that bolsters civic pride and economic growth.

OUR VISION

Grow our partnerships and improve our reach in Northwestern Alberta by providing relevant coverage, professional service and the best option for local promotion and advertising.

ORIGIN STORY

In 2012, the husband-and-wife duo of Van Slyke Inc. began collaborating with local government to promote Northwestern Alberta's business sector, the opportunities within and the unique lifestyles of the people who live and thrive here.

What resulted is an ongoing regional cooperation initiative called *Move Up Magazine,* which aims to foster civic pride and regional awareness. *Move Up Magazine* unites and connects Northwestern Alberta, creating ambassadors and catalysts for growth.

PRINT SCHEDULE

Issue released: February
Issue released: May
Issue released: August
Issue released: November

Advertising deadline: January 7
Advertising deadline: April 7
Advertising deadline:July 7
Advertising deadline: October 7

WHAT MAKES MOVE UP SPECIAL?

- ✓ We work with local government and industry leaders to promote Northwestern Alberta.
- ✓ *Move Up* is the only promotional, glossy magazine targeted to business, municipal stakeholders and the general public.
- ✓ With a near-perfect distribution saturation, we've set up our advertisers for success. Our captive audience is your opportunity.
- ✓ Our content and regional distribution bring local residents closer.
- ✓ We offer free advertisement design so your business or organization can be widely viewed looking its best.

ACCOLADES

2012 Young Entrepreneurs of the Year
Peace River and District Chamber of Commerce

2015 Marketing Canada Award for a Publication Series
Economic Developers of Canada

2016 Rural Tourism Championship Award (Finalist)
Growing Rural Tourism Canada

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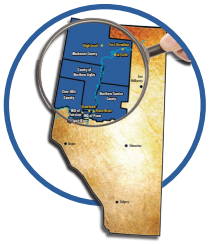
MOVE UP

THE BEST WAY TO ADVERTISE IN NORTHERN ALBERTA



BEST REACH

22,000+
COPIES ARE MAILED TO

100% *of homes & businesses in* ***20% of Alberta***



BEST PRICE

WHAT ARE YOUR PENNIES WORTH?

QUITE A LOT actually.

We design, print & mail your advertisement for as low as **2¢ per copy.**



BEST BRAND

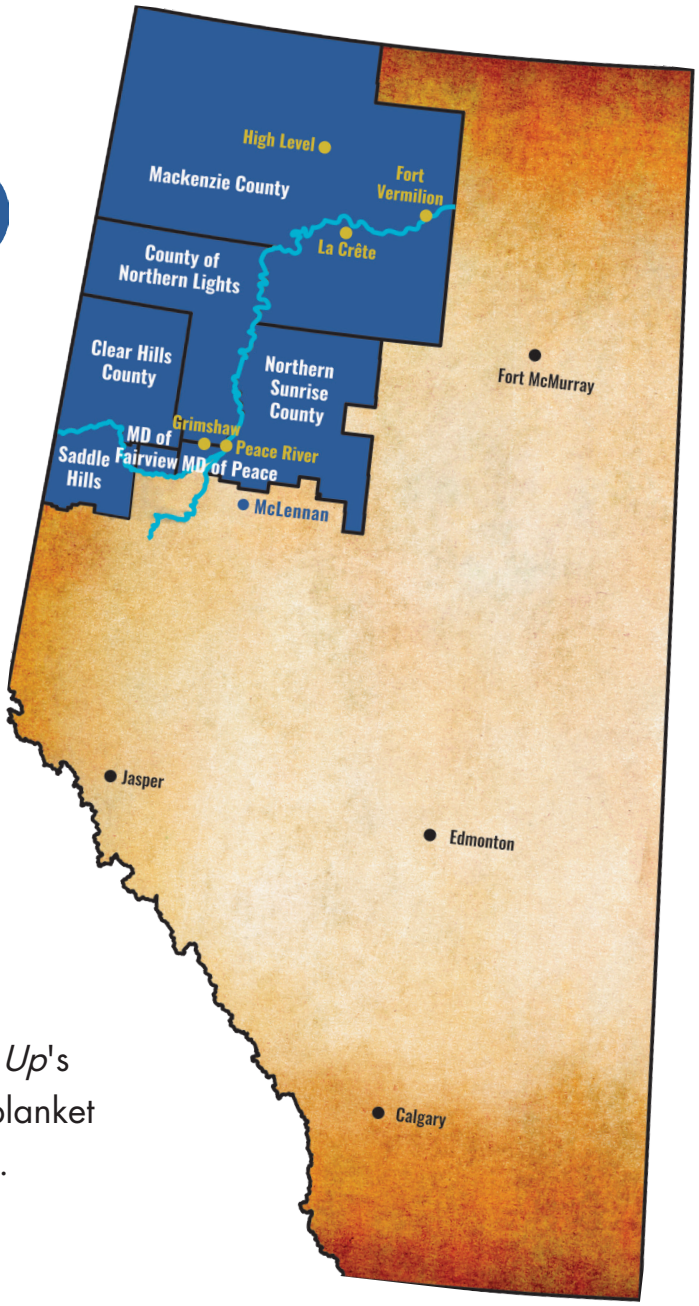
FROM COVER TO COVER,
Move Up is well-read, well-liked and trusted.

A PROFESSIONAL, GLOSSY MAGAZINE—IT'S THE REAL DEAL.

WORK, LIVE AND PROSPER IN NORTHWESTERN ALBERTA

MOVE UP

Distribution



22,000+ copies

Move Up reaches 100% of mailboxes in our service area.

22%+ of Alberta

Move Up's service area represents more than 20% of Alberta's landmass.

If you're reading this, you can thank *Move Up*'s many distribution partners for making our blanket coverage of Northwestern Alberta possible.

Their support makes all the difference.

OUR DISTRIBUTION PARTNER NETWORK

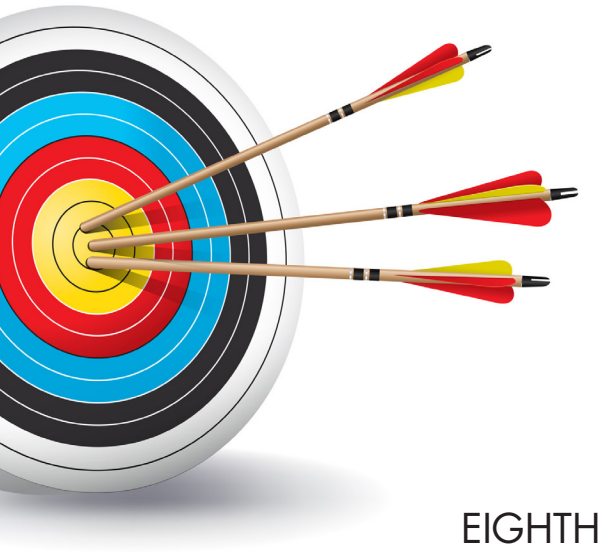
County of Northern Lights · Clear Hills County · Mackenzie County · Municipal District of Peace No. 135 · Town of Grimshaw · Town of Peace River Alberta · Northern Sunrise County · Fairview Heart of the Peace · Municipal District of Northern Lights No. 136 · REDI Northwest Alberta incredible! · Bird Capital of Canada McLennan · Saddle Hills County · Mackenzie My Freedom. My Frontier.

Advertising

Rates

BUSINESS PROFILE
2 PAGE $4200 | 1 PAGE $2500

Includes consultation, interview, photoshoot, article and proofs. Tell your story, feature your team or create a company newsletter to distribute to the entire region. This is our best value.



2 -PAGE SPREAD | $3700

FULL PAGE | $2100

HALF PAGE | $1250

BANNER | $850

QUARTER PAGE | $795

EIGHTH PAGE ADVERTISEMENT | $475

SPONSOR A NON-PROFIT
$300 PER ISSUE OR $100 PER MONTH

Sponsor an eighth page ad for a non-profit of your choice, or pick from a list of interested candidates. Monthly billing is optional. Pricing is based on one year.

Join our family of advertisers!

Advertising design is included. Prices are per issue (3 months). GST not included.
Preferred placement is an additional 15%. A 50% deposit is required for all advertising orders.

Frequently Asked Questions

WHEN DOES MOVE UP COME OUT?

Move Up comes out in February, May, August and November.

WHERE IS MOVE UP DISTRIBUTED?

Move Up is mostly distributed via direct mail to homes and businesses in Northwestern Alberta (see map on page 3). Subscriptions are free.

IS ADVERTISING DESIGN INCLUDED?

Yes. Design is included in the price, but we ask that our design is only used in *Move Up* unless permission has been granted.

CAN I PAY FOR A FULL FEATURE/ARTICLE?

Yes! We offer business profiles, which include a consultation, custom interview questions, an interview and a photoshoot. You'll also receive a layout design and written article that you can make changes to before it's sent to print.

A business profile can be used to tell your company's story, announce new and exciting changes, share your company's newsletter or to profile staff members and thank them for their contributions.

On average, the process takes 1-3 hours of your time, and it's the best way to control your messaging.

CAN I PAY FOR PREFERRED PLACEMENT?

Yes, preferred placement is an additional 15%.

HOW CAN I PAY?

We accept e-transfer, cheque and credit card (+3.5% credit card processing fee).
Monthly payments can be arranged.

HOW DO I GET A BETTER RATE?

Opt into our Early Bird Sale for our best rates (see our website for details). We also offer an additional 10% discount for a year's worth of advertising paid in advance.

Email hello@moveupmag.com for a custom quote today.
We're here to help.

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