

WORK AND LIVE IN ALBERTA'S MIGHTY PEACE REGION

MOVEUP

2018 MEDIA KIT



UPCOMING ISSUE DATES

FEBRUARY 2019: ISSUE 21

MAY 2019: ISSUE 22

AUGUST 2019: ISSUE 23

NOVEMBER 2019: ISSUE 24

WHAT IS MOVE UP ?

Move Up is the result of business and government commitment to growth and economic development in Northern Alberta.

Move Up gets into the hands of influential decision makers in our region as well as skilled workers and professionals who are ready to “move up” and enjoy a better life in the Peace Region.

Simply put, we tell the Northern Alberta story. Bar none, it's the most professional and prestigious magazine our region has to offer. Advertise in *Move Up* and invest in the future of the Mighty Peace Region.

TARGET AUDIENCES

Move Up has a strong purpose and a targeted readership. If your business or organization would benefit from reaching any of the following, you should think about advertising in *Move Up*:

1. RESIDENTS WHO EMBRACE LIVING HERE.

They seek a sense of civic pride and are eager to learn more about, and interact more with, the wider Mighty Peace Region.

2. LOCAL BUSINESS OWNERS AND INDUSTRY LEADERS WHO ARE FAMILY ORIENTATED AND/OR COMMUNITY DRIVEN.

They have a stake in local politics and our region's healthy and sustainable growth. They look to *Move Up* for in-depth company profiles, business and marketing columns, and to advertise jobs/careers.

3. HIGH-POTENTIAL RE-LOCATORS LOOKING FOR OPPORTUNITY AND EMPLOYMENT.

New graduates, under-paid skilled workers/professionals, repeat visitors, adventurers and homesteaders all flock to the Mighty Peace Region in search of opportunity. Many of them plan to just “try it out” but decide to stay. It's no wonder, life's better up here.

WHAT MAKES MOVE UP UNIQUE?

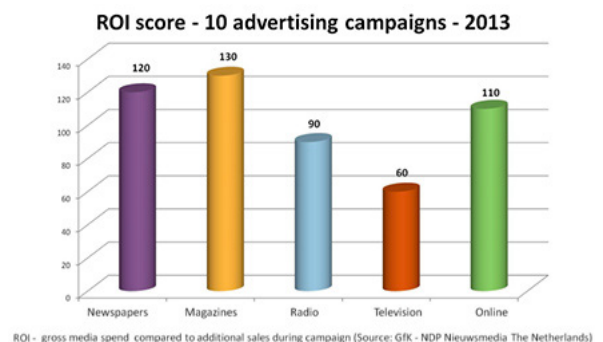
- ✓ We work with our local government and industry leaders to “show off” the Mighty Peace Region.
- ✓ It's the only promotional, glossy magazine geared toward the Mighty Peace Region's growth, big business and the general public.
- ✓ We actively seek out high-potential newcomers to encourage growth, and we pay tribute to the hard working people who make the Mighty Peace Region so special.
- ✓ 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.

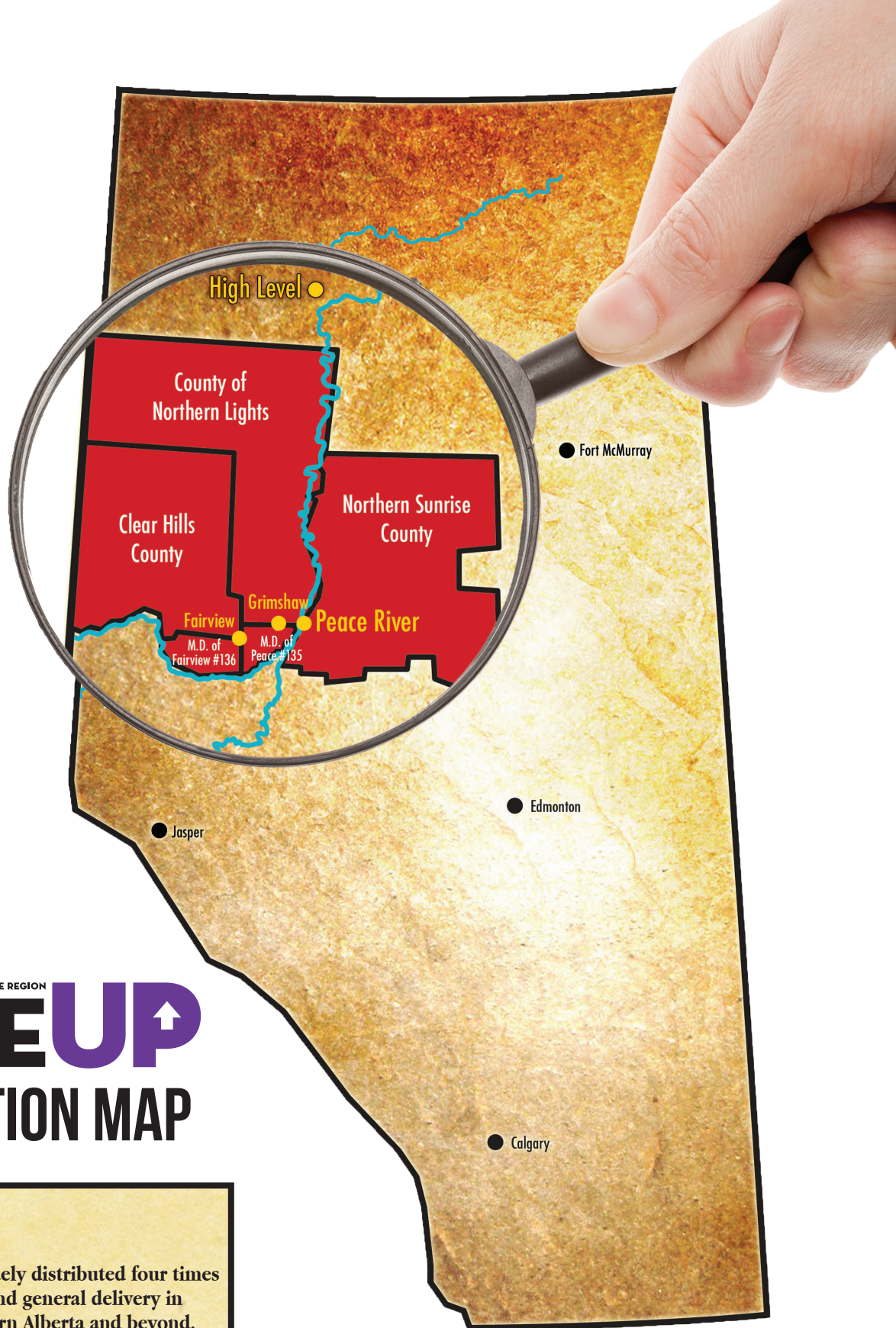
ROI (RETURN ON INVESTMENT)

The magic of magazines is they have a specific, niche audience, which means your advertising reaches an already engaged audience. When you think *Forbes*, you think business. When you think *TIME Magazine*, you think news and human interest. Along with just the subject matter, it is important to remember each magazine also delivers its own style, credibility and values. A magazine's readership subscribes to each of these and wise advertisers pay a premium to reach them while they are in this state of acceptance and learning. That is where the ROI comes in.

The following is according to the International News Media Association, an organization dedicated to providing best practices for news media companies looking to grow revenue, audience and brand amid profound market change:

“MAGAZINES DELIVER OUTSTANDING PERFORMANCE. WITH A RETURN OF 130%, MAGAZINE ADVERTISEMENTS PRODUCED THE HIGHEST ROI OF ALL MEDIA CHANNELS.”





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MOVEUP↑ DISTRIBUTION MAP

15,000+

copies of *Move Up* are widely distributed four times per year via direct mail and general delivery in Northern Alberta, Southern Alberta and beyond.

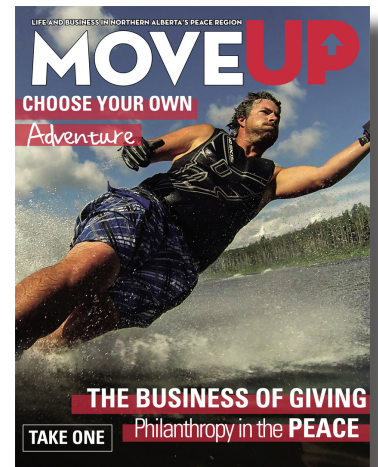
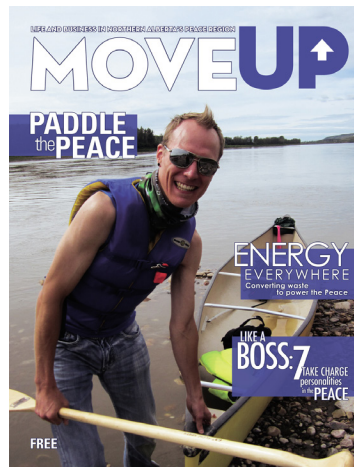
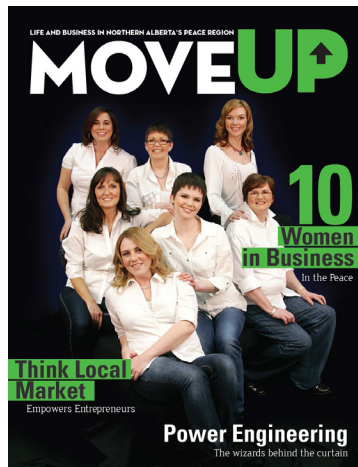
11,500+

copies of *Move Up* are direct-mailed to residents and businesses in the greater Peace Region

DISTRIBUTION

Our distribution strategy is multi-faceted. *Move Up* magazine is

- ✓ **CIRCULATED** to the Mighty Peace Region's general public via restaurants, convenience stores, grocery stores, etc.,
- ✓ **DIRECT MAILED** to nearly every mailbox in Peace River, High Level, Grimshaw, MD of Peace, Fairview, Manning, Nampa, MD of Fairview, Northern Sunrise County, St. Isidore, Marie Reine, Meander River, Whitelaw, Brownvale, Bluesky, Berwyn, Buffalo Head Prairie, Fort Vermilion, La Crete, Zama City and Rainbow Lake,
- ✓ **DIRECT MAILED** to every homeowner in two local counties (County of Northern Lights and Clear Hills County),
- ✓ **FOUND** in numerous Mighty Peace Region government and business offices and facilities, including public facilities open to residents and visitors,
- ✓ **AVAILABLE** in hotels where non-residents are either visiting or here working,
- ✓ **STRATEGICALLY DISTRIBUTED** far outside the Mighty Peace Region in order to reach high-potential, educated/skilled newcomers (including airports, colleges, universities, and locations where other tourism and relocation materials are found),
- ✓ **MADE AVAILABLE** at large events such as industry trade shows and conferences and made available for welcome wagon packages, business attraction packages and realty attraction packages,
- ✓ and *Move Up* is the **IN-FLIGHT MAGAZINE** of Northern Air.



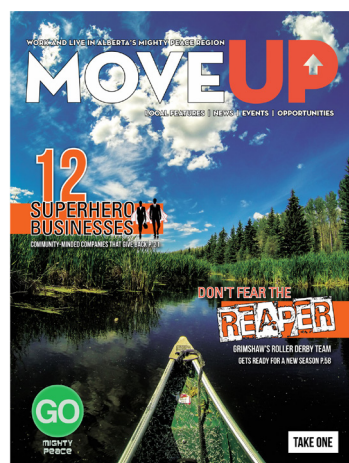
REASONS TO ADVERTISE

It's the reason why you advertise—to make a “return on investment.” It's how business works. At *Move Up*, it's important to us that you are well informed of our ability to help your business, and the region, grow.

The following is “5 Reasons Why you Must Advertise” by marketing consultant John Jantsch of *Duct Tape Marketing*:

WHEN DONE EFFECTIVELY ADVERTISING IS AN ESSENTIAL PART OF THE MIX BECAUSE:

1. **ADVERTISING IS THE ONLY MEDIUM YOU CAN CONTROL** — if you want your message to hit on the day a product launches or event is about to happen, this is the only vehicle you control completely.
2. **ADVERTISING ALLOWS YOU TO TARGET IDEAL CUSTOMERS ONLY** — when you match a very personal message to a very select audience you get far greater connection.
3. **ADVERTISING CREATES AWARENESS FOR YOUR CONTENT** — The force that drives a great deal of conversion and trust building these days is educational content — ebooks, seminars and blog posts — advertising is a great way to help get that content found and consumed once you've gone to the effort to produce it.
4. **ADVERTISING ADDS CREDIBILITY TO YOUR MESSAGE** — Don't ask me why this is exactly, but every time I run advertising people comment that business must be going well. The perception that you can afford advertising is often enough to sell and resell prospects and customers alike and makes it easier to get attention for your entire message.
5. **ADVERTISING AMPLIFIES EVERYTHING ELSE YOU'RE DOING** — When you are using advertising to create awareness for your content you automatically create more awareness for everything you are doing. Journalists find companies that advertise, referral sources remember companies that advertise, people fan and follow and friend from ads, and employees can point to well-placed ads as a source of pride in place they work.

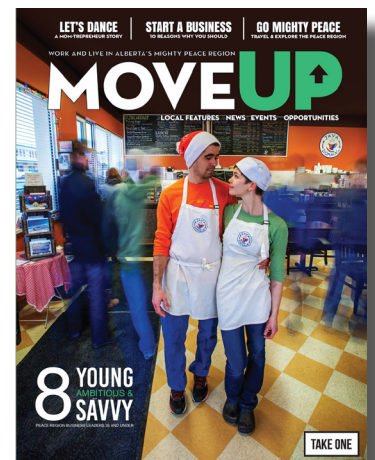


SOME INDUSTRY AND NON-PROFIT PARTNERS INCLUDE:

- ✓ Mighty Peace Tourism
- ✓ DMI (Daishowa Marubeni International Ltd.)
- ✓ Northern Air
- ✓ Can-Tech Electric
- ✓ Peace Regional Economic Development Alliance
- ✓ Sagitawa Friendship Centre
- ✓ Northern Lakes College

SOME GOVERNMENT PARTNERS AND COLLABORATORS INCLUDE:

- ✓ County of Northern Lights
- ✓ Northern Sunrise County
- ✓ Town of Peace River
- ✓ Town of High Level
- ✓ M.D. of Fairview
- ✓ Town of Fairview
- ✓ M.D. of Peace
- ✓ Community Futures Peace Country
- ✓ Clear Hills County
- ✓ Lac Cardinal Economic Development Alliance
- ✓ Grande Prairie Regional College



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MOVEUP

ADVERTISING RATES

ADVERTORIAL SECTION RATES

12 PAGES	8 PAGES	4 PAGES
\$16,000	\$12,500	\$7,400

BUSINESS PROFILE RATES

2 PAGES	1 PAGE
\$4,000	\$2,500

INCLUDES: CONSULTATION,
INTERVIEW QUESTIONS,
LAYOUT DESIGN AND PROOFING

ADVERTISING RATES

2 PAGE SPREAD	FULL PAGE	HALF PAGE
\$3,700	\$1,950	\$1,150
BANNER	QUARTER PAGE	EIGHTH PAGE
\$800	\$750	\$460

ADDITIONAL FULL PAGE OPTIONS

BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER
\$2,500	\$2,350	\$2,350



FULL PAGE DIMENSIONS ARE 8.25" X 10.875"
ADD EXTRA 15% FOR PREFERRED PLACEMENT
A 50% DEPOSIT IS REQUIRED FOR ALL ADVERTISING ORDERS

NEW! Pay for a year's worth of advertising and get 10% off!