

# MEDIA KIT



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WORK, LIVE AND PROSPER IN NORTHWESTERN ALBERTA

# MOVEUP



## What is Move Up Magazine?

Move Up is Northwestern Alberta’s (NW AB) business and lifestyle magazine. We encourage growth by showcasing amazing people, businesses, organizations and opportunities in our region.

### **OUR MISSION**



Connect Northwestern Alberta’s diverse people and businesses through storytelling that bolsters civic pride and local spending

### **OUR VISION**



Grow our partnerships and improve our reach in NW AB 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 NW AB’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 conduits to growth.

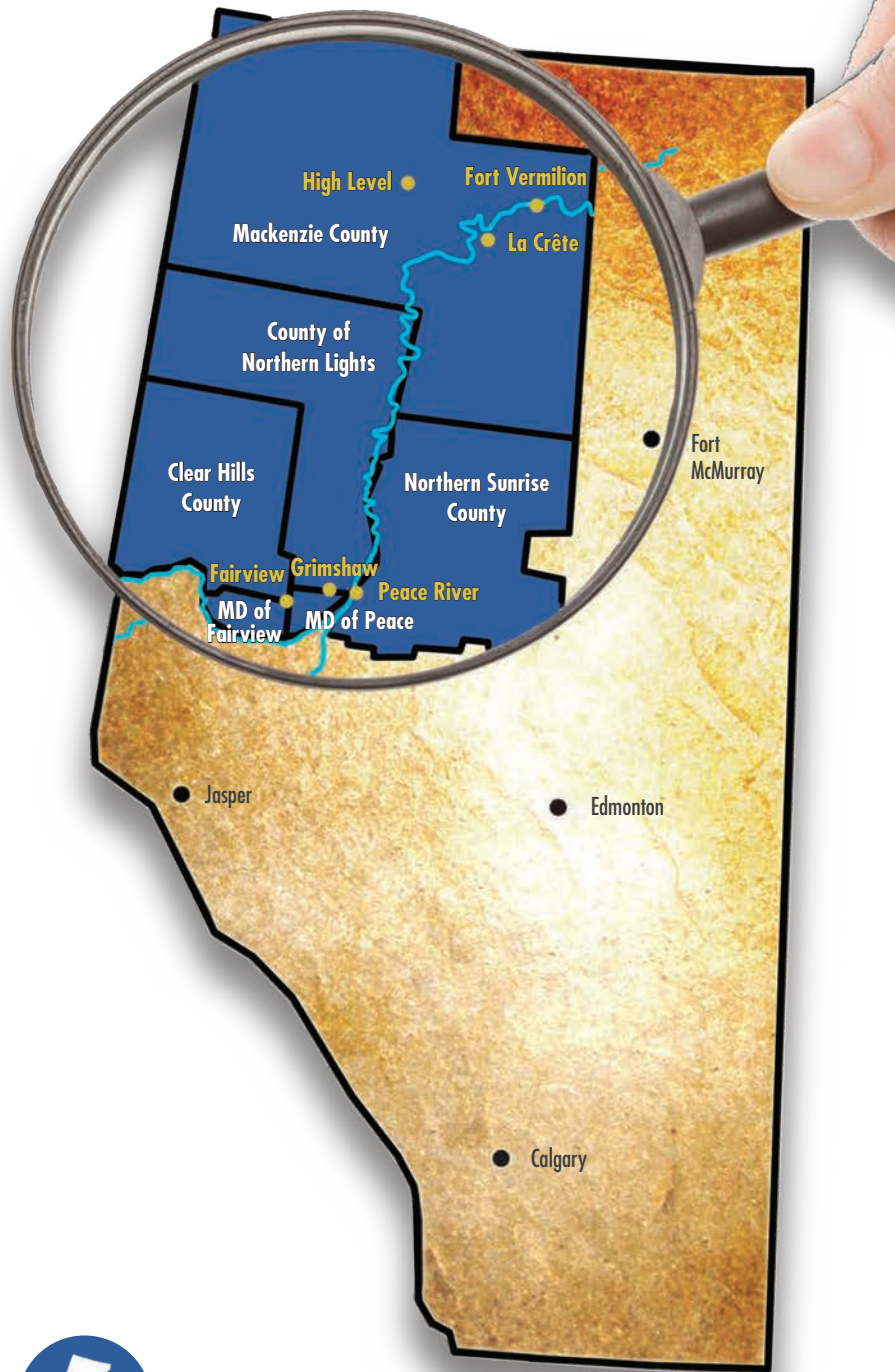
Your reach

just got

better.

Move Up is now  
directly mailed to our  
*whole. entire. region.*

That means your ad reaches  
every single home and business  
in our service area.



**20,000+ copies**

Move Up now reaches  
every mailbox in our  
service area.



**20% of the province**

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

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**MOVEUP**



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## PRINT SCHEDULE

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

Ad order deadline: January 1  
Ad order deadline: April 1  
Ad order deadline: July 1  
Ad order deadline: October 1



## WHAT MAKES MOVE UP THE BEST CHOICE?

- ✓ 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

# 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

**\*NEW\*** 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 NW 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 to your business, share your company's newsletter or to profile staff members and thank them for their contributions.

On average, the process takes 1-2 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. 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](mailto:hello@moveupmag.com) for a custom quote today. We're here to help.