



## CELEBRATE THE ART OF LIFE

Amidst towering mountain peaks, snow-filled couloirs and fast-running rivers, Canada's majestic Bow Valley enables locals and visitors to embrace life and nature. Here in the Bow Valley, there is an activity to satisfy even the most voracious appetite for adventure.

**Highline Magazine** is a window into the unique culture that thrives in the Bow Valley. Its pages tell the tales of the strong-willed and free-spirited individuals that call the valley home and those that come here in pursuit of their dreams.

## WHY ADVERTISE IN HIGHLINE?

- Semi-annual publication guarantees cost-effective, long term presence for ads
- Distribution targets 5.7 million Bow Valley | Calgary residents and tourists
- Average Bow Valley household spends \$13,000 annually on recreation, entertainment and consumer products
- Tourism spending generates more than \$1 billion annually in the Bow Valley
- Immediate target market includes high-caliber athletes and extensive users of high-end technical equipment

## DETAILS + FACTS

### CIRCULATION

7,500 copies / semi-annual magazine

### DISTRIBUTION

7,500 COPIES targeting local & tourist populations in the Bow Valley through distribution at hotels, tourist attractions, cafés, gear stores, galleries & professional offices. Also includes Calgary locations, including select specialty gear shops.

### DEMOGRAPHICS | BOW VALLEY

**Median Age:** 35

**Male | Female Ratio:** 1:1

**Attended College | University:** 65%

18.5% of Average Household Income is spent on entertainment, recreation & other consumer products \*

### TOURISM IN THE BOW VALLEY

Every year, millions of people are drawn to the Bow Valley in pursuit of adventure, to reconnect with nature and to enjoy the splendor of the Canadian Rockies.

- 4.5 million visitors per year\*\*
- Tourism generated \$1.05 billion in consumer spending in the region during 2004  
Canadians \$376 million | Overseas \$400 million | U.S. \$272 million \*\*
- 74% of trips are for pleasure\*\*



**HIGHLINEonline.ca**

## 2009 | 2010 PUBLICATION DEADLINES

| Reservation DEADLINE | Material DEADLINE | RELEASE          |
|----------------------|-------------------|------------------|
| April 1, 2010        | April 15, 2010    | Late May 2010    |
| Sept. 15, 2010       | Oct. 1, 2010      | Early Nov., 2010 |

## 2009 | 2010 ADVERTISING RATES (4 COLOUR)

| SIZE                   | 1X    | 2X    |
|------------------------|-------|-------|
| Full Page              | 1,600 | 1,550 |
| 1/2 Hort.              | 950   | 875   |
| 1/2 Vert.              | 950   | 875   |
| 1/4                    | 525   | 475   |
| Double Page Spread     | 2,750 | 2,650 |
| 1/2 Double Page Spread | 1,650 | 1,550 |
| Inside Front Cover     | 1,950 | 1,850 |
| Inside Front Spread    | 2,950 | 2,850 |
| Inside Back Cover      | 1,950 | 1,850 |
| Outside Back Cover     | 2,250 | 2,150 |
| Business Card          | 250   | 225   |

Black & White Rates  
Guaranteed Positions

Take 15% off the 4 Colour rates.  
15% additional cost; a limited number of  
positions available on a guaranteed basis.  
Available on request.

Insert Rates

## AD DESIGN

**Highline's** award-winning team will design your ad. Just ask us how it works. We will walk you through it.

## DISPLAY AD SIZES + MECHANICAL SPECS

| AD SIZE                       | WIDTH | HEIGHT  |
|-------------------------------|-------|---------|
| 1 Page                        | 7"    | 9.625"  |
| Bleed Page                    | 8.75" | 11.375" |
| 1/2 Page Hort.                | 7"    | 4.687"  |
| 1/2 Page Vert.                | 3.5"  | 9.625"  |
| 1/4 Page                      | 3.5"  | 4.8125" |
| Double Page Spread            | 15.5" | 9.625"  |
| Double Page Spread Bleed      | 17"   | 11.375" |
| Double Half Page Spread       | 15.5" | 4.687"  |
| Double Half Page Spread Bleed | 17"   | 5.6"    |
| Business Card                 | 3.5"  | 2"      |

## PRODUCTION SPECIFICATIONS



**TRIM SIZE** 8.25" w X 10.875" h  
**LINE SCREEN** 150  
**IMAGE SCANS** No less than 300 dpi  
 All images must be saved as CMYK TIF files

## DIGITAL MATERIALS

Formats accepted are Acrobat PDF, prepared for press, Packaged Adobe InDesign CS2 & CS3 files and collected Adobe Illustrator CS2 & CS3 files for Mac. A colour-key matchprint must be received with all digital files. Highline will not be held responsible for any supplied material that does not come with a proper colour hard copy. Additional processing charges will apply for improperly saved files or if material is received past deadline.

For Information Please Contact **HIGHLINE**

317 8th Ave., Canmore, AB

T1W 2E6

P. 403.688.5103

E. [info@highlineonline.ca](mailto:info@highlineonline.ca)

**HIGHLINEonline.ca**

