

# Gazette



Alpine Club of Canada | Club Alpin du Canada

Effective: January 2017

## ADVERTISING RATE CARD

### Editorial Profile

The Alpine Club is Canada's national mountain organisation and our full colour Gazette magazine has an extensive audience across our country, throughout the U.S. and overseas. Together with notices, information and reports on special events, subjects of interest and programs offered, the Gazette provides an up-to-date resource for club members and others interested in mountaineering and climbing. Material is carefully selected to represent the wide range of interests and concerns of our membership and the mountaineering community.

### ACC Membership Demographics

The ACC has approximately 10,000 members in 22 regional sections across Canada, from coast to coast to coast. The majority of members are affluent outdoor enthusiasts between the ages of 25 – 44 with post-secondary education. The Gazette offers its advertisers a unique opportunity to reach a tightly focussed demographic group of active consumers with proven spending patterns. We have compiled the following demographic profile of Alpine Club of Canada members to assist in determining your advertising requirements.

#### Total Membership ~10,000

Females . . . . . 33%  
Males. . . . . 67%

#### Age Groupings

<18. . . . . 3%      35-44 . . . 29%  
18-24 . . . . . 11%    45-64 . . . 28%  
25-34 . . . . . 24%    65 + . . . . 5%

#### Membership Regions

British Columbia. . . . . 20%  
Alberta . . . . . 32%  
Central Canada . . . . . 8%  
Ontario . . . . . 20%  
Quebec . . . . . 10%  
Northern Canada . . . . . 1%  
Maritimes . . . . . 2%  
USA / International . . . 10%

### Frequency and Circulation

The Gazette is published three times per year; early March, July and November. Circulation is to members and associate organisations.

### Payment

Credit card information is required when booking your advertising space. Your credit card will be charged upon publication of each newsletter. Corporate Members may choose to be invoiced upon publication of each newsletter; terms are Net 30 days. No cancellations will be accepted after submission deadlines.

### Inquiries

Please direct your advertising inquiries to:

**Suzan Chamney,**  
**Publications Manager**  
The Alpine Club of Canada  
P.O. Box 8040  
Canmore, AB T1W 2T8  
ads@alpineclubofcanada.ca

### Ad Rates

#### Cost Per Issue\*

	<u>1X</u>	<u>2X</u>	<u>3X</u>
Centrefold two-page Spread . . . . .	\$2600	\$2160	\$1800
Two-page Spread . . . . .	\$2225	\$1860	\$1550
Back Cover. . . . .	\$1650	\$1385	\$1150
Front Inside Cover. . . . .	\$1500	\$1250	\$1050
Back Inside Cover . . . . .	\$1350	\$1130	\$950
Full page . . . . .	\$1200	\$1000	\$850
1/2 page - <b>FULL BLEED</b> . . . . .	\$795	\$680	\$570
1/2 page . . . . .	\$730	\$620	\$520
1/3 page - <b>FULL BLEED</b> . . . . .	\$570	\$480	\$410
1/3 page . . . . .	\$520	\$435	\$370
1/4 page banner . . . . .	\$385	\$310	\$265
1/6 page . . . . .	\$275	\$230	\$195
1/12 page . . . . .	\$165	\$140	\$120

Classified Ad: \$30 plus \$1 per word.

\*Canadian advertisers: add GST, PST or HST to rates shown.