

GLOBAL VENTURES

SASKATCHEWAN'S EXPORT RESOURCE

PRINT MEDIA PLANNER - 2018



CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.



BEST VALUE

Full Page:
 1X \$2,100 2X \$1,815 4X \$1,500

Inside Cover:
 1X \$2,585 2X \$2,385 4X \$1,995

Back Cover:
 1X \$3,250 2X \$2,750 4X \$2,500

Full bleeds: 8.75" x 11.25"
 (Live size: 8.5" x 11")
 No bleeds: 8" x 10.5"

SPRING – Agriculture/Agri-Value

Distribution: March 26
This issue will also be distributed at Canada's Farm Progress Show
 Insertion Orders: March 1
 Ad Copy Deadline: March 1*

SUMMER – Manufacturing

Distribution: June 5
 Insertion Orders: May 7
 Ad Copy Deadline: May 7*

FALL – Technology, Resources and Services

Distribution: September 21
This issue will also be distributed at Canadian Western Agribition
 Insertion Orders: August 23
 Ad Copy Deadline: August 24*

WINTER – Professional Services

Distribution: December 3
 Insertion Orders: November 1
 Ad Copy Deadline: November 2*

*NOTE: deadlines for publication produced ads are ONE WEEK earlier than these dates.



Full bleeds: 8.75" x 2.75"
 (Live size: 8.5" x 2.5")
 No bleeds: 8" x 2.5"

1X	2X	4X
\$905	\$750	\$600



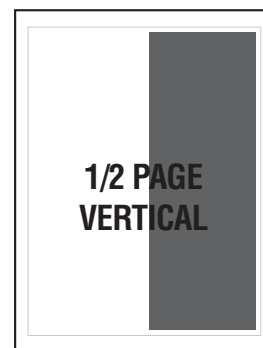
Full bleeds: 5.55" x 4.975"
 (Live size: 5.3" x 4.725")
 No bleeds: 5.175" x 4.6"

1X	2X	4X
\$1,210	\$1,000	\$800



Full bleeds: 8.75" x 5.5"
 (Live size: 8.5" x 5.25")
 No bleeds: 8" x 5.125"

1X	2X	4X
\$1,510	\$1,250	\$1,000



Full bleeds: 4.25" x 11.25"
 (Live size: 4" x 11")
 No bleeds: 3.875" x 10.5"

1X	2X	4X
\$1,510	\$1,250	\$1,000



Full bleeds: 8.75" x 7.33"
 (Live size: 8.5" x 7.08")
 No bleeds: 8" x 6.955"

1X	2X	4X
\$1,815	\$1,500	\$1,250

Submit ads to dshalley@benchmarkpr.ca or through Dropbox.com or Wetransfer.com. Supply files in print optimized PDF format with all fonts and 300 dpi (minimum) CMYK images embedded. **NO CROP MARKS.** All full bleed ads (bleeds are already factored into the full bleed ad sizes) must include a minimum margin of 0.375" around all ad edges. Do not include text or graphics that you do not want cut off during the printing process in this area.

Need help creating your ad? Please talk to our sales representative for more details on how we can help.



GLOBAL VENTURES is the voice of Saskatchewan Trade and Export Partnership (STEP).

It is quarterly published in partnership between STEP and Benchmark Public Relations Inc., a Saskatchewan-based public relations firm. We've combined STEP's strategic business knowledge with Benchmark's publishing and marketing experience to create one of the province's leading export and trade magazines designed to help you reach international marketplaces.

EACH ISSUE CONTAINS:

- Sector-based business features
- Latest news and information from STEP and its members
- Directory listing of STEP members involved in the sectors that are featured each issue
- Upcoming trade events, and so much more!

PREMIUM ADVERTISING OPPORTUNITIES

BUSINESS ADVISOR COLUMN

\$1,250 / issue

Deliver an effective, targeted message through a Business Advisor Column.

This **two-page** premium advertising opportunity includes a **750 word article** produced by your company as well as a **half page, full colour ad**. Advertisers are encouraged to provide any supporting imagery they would like featured with the column to further enhance its overall messaging.

Business Advisors should focus on key areas of interest to *Global Ventures'* readers, including the legal, accounting, financial, administration and other relevant topics related to the international trade industry. Advertisers are encouraged to discuss their topic(s) of interest with our editor to ensure their messaging is delivered in a timely and appropriate manner to readers.

Position yourself as an industry expert - share your advice through *Global Ventures* magazine.

BUSINESS FEATURE

\$2,250 / issue

Global Ventures' Business Features are an excellent opportunity to market your product, service or company to those companies that are either engaged in or entering the international trade sector.

This **three-page** feature includes a **1,000 word article** written by one of our professional writers, as well as a **full page, full colour advertisement**. Advertisers are encouraged to provide their logo, as well as any supporting imagery (such as high quality images of their staff, facility, products, etc.) to further enhance the feature's market appeal.

Prior to developing the article, our team will discuss the overall theme with you and then conduct the necessary research by interviewing one or two members of your team. You will also receive a draft of the article before it is placed in the magazine.

Enhance your business presence both in Saskatchewan and around the world -take advantage of this premium advertising opportunity today!

2018 ADVERTISING SPECIALS

- **Joined STEP in the last twelve months?** Receive **\$200 OFF** your first ad in *Global Ventures* magazine.
- **Buy TWO get ONE FREE** - Buy two full page OR two half page ads, and get one ad of the same size for FREE.
- **STEP Premium Members** are eligible to receive a **20%** advertising rate discount (various layout/size options).

Reach SASKATCHEWAN exporters through
GLOBAL VENTURES magazine

WHY ADVERTISE IN GLOBAL VENTURES?



Each issue features the latest trade and policy news and information for SK, sector-based directories, member profiles and more.



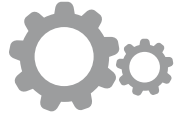
GLOBAL VENTURES is the voice of Saskatchewan Trade & Export Partnership (STEP).



GV
Helps STEP introduce SK to the world.



REACH
STEP members and local, national and international exporters, contacts and businesses.



Since 2009, over **300 STEP members** have been profiled/referenced in *Global Ventures*, resulting in strong brand recognition and awareness for their company.



Each issue of **GLOBAL VENTURES** magazine reaches **5,000 international, national and provincial businesses and contacts.**

WWW.SASKTRADE.SK.CA

CONTACT US



SASKATCHEWAN TRADE & EXPORT PARTNERSHIP
Regina: P.O. Box 1787
320 - 1801 Hamilton St.
Regina, SK S4P 3C6
306.787.9210 / Toll Free: 1.888.XPORTSK
Saskatoon: 400 - 402 21st St. E.
Saskatoon, SK S7K 0C3
306.933.6551 / Toll Free: 1.888.XPORTSK



BENCHMARK PUBLIC RELATIONS
2260 McIntyre Street
Regina, SK S4P 2R9
306.522.9326
www.benchmarkpr.ca

SALES: DON SHALLEY
306.545.6606
dshalley@benchmarkpr.ca