

ALBERTA VENTURE

YOU, ONLY BETTER

“You, Only Better” is a new section dedicated to helping our readers become more savvy consumers. From what to wear (and how to wear it) and which of the latest generation of gadgets they need to buy, to restaurant recommendations, travel tips and financial advice, it’s focused on the finer things in life – and how our readers can, and should, enjoy them.

Take advantage of this specialized section and reach our more than 200,000 print and online readers. Consumer spending remains strong in Alberta, with retail sales up 6.4% from a year ago. Albertans continue to have the highest disposable incomes in the country. With more choices available today, your brand needs to stand out from the competition.

ELITE, AFFLUENT READERSHIP

- *Alberta Venture* readers have some of the highest average household incomes of any magazine reader in Canada – **\$141,608**.
- 45% have household incomes over **\$150,000**.
- 49% have a personal income over **\$100,000**.

Reach a key audience with an abundance of wealth and spending power.

BENEFIT FROM EXTENDED ADVERTISING VALUE

- **72%** of *Alberta Venture* readers keep copies for future reference and on average share each issue with three people.
- *Alberta Venture* readers reference each issue an average of **2.8 times**.

Connect with an engaged audience – book an ad today!

PRINT

Increase brand awareness by advertising in the monthly print edition of *Alberta Venture*. Receive guaranteed ad positioning within the lifestyle content in all 160,000 copies of the magazine.

Example



ONLINE

Capture the attention of a digital audience on albertaventure.com with web banner ads: Leaderboard, Skyscraper, and Big-Box. Maximize your exposure with an integrated print and online advertising package. *Contact an account executive today!*

Contact us today for more information.

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