

TOTAL BRAND AUDIENCE



Print Readership

160,000 /issue*

CIRCULATION BREAKDOWN (28,000)

17,500

Targeted Distribution (Executives, Key Businesses, Government Officials)

5,500

Subscribers/Requested

3,000

Other (Events, Local Businesses, Clients)

2,000

Newsstand

Digital Audience

86,400 /month**

WEBSITE TRAFFIC/MONTH

32,000 UNIQUE VISITORS, **80,000** TOTAL VISIT

5,700 (TWICE A MONTH)

E-newsletter Audience

Social Media Engagement

96,000 Impressions/month***

250

Facebook fans

2500

Twitter followers

450

LinkedIn Group Members

Audience

WHO ARE ALBERTA VENTURE READERS?*

An elite, educated, and affluent group of Alberta-based business people.

49% of readers have a personal income over \$100,000 and an average household income of \$141,608

55.1% are executives, entrepreneurs, or business owners

49% have a university degree or higher and 86% have attended or completed post-secondary education

64.9% are personally involved in decisions about business purchasing or leasing

DEMOGRAPHICS

Male - 73.1%

Female - 26.9%

MEDIAN READER AGE OF 49.8 YEARS

ENGAGEMENT

Alberta Venture readers spend an average of **70.4 MINUTES** reading every issue!

Alberta Venture readers look into each issue an average of **2.8 TIMES!**

72.3% of *Alberta Venture* readers retain their copies for future reference!

* Statistic provided by *Alberta Venture's* Starch Readership Survey

342,400 /month Total Audience

Print and digital audience measured October 2011

* 5.7 pass along readers per issue

** C-panel Server Analytics 2011

*** Social Media Engagement = total social media audience x 1 post impression per day (average)
Sponsored social media engagement is available through program sponsorships

Publishing and Sales Office

T (780) 990-0839

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ALBERTA VENTURE 2012

A YEAR OF EXPLORING ALBERTA'S ENTREPRENEURIAL SPIRIT



Look for this icon throughout 2012!

It's been an amazing 15 years for growth and business in Alberta and *Alberta Venture* has been here to capture it all. Since 1997, we've been providing the best business analysis and insight in the province. Both Alberta and *Alberta Venture* magazine have come a long way since then...

CONSIDER THIS:

The population in Alberta in 1997: **2,695,474**

In 2011: **3,758,200** – a **39.4% increase!**

In 1997, Alberta's gross domestic product was **\$109.7 billion**, or \$42,192 per capita

In 2011, it is estimated that Alberta's GDP will reach **\$256.9 billion** or \$69,432 per capita

AND THE FUTURE IS EVEN BRIGHTER. HERE'S PROOF:

- RBC's economic projection puts Alberta's economic growth at **3.7% in 2011** and **3.9% in 2012**. Compare that to the national growth rate of 2.4% this year and 2.5% in 2012.
- **97,000 new jobs** were created in Alberta in just the past eight months – 28% of all the jobs created in Canada.
- Nearly two out of three (**64%**) business owners in Alberta are planning on investing in their company over the next two years.
- **New equipment will be the main area of investment** for Alberta entrepreneurs (40%). Additional investments will be in new products and services (27%), new technology (21%), new processes (11%) and new employees (17%).
- Retail sales rose a brisk 6% this year over last amid generalized slowing across other provinces. **Alberta consumers' renewed confidence** was visible in their increased spending on big ticket items such as motor vehicles.
- *Alberta Venture's* influential and affluent business readers have an **average personal income of \$114,259**, significantly higher than the readers of *Report on Business* (\$67,078) or *Financial Post* magazine (\$65,716). No other business magazine in Canada can offer you readers with better personal or corporate purchasing power.

To celebrate 15 years of publishing, *Alberta Venture* is rolling out exciting new initiatives:

- NEW** Full redesign of both the print magazine and the website – a modern and striking new look
- NEW** Editorial columns and features targeted to meet our readers' needs – more engagement than ever
- NEW** Impressive online sponsorship and branding opportunities including micro-sites, contests, and more
- NEW** Special interest publications:
 - **Business Etiquette and Networking Guide**
 - **A Guide to the Best of Business and Leisure Travel**
- NEW** Expanded professional development and award programs (more attendees, more online extensions, more magazine features... more sponsorship value!)
- NEW** We'll explore the banner theme all through 2012, in print, online and in special events.
- NEW** More creative advertising opportunities for your marketing goals

Join *Alberta Venture* as we embark on A Year of Exploring Alberta's Entrepreneurial Spirit

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THE 15TH ANNIVERSARY OF ALBERTA VENTURE:
A YEAR OF EXPLORING ALBERTA'S ENTREPRENEURIAL SPIRIT

January

Fast Growth 50
Industry Report on Commercial and Industrial Construction
Special Report: Sales and Marketing
ADVERTISING CLOSE: NOV 18, 2011
MATERIAL DUE DATE: DEC 1, 2011
INSERT DUE DATE: DEC 14, 2011
RELEASE DATE: JAN 3, 2012

February

The Money Issue
Industry Report on Financial Services
ADVERTISING CLOSE: DEC 16, 2011
MATERIAL DUE DATE: JAN 4, 2012
INSERT DUE DATE: JAN 19, 2012
RELEASE DATE: FEB 1, 2012

March

Annual Meeting & Convention Planning Guide
Industry Report on Forestry
ADVERTISING CLOSE: JAN 20, 2012
MATERIAL DUE DATE: FEB 1, 2012
INSERT DUE DATE: FEB 15, 2012
RELEASE DATE: MAR 1, 2012

April – 15th Anniversary issue

Industry Report on Energy and Energy Services
Contractor of the Year Awards
ADVERTISING CLOSE: FEB 17, 2012
MATERIAL DUE DATE: MAR 1, 2012
INSERT DUE DATE: MAR 15, 2012
RELEASE DATE: APR 2, 2012

May

Alberta's Best Workplaces
Executive Education
Plus: Learning and Professional Development for Employees
Special Report: Aboriginal Business
ADVERTISING CLOSE: MAR 16, 2012
MATERIAL DUE DATE: APR 4, 2012
INSERT DUE DATE: APR 19, 2012
RELEASE DATE: MAY 1, 2012

June

Best Communities for Business
Industry Report on Agri-foods
Special Report: The New West Partnership after 2 Years
ADVERTISING CLOSE: APR 20, 2012
MATERIAL DUE DATE: MAY 2, 2012
INSERT DUE DATE: MAY 17, 2012
RELEASE DATE: JUNE 1, 2012

July

50 Most Influential People
Industry Report on Real Estate
Special Report: Recreational Property
ADVERTISING CLOSE: MAY 18, 2012
MATERIAL DUE DATE: MAY 30, 2012
INSERT DUE DATE: JUNE 14, 2012
RELEASE DATE: JULY 3, 2012

August

The Sin and Self-improvement Issue
Plus: Emerald Award Winners
Special Interest Publication:
Business Etiquette and Networking Guide
ADVERTISING CLOSE: JUNE 15, 2012
MATERIAL DUE DATE: JULY 4, 2012
INSERT DUE DATE: JULY 19, 2012
RELEASE DATE: AUG 1, 2012

September

The Venture 100 – Alberta's largest companies by revenue
Special Report: The New Albertans
ADVERTISING CLOSE: JULY 20, 2012
MATERIAL DUE DATE: AUG 1, 2012
INSERT DUE DATE: AUG 15, 2012
RELEASE DATE: SEPT 4, 2012

October

Small Business
Industry Report on Software Development
ADVERTISING CLOSE: AUG 17, 2012
MATERIAL DUE DATE: AUG 29, 2012
INSERT DUE DATE: SEPT 13, 2012
RELEASE DATE: OCT 1, 2012

November

The Big Ideas Issue
Alberta's 25 Most Innovative Companies
Special Report: Research and Development
Special Interest Publication:
A Guide to the Best of Business and Leisure Travel
ADVERTISING CLOSE: SEPT 14, 2012
MATERIAL DUE DATE: OCT 3, 2012
INSERT DUE DATE: OCT 18, 2012
RELEASE DATE: NOV 1, 2012

December

Alberta's Business Person of the Year
Export Award Winners
Top 10 Business Stories of the Year
Industry Report on Transportation and Logistics
ADVERTISING CLOSE: OCT 19, 2012
MATERIAL DUE DATE: OCT 31, 2012
INSERT DUE DATE: NOV 15, 2012
RELEASE DATE: DEC 3, 2012

All content above is suggested only and is subject to change without notice.
NOTE: We will produce "green" content all year long, with a special interest digital publication in January 2013.

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SIGNATURE EVENTS

C-Suite Stars

C-SUITE STARS, PRESENTED BY ALBERTA OIL
A night to celebrate the very best in energy company leadership alongside the industry's greatest minds
250+ ENERGY INDUSTRY STARS, SIT-DOWN AWARDS DINNER



THE CONTRACTOR OF THE YEAR AWARDS AND DINNER
Top executives from Canadian construction companies celebrate the industry's best and brightest
300+ CONSTRUCTION INDUSTRY EXECUTIVES, SIT-DOWN AWARDS DINNER

GOVERNANCE for WOMEN

GOVERNANCE FOR WOMEN SYMPOSIUM
Designed specifically for senior female executives interested in gaining the knowledge and insight required for a board directorship position
100 EXECUTIVE WOMEN, 2 DAY SYMPOSIUM IN THE ROCKY MOUNTAINS



V100 FORUM
Accompanying *Alberta Venture's* annual release of the top 200 companies in Alberta, this lunch event celebrates those who made the list
200+ ALBERTAN EXECUTIVES, LUNCH KEYNOTE



ALBERTA'S BUSINESS PERSON OF THE YEAR LUNCHEON
We celebrate the achievements of the Business Person of Year (AV's December cover story) alongside hundreds of business professionals, industry executives, and government officials
400+ BUSINESS PROFESSIONALS AND SUPPORTERS, LUNCH KEYNOTE



ALBERTA'S FAST GROWTH 50 AWARDS GALA
Bringing together Alberta's fastest growing and upwardly mobile companies, the Fast Growth 50 Awards gala is the perfect place to celebrate successful Albertan businesses
250+ FAST GROWTH WINNERS, AWARDS RECEPTION AND KEYNOTE ADDRESS



ALBERTA'S BEST WORKPLACES
A VIP celebration of the very best workplaces in Alberta and the people that make them what they are
100+ H.R. LEADERS, 1/2 DAY CONFERENCE AND AWARDS RECEPTION



MOST INFLUENTIAL GOLF TOURNAMENT
Our annual charity event brings together Alberta's Most Influential People (AV's July Cover story) and like-minded business professionals in support of a worthy cause
175+ INFLUENTIAL GOLFERS AND CHARITY SUPPORTERS, GOLF TOURNAMENT AND DINNER



PROJECT: TRANSFORM ALBERTA SYMPOSIUM
A new symposium that facilitates the discussion of how Alberta can become a world-leading jurisdiction in which to live, work, and play
200+ BUSINESS FUTURISTS, FORMAT TBA

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

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Advertising Rates and Options

EFFECTIVE OCTOBER 14, 2011
RATE BASE: 28,000

Rates are quoted in gross dollars unless otherwise specified

2,3,4

Colour	1 x	3 x	6 x	9 x	12 x
Full page	5,320	5,055	4,790	4,520	4,255
2/3 page	4,790	4,550	4,310	4,070	3,830
1/2 page	3,460	3,285	3,115	2,940	2,770
1/3 page	2,395	2,275	2,155	2,035	1,915
1/6 page	1,330	1,265	1,195	1,130	1,065
DPS	10,110	9,605	9,100	8,595	8,090
1/2 DPS	6,575	6,245	5,920	5,590	5,260

Black & White

	1 x	3 x	6 x	9 x	12 x
Full page	3,995	3,795	3,595	3,395	3,195
2/3 page	3,595	3,415	3,235	3,055	2,875
1/2 page	2,595	2,465	2,335	2,205	2,075
1/3 page	1,800	1,710	1,620	1,530	1,440
1/6 page	1,000	950	900	850	800
DPS	7,590	7,210	6,830	6,450	6,070
1/2 DPS	4,930	4,685	4,435	4,190	3,945

Covers	1 x	3 x	6 x	9 x	12 x
2nd & 3rd	6,120	5,815	5,510	5,200	4,895
4th	6,650	6,320	5,985	5,655	5,320

NOTE: 15% surcharge for positioning guarantee

Alberta Venture offers you unique opportunities to gain additional exposure in innovative and cost-effective ways. Please inquire about how we can help your company stand out.

On-Page Options

GATEFOLD COVERS

A triple page spread advertising opportunity; ideal for product introduction or rebranding messages.

SPLIT COVERS/FRENCH DOORS/REVERSE GATEFOLD

Grab reader attention with a double page spread ad positioned beneath the outside front cover.

Also ask about interior gatefolds; single or double wrap options available.

Rates: Quoted individually

Insert/Outsert Options

INSERTS

Blow-ins, business reply cards, corporate brochures and full page size options are all available and offer a cost-efficient way for you to deliver your message to a targeted audience. Minimum quantity: 5,000. Specific geographic areas are available, ie: just Calgary or just Edmonton.

Rates: Quoted individually

OUTSERTS

Ask your *Alberta Venture* account representative about our planned polybagging opportunities. Your brochure, catalog or direct mail material can be delivered to our more than 160,000 business readers in these pre-planned polybags or inquire about the opportunity for a customized polybag for your needs.

Rates: Quoted individually

TIP-ON INSERTS

Removable or permanent tip-ons are available; perfect for sampling or unusually configured inserts.

Rates: Quoted individually

BELLY BAND

Wrap your message around the cover of the magazine. Only available with purchase of full page advertisement inside that issue.

Rates: Quoted individually.

Online Options

albertaventure.com is where Alberta's business leaders meet.

Online and magazine advertising work together to create unparalleled engagement and awareness. Integrated media campaigns allow magazine and online advertising to be more engaging, trustworthy and motivational. This relationship allows albertaventure.com's advertisers to benefit from multi-faceted awareness and a highly-motivated audience of purchasers and decision-makers.

Your account executive can discuss our wide range of choices for online advertising, and how we can build an integrated print and online advertising package to meet your marketing needs.

Rates: Quoted individually

Additional Publications and Sponsorship Opportunities

Alberta Venture offers a range of special publications and events which offer advertisers interactive and high impact exposure. Ask your sales representative for more information.

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Commission and Cash Discounts

Agency commission of 15% to recognized agencies only. Overdue accounts are subject to interest at a rate of 2% per month after 30 days from date of invoice. All accounts are payable to the Edmonton office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

Contract Regulations

1. The rates, terms and conditions on this card apply to all advertising contracts or insertion orders received by the publisher. If no contract is received, the advertisers will be billed at the single insertion rate.
2. Publisher reserves the right to increase advertising rates or change in-home date for any issue upon 30 days notice in writing before the insertion order closing date of the issue. All contracts and insertion orders are accepted subject to this reservation.
3. Contest advertising rules must be submitted before the advertisement is run.
4. Publisher reserves option to insert above or below any copy the words "Advertising Feature."
5. Publisher is not liable for printed quality of advertising if submission does not follow digital guidelines.
6. The publisher shall not be bound by any position requests unless guaranteed by a 15% surcharge.
7. Mail order copy subject to publisher's acceptability standards. Business should be transacted from a Canadian address.
8. If complete copy is not furnished according to mechanical and deadline requirements, publisher can charge for extra production work required. An estimate of such extra charges will be furnished upon request.
9. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibility for any claims arising therefrom against publisher.
10. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.
11. All advertising copy is subject to the approval of the publisher.
12. The publisher shall be under no liability for failure for any cause, to publish any advertisement.
13. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
14. All inserts and advertising must adhere to regulations as set down by Canada Post or/and Revenue Canada.
15. Inserts may be placed on partial page ads with no liability to the publisher.
16. Publisher cannot guarantee position of blow-in cards.
17. Publisher cannot guarantee specific geographic coverage for partial circulation inserts.
18. Publisher cannot guarantee positioning or carriage of insert if prior approval of insert is not solicited from publishing office.

Bleed

Publisher reserves right to crop 0.25" from either side of the film, depending on position in the magazine. All live material to be 0.25" inside trim size on all bleeding sides.

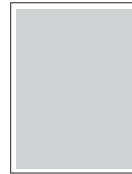
*Complete ad specifications provided when booking is complete.

Magazine trim size

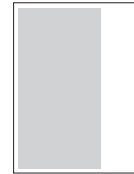
8.25 x 10.75



Full page
8.25" x 10.75"



Full Page Island
7.375" x 9.875"

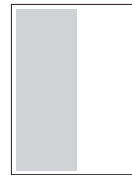


2/3 page Vert
4.75" x 9.875"

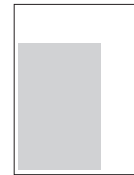
* 8.75" x 11.25" Final Bleed Size



1/2 page Horiz
7.375" x 4.875"



1/2 page Vert
3.625" x 9.875"



1/2 page Mini
4.75" x 7.5"



1/3 page Horiz
7.375" x 3.125"



1/3 page Vert
2.25" x 9.875"



1/3 page Square
4.75" x 4.875"



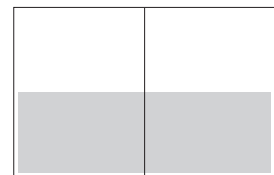
1/6 page Horiz
4.75" x 2.375"



1/6 page Vert
2.25" x 4.875"



Full DPS
16.5" x 10.75"
17.0" x 11.25" Final Bleed Size



1/2 DPS Island
15.625" x 4.875"

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