

Now Booking For 2017!

30,000 printed copies. 5,000 digital downloads.

Travel Our Backyard magazine is one of the most sought-after local publications every year by locals and visitors alike. With **30,000** printed copies, and another **5,000** downloaded online, we have the tourism market covered!



Deadline to book space: April 28, 2017 | Publishing: May 18, 2017

- Delivery to locations before the May long weekend
- Promoted throughout Eastern Ontario
- A favourite FREE publication for local people
- Supplemented by 101 Things to Do in the Valley

NEW! Bookings Include Year-Round Promotion!

At Travel Our Backyard, we offer year-round tourism promotion with a list of 101 Things to Do in the Valley, distributed six times each year. New for 2017 is we are packaging some 101 listings with advertising bookings so that you benefit from promotion in the magazine and in our regular distributed list. Lists covered in this promotion include:

May-June 2017
July-August 2017

September-October 2017
November-December 2017

January-February 2018
March-April 2018

We cover shoulder seasons, off-seasons and more to help you get the most from tourism this year!



RETURNING! Our rewards contest for traveling our region!

Last year we ran a contest where people uploaded or emailed us photos from their experience traveling our backyard. This year we are doing it again! People can visit anywhere that is advertised in the magazine and by submitting a photo, they are entered to win cash prizes of \$250, \$150 or \$100. No strings attached - just travel and win!

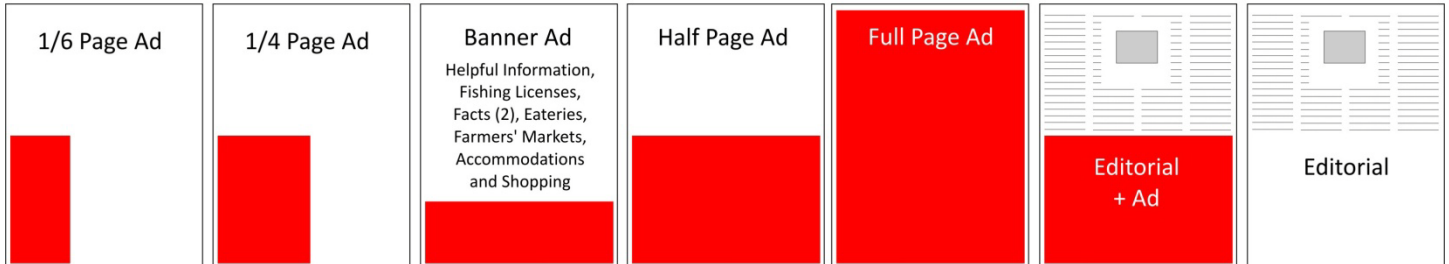
2017 Advertising Options

There are plenty of ways to advertise with us this year!

Special Sections

Golf Courses | Shopping | Eateries | Accommodations | Farmers' Markets

- Listing (\$145) - 50 word listing plus contact information
- Listing + Ad (\$300) - 50 word listing plus 1/6 page ad



Regular Display Advertising

- 1/6 page Ad = \$235 (Includes one free listing in your choice of 101 Things to Do in the Valley editions)
- 1/4 page Ad = \$350 (Includes two free listings in your choice of 101 Things to Do in the Valley editions)
- Banner Ad = \$400 (One ad on the following pages: Helpful Information, Fishing Licenses, Facts, Farmers' Markets; includes three free listings in your choice of 101 Things to Do in the Valley editions)
- 1/2 Page Ad = \$575 (Includes a free listing in every issue of 101 Things to Do in the Valley)
- Full Page Ad = \$925 (Includes two free listings in every issue of 101 Things to Do in the Valley)

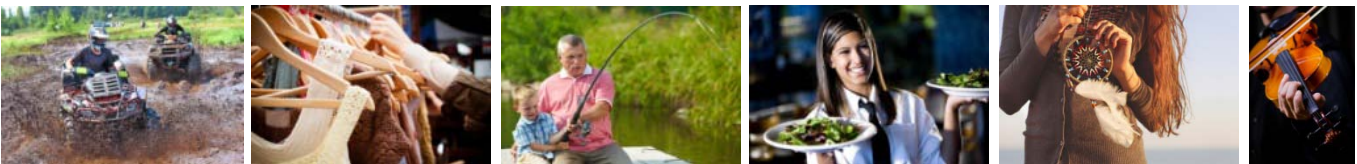
Limited Opportunity Display Advertising

All bookings come with five free listings in every issue of 101 Things to Do in the Valley

- Inside Front Cover = \$1,275
- Inside Back Cover = \$1,275
- Centre Spread = \$1,500
- Back Cover = \$1,575

Editorial Options

- Editorial = \$285 (400 word article about your tourism experience + photo)
- Editorial + Ad = \$825 (400 word article + photo, ad half page ad beneath on the same page, making a full page ad. This option includes a free listing in every issue of 101 Things to Do in the Valley.)



Booking Notes

- Graphic design is included in the price of display advertising. If supplying artwork, please request design guidelines.
- Editing assistance is included in the cost of editorial options.
- All prices are plus HST.
- Advertising designed by us (Forward Thinking) can only be used in Travel Our Backyard magazine.

Contact Us

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