



GLOBAL VENTURES

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

2025 MEDIA KIT

Global Marketing Opportunities for Print,
Digital, Special Supplements and Web

www.sasktrade.sk.ca



MAKE GLOBAL VENTURES PART OF YOUR INTERNATIONAL MARKETING EFFORTS



Global Ventures is the voice of Saskatchewan's export community.

It is published quarterly in partnership between the Saskatchewan Trade & Export Partnership (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 the province's leading export and trade magazine and combined it with digital media opportunities to help you reach international marketplaces.

EACH ISSUE CONTAINS

- Sector-based business Features and Supplements.
- 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!

EACH ISSUE

- Reaches 1,500 STEP members and Saskatchewan business leaders through our printed copies.
- Reaches 5,600 international businesses digitally through contacts developed on STEP's trade missions.
- Is promoted on STEP's social media platforms including LinkedIn, Facebook and X.
- Is archived for up to three years on STEP's website at www.sasktrade.com/category/global-ventures.

Global Ventures is an effective medium to relay timely messaging to both the local business community and the network of international contacts developed by STEP. The publication provides provincial business leaders, stakeholders, provincial and international contacts and media with timely information pertaining to Saskatchewan exports.

Feature articles profile STEP members who are making a strong economic impact to the province. As a member benefit, over 300 STEP members have chosen to be profiled/referenced in the publication with many reporting a significant increase in their profile and strong recognition of their business activities and capabilities.

MEMBER SECTOR SPECIAL

All STEP members are eligible to take advantage of this unique opportunity. Each issue focuses on a specific sector of the STEP membership and each member within that sector can purchase a one-page feature at the special pricing of \$500 for that issue. The themes are: agriculture and agri-value for the spring issue; mining and manufacturing, summer; technology and services, fall; and export development, winter.

HERE ARE THE BENEFITS

- A company profile of up to 650 words including photos.
- A quarter page advertisement at the bottom of the page to provide your contact details and encourage customer action.
- The story will be one of the highlights on the front cover and table of contents.
- Three years of visibility on the STEP website in the **Global Ventures** section.
- We will provide you with a print-ready PDF of your profile with reprint rights that you can use on your website, social media or to print and provide to your customers.
- Social media posts on STEP's LinkedIn, Facebook and X social media accounts to promote your feature.
- 2 complimentary copies of the magazine in which your company is featured.

PREMIUM ADVERTISING OPPORTUNITIES



FRONT COVER FEATURE | \$2,500

Put yourself on the map in Saskatchewan by placing yourself of the front cover. A front cover feature is 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 feature covers a minimum of 2 pages and can be up to 1,250 words developed by one of our professional writers. It also includes a quarter page, full-colour advertisement. A front cover feature can only be used once by a STEP member on a first-come, first-served manner. The front cover has tremendous exposure as a hard copy distributed to all STEP members and potential exporters in the province, and lives as a digital copy on the STEP website, STEP social media platforms, and as digital copy via an E-blast to 6,000 members, partners, stakeholders, international contacts, and a new "blog" feature on SaskTrade.com.

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. All front cover features must supply at least two high resolution images of which STEP will have final say on the chosen image.

NOTE: Prior to writing the article, our team will discuss an overall theme with you and conduct any necessary research, such as interviewing one or two of your team members. You will also receive a draft of the article before it is printed.

Enhance your corporate presence in Saskatchewan and around the world – book a Front Cover Feature today!

BUSINESS ADVISOR COLUMN

Deliver an effective, targeted advertising message through a Business Advisor Column. This feature will be of particular interest to, but not limited to, STEP Associate Members (companies that service exporters).

TWO-PAGE BUSINESS ADVISOR COLUMN – \$1,250/issue

- This **two-page** advertisement includes an article of up to **750 word article** produced by your company and a **half page, full colour ad**.

ONE-PAGE BUSINESS ADVISOR COLUMN – \$795/issue

- This **one-page** advertisement includes an article of up to **550 word article** produced by your company and a **quarter page, full colour ad**.

NOTE: Columns 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 the editor to ensure their message is delivered in a timely and appropriate manner to readers.

Advertisers are also encouraged to provide any supporting imagery that they would like featured with the column to further enhance its overall messaging.

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

PREMIUM MEMBER SPECIAL

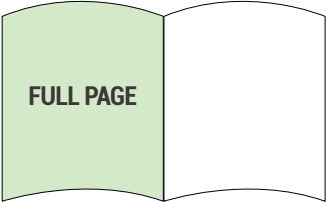
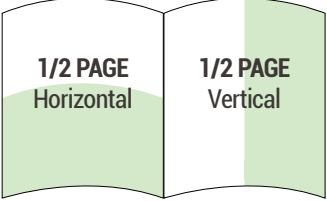
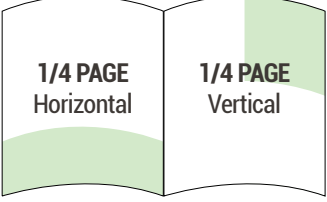
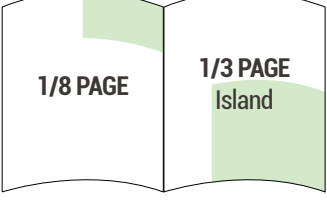
All STEP premium members receive a complimentary quarter page advertisement in the publication. However, these members also have the opportunity value-add their investment by increasing the size of their ad to a half page advertisement by only paying the difference in price – \$605. As an added bonus, we will include a two-page feature article on your company, written by one of our writers, and approved by you.

2025 ADVERTISING RATES | DEADLINES



ADVERTISING RATES

NOTE: All full bleed ads must include a minimum of 0.375" margin around all edges.

	SIZE	1X	2X	4X
 FULL PAGE	Back Cover Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,250	\$2,750	\$2,500
	Inside Covers Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,585	\$2,385	\$1,995
	Full Page Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,100	\$1,815	\$1,500
 1/2 PAGE Horizontal 1/2 PAGE Vertical	1/2 page Horizontal Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"	\$1,510	\$1,250	\$1,000
	1/2 page Vertical Full bleeds: 4.25" x 11.25" OR No bleeds: 3.875" x 10.5"	\$1,510	\$1,250	\$1,000
 1/4 PAGE Horizontal 1/4 PAGE Vertical	1/4 page Horizontal Full bleeds: 8.75" x 2.75" OR No bleeds: 8" x 2.5"	\$905	\$750	\$600
	1/4 page Vertical Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"	\$905	\$750	\$600
 1/8 PAGE 1/3 PAGE Island	1/8 page Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	\$750	\$600	\$475
	1/3 page Island Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	\$1,210	\$1,000	\$800

Submit ads to info@benchmarkpr.ca or through [Dropbox.com](https://www.dropbox.com) or [Wetransfer.com](https://www.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.

ADVERTISING DEADLINES

SPRING 2025

Agri-Value

Distribution: March 28

Insertion Orders: February 25

Ad Copy Deadline: February 28

SUMMER 2025

Manufacturing & Technology

Distribution: June 16

Insertion Orders: May 13

Ad Copy Deadline: May 20

FALL 2025

Energy & Resources

Distribution: September 19

Insertion Orders: August 12

Ad Copy Deadline: August 15

WINTER 2025

Export Development

(Associate Members)

Distribution: December 12

Insertion Orders: November 4

Ad Copy Deadline: November 7

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

Contact Account Executives:

Pat Rediger

T: 306-522.9326

E: prediger@benchmarkpr.ca

Angela Prawzick

T: 306-522-0923

E: aprawzick@benchmarkpr.ca

2025



GLOBAL VENTURES

CLIENT INFORMATION

Client _____ Contact Person _____

Address _____ Authorized Signature _____

City _____ Postal Code _____ Email Address _____

Phone _____

Fax _____ Purchase Order Number _____

SPECIFICATIONS & PRODUCTION

Global Ventures is an 8.5"x11" glossy magazine, with 4,000 copies distributed electronically to international contacts and 1,500 copies printed and distributed to Saskatchewan businesses by the Saskatchewan Trade and Export Partnership. The 2025 production schedule is:

SPRING 2025

Agri-Value

Distribution: March 28

Insertion Orders: February 25

Ad Copy Deadline: February 28

SUMMER 2025

Manufacturing & Technology

Distribution: June 16

Insertion Orders: May 13

Ad Copy Deadline: May 20

FALL 2025

Energy & Resources

Distribution: September 19

Insertion Orders: August 12

Ad Copy Deadline: August 15

WINTER 2025

*Export Development
(Associate Members)*

Distribution: December 12

Insertion Orders: November 4

Ad Copy Deadline: November 7

ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices based on digitally supplied artwork in full color. Submit ads to info@benchmarkpr.ca or by Dropbox.com or WeTransfer.com – free file sharing sites. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded. **NO CROP MARKS.** Full bleed ads must include a 0.375" margin on all edges. Do not include text or graphics you do not want cut off in this area.

Note: to determine the live sizes of full bleed ads simply minus 0.25" from the full bleed ad sizes provided in the media planner (for example, 0.25" minus the full bleed ad size of 8.75"x11.25" results in an 8.5"x11" live ad size).

Check the ad size to the right that you wish to order.



Member Sector Special

Full Page Business Feature for only \$500

Pricing

	1X	2X	4X
☐ Back Cover	\$3,250	\$2,750	\$2,500
☐ Inside Cover	\$2,585	\$2,385	\$1,995
☐ Full Page	\$2,100	\$1,815	\$1,500
☐ 1/2 Page Vertical	\$1,510	\$1,250	\$1,000
☐ 1/2 Page Horizontal	\$1,510	\$1,250	\$1,000
☐ 1/3 Page Island	\$1,210	\$1,000	\$800
☐ 1/4 Page Horizontal	\$905	\$750	\$600
☐ 1/8 Page Vertical	\$750	\$600	\$475
☐ Member Sector Special	\$500		

SUMMARY

_____ Display Space _____

_____ Special Placement _____

_____ GST (5%) _____

_____ Subtotal _____

Subtotal x _____ number of issues _____

_____ Multiple Insertion Discount _____

GRAND TOTAL _____

Contract currently in place _____

Currently committed advertising issues: (check below)

☐ SPRING ISSUE	Insertion Order Deadline: Feb. 25
☐ SUMMER ISSUE	Insertion Order Deadline: May 13
☐ FALL ISSUE	Insertion Order Deadline: Aug. 12
☐ WINTER ISSUE	Insertion Order Deadline: Nov. 4

CONTACT TERMS & CONDITIONS

BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street
Regina, SK S4P 2R9

T: 306-522.9326

E: info@benchmarkpr.ca

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to:**

Benchmark Public Relations Inc.