

GLOBAL VENTURES MAGAZINE

CONNECTING **SASKATCHEWAN** BUSINESS WITH THE WORLD

2023 PRINT MEDIA PLANNER



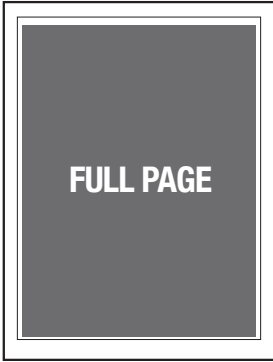
www.sasktrade.sk.ca



2023 ADVERTISING RATES | DEADLINES

measurements below in width x height

NOTE: bleeds are included in the full bleed ad sizes.



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 30
 Insertion Orders: March 3
 Ad Copy Deadline: March 6*

SUMMER – Manufacturing

Distribution: June 16
 Insertion Orders: May 5
 Ad Copy Deadline: May 9*

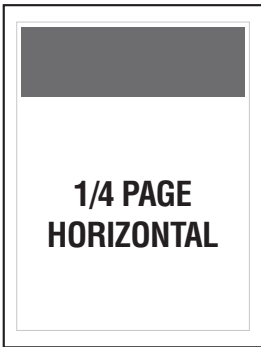
FALL – Technology / Services

Distribution: September 22
 Insertion Orders: August 25
 Ad Copy Deadline: August 29*

WINTER – Professional Services

Distribution: December 15
 Insertion Orders: November 20
 Ad Copy Deadline: November 21*

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



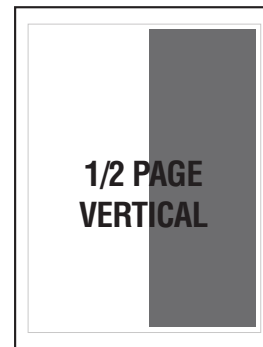
Full bleeds: 5.55" x 4.975"
 (Live size: 5.3" x 4.725")
 No bleeds: 5.175" x 4.6"

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



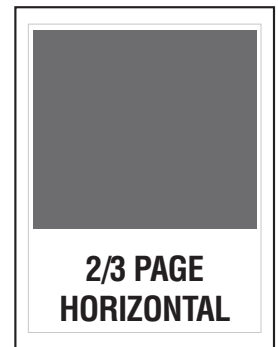
Full bleeds: 8.75" x 5.5"
 (Live size: 8.5" x 5.25")
 No bleeds: 8" x 5.125"

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



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

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



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

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

Submit ads to info@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 published quarterly 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

For as low as \$750 / issue

Deliver an effective, targeted advertising message through a Business Advisor Column. This feature will be of 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 a **750 word article** produced by your company and a **half page, full colour ad**.

ONE-PAGE Business Advisor Column - \$750 / issue

This **one-page** advertisement includes a **500-550 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 our 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.

BUSINESS FEATURE

For as low as \$850 / 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.

TWO-PAGE Business Feature – \$1,350 / issue

This **two-page** feature includes a **750 word article** written by one of our professional writers and a **half page, full colour ad**.

ONE-PAGE Business Feature – \$850 / issue

This **one-page** feature includes a **500-550 word article** written by one of our writers and a **quarter page, full colour ad**.

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.

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 Business Feature today!

ADDITIONAL SPECIALS

- **Joined STEP in the last twelve months?** Contact us for special pricing and features.
- **Buy TWO get ONE FREE** – Buy two full page OR two half page ads, and get one ad of the same size FREE.
- **STEP Premium Members** receive special advertising offers.

Reach SASKATCHEWAN exporters through
GLOBAL VENTURES magazine



WHY ADVERTISE IN GLOBAL VENTURES?



Many members report a significant increase in their corporate brand recognition and awareness after being profiled or highlighted in **GLOBAL VENTURES**.

Each issue of **GLOBAL VENTURES** magazine reaches **5,000 international, national and provincial exporters, contacts and businesses** (3,500 electronic international business contacts).

For more than a decade, **GLOBAL VENTURES** has introduced Saskatchewan to the world, profiling STEP members' innovative products, services and achievements, along with the latest policy and trade news and information. GV will continue to serve the province and its members as we enter a new decade of success with the magazine.

DIGITAL ENHANCEMENTS

Global Ventures is distributed electronically to approximately 3,500 international business contacts who have expressed an interest in conducting business in Saskatchewan. Opportunities to expand digital distribution is continuously explored and will result in wider digital coverage.

Business Advisor and Business Feature advertisers are recognized and thanked once per issue of their advertising commitment on STEP's social media accounts – LinkedIn, Facebook and Twitter.

Business Advisor and Business Feature advertisers will have their article/advertising commitment promoted on STEP's social media accounts – LinkedIn, Facebook and Twitter within the publication month. Each social posting will include the applicable advertising image and will be linked to their webpage (if applicable).

Business Advisor and Business Feature advertisers will receive a complimentary PDF copy of their feature from Benchmark Public Relations that can be shared through their own social media, email to clients, post on their website, or print out to give away.

Past/recent editions of *Global Ventures* are archived on the STEP website (PDF format) where they can be retrieved and reviewed at any time – www.sasktrade.sk.ca.

CONTACT INFORMATION

WWW.SASKTRADE.SK.CA



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: PAT REDIGER | 306.522.9326 | prediger@benchmarkpr.ca
DON SHALLEY | 306.545.6606 | dshalley@benchmarkpr.ca

GLOBAL VENTURES

SASKATCHEWAN'S EXPORT RESOURCE

2023 INSERTION ORDER CONTRACT

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" x 11" glossy magazine, with 3,000 copies distributed electronically to international contacts and 5,600 copies printed and distributed to Saskatchewan businesses by the Saskatchewan Trade and Export Partnership. The 2023 production schedule is:

SPRING 2023	Insertion Order Deadline: Mar. 3	Ad Copy Deadline (all materials): Mar. 6	Distribution: Mar. 30
SUMMER 2023	Insertion Order Deadline: May 5	Ad Copy Deadline (all materials): May 9	Distribution: June 16
FALL 2023	Insertion Order Deadline: Aug. 25	Ad Copy Deadline (all materials): Aug. 29	Distribution: Sept. 22
WINTER 2023	Insertion Order Deadline: Nov. 20	Ad Copy Deadline (all materials): Nov. 21	Distribution: Dec. 15

ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices based on digitally supplied artwork in full color. Submit ads to dshalley@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" x 11.25" results in an 8.5" x 11" live ad size).

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

Pricing

	1X	2X	4X
<input type="checkbox"/> Double Page	\$4,530	\$3,950	\$3,450
<input type="checkbox"/> Back Cover	\$3,250	\$2,750	\$2,500
<input type="checkbox"/> Inside Cover	\$2,585	\$2,385	\$1,995
<input type="checkbox"/> Full Page	\$2,100	\$1,815	\$1,500
<input type="checkbox"/> 1/2 Page Vertical	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 1/2 Page Horizontal	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 2/3 Page Horizontal	\$1,815	\$1,500	\$1,250
<input type="checkbox"/> 1/3 Page Island	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/3 Page Vertical	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/3 Page Horizontal	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/4 Page Horizontal	\$905	\$750	\$600
<input type="checkbox"/> 1/6 Page Vertical	\$750	\$600	\$475



- Book **FOUR** full page ads; we'll put one on the back cover for **FREE**
- Book **TWO** double page ad spreads in 2023; get a **FREE Business Feature** in *Global Ventures*
- Buy **THREE** half page ads; get **ONE FREE**.

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: Mar. 3
 SUMMER ISSUE Insertion Order Deadline: May 5
 FALL ISSUE Insertion Order Deadline: Aug. 25
 WINTER ISSUE Insertion Order Deadline: Nov. 20

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