

# EDGE YK



**TOTAL CIRCULATION: 6,000 | TOTAL REACH: 18,000 (AVERAGE THREE READERS/COPY)**  
**EXPOSURE OFFERED: TWO MONTHS (SIX ISSUES/YEAR)**  
**DISTRIBUTION: MAILED TO EVERY YK HOUSE AND AT HIGH-TRAFFIC LOCATIONS**

**EDGE YK** examines all facets of life in Yellowknife – business, style, public affairs, art, food, entertainment, sports, as well as the city’s rich history – in timely and relevant features that inform and entertain. Yellowknife is our focus, and we leave no stone unturned as we explore and illuminate the issues affecting people in the city between the bays. Yellowknife, as you’ve never before read, seen or imagined, six times a year in print and online in **EDGE YK**.

## WHY ADVERTISE IN EDGE YK?

### BECAUSE WE OFFER:

- The city’s widest reach of 18,000 readers
- Two months of exposure
- 6,000 printed copies
- Delivery of each issue, free of charge, to every house in YK
- Distribution at roughly 24 high-traffic locations
- Beautifully designed, full-colour ads
- Popular hyper-local editorial about all things YK
- Exceptional writing, photography, local artwork

Our eye-catching ads place your business or organization in front of thousands of Yellowknife readers both in print and online. We understand that your success is our success, and we’ll work hard to make your advertising investment pay off.

EDGE YK readers come from a wide range of Yellowknife demographic circles, from recently arrived young professionals to third-generation Yellowknifers.

## ONLINE EXPOSURE

Our interactive **EDGE YK** online edition at **EDGE YK.CA** offers additional exposure, without charge, for all of our advertisers with each online issue averaging more than 10,000 impressions. Ads in the online edition link to advertiser websites or Facebook groups, and the issues are often posted by readers to social media sites, allowing readers direct access to our clients’ websites.

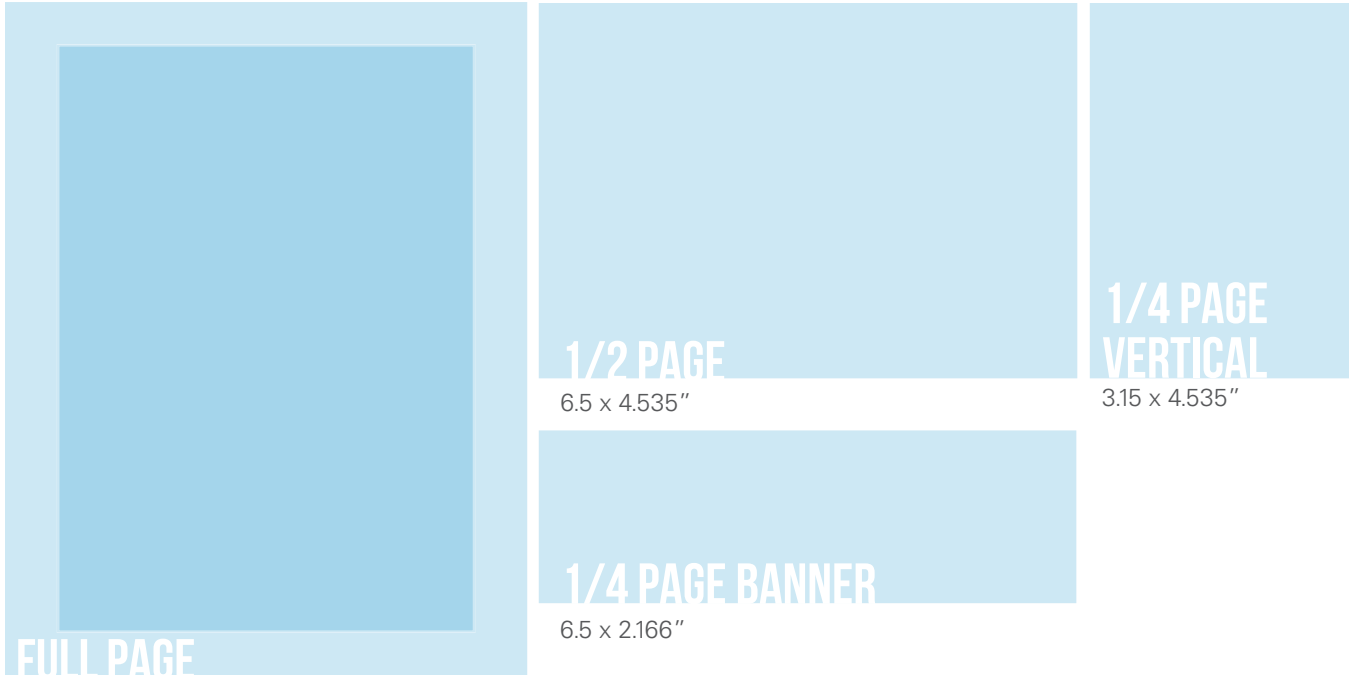
## RATES

Size	Camera-ready artwork (High-rez PDF)	Basic design by <b>EDGE YK</b> (includes proof and one round of revisions)
Quarter page banner/vertical	\$400	\$500
Quarter page banner island	\$550	\$650
Half page	\$715	\$815
Full page	\$1,075	\$1,175
Inside front/back cover	\$1,420	\$1,520
Back page	\$1,830	\$1,930

- A 20-per-cent discount is available on every six-issue purchase
- Payment is due, in full, upon publication

**EDGEYK.CA**

# AD SIZES



safe zone 6.5 x 9.255"  
bleed size 8.5 x 11"

**\*NOTE**

Please supply camera-ready artwork without crop marks.



## DEADLINE TO BOOK SPACE

(AD SUBMISSION DEADLINES ROUGHLY TWO WEEKS LATER)

**APRIL/MAY ISSUE** FRIDAY, MARCH 7

**OCTOBER/NOVEMBER** FRIDAY, AUGUST 29

**JUNE/JULY** FRIDAY, APRIL 25

**DECEMBER/JANUARY** FRIDAY, OCTOBER 24

**AUGUST/SEPTEMBER** FRIDAY, JUNE 27

**FEBRUARY/MARCH** FRIDAY, DECEMBER 19

**FOR MORE INFORMATION OR TO BOOK AN AD CONTACT**  
**JEREMY BIRD | (867) 445-8360 | ADVERTISING@EDGEYK.CA**

**EDGEYK.CA**