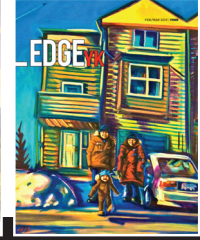


# EDGE YK



**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 will 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?

We offer the city’s widest reach and two months of exposure to help get your message out in YK. Printing 6,000 copies per issue on semi-gloss paper, we deliver the magazine, free of charge, to every house in Yellowknife and at nearly two dozen high-traffic locations.

With beautifully designed full-colour ads and excellent editorial, **EDGE YK** is a high-quality free publication which offers its advertisers great value. Our popular, hyper-local editorial pairs exceptional photography and local artwork with intelligent stories and commentary you won’t find anywhere else.

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 help you achieve your marketing and communications goals. Along with a basic design service, we also offer more comprehensive print and online campaign design and placement.

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

Some of the locations **EDGE YK** is available include:

- Javaroma
- Gourmet Cup
- Yellowknife Co-op
- Le Stock Pot
- Yellowknife Book Cellar
- The Black Knight Pub
- Yellowknife Airport
- Down to Earth Gallery
- Gallery of the Midnight Sun
- Overlander Sports
- Dancing Moose Café
- Thornton’s Wine and Tapas Room
- Smokehouse Cafe
- Signed

## ONLINE EXPOSURE

Our interactive **EDGE YK** online edition at [edgeyk.ca](http://edgeyk.ca) offers additional exposure, without charge, for all of our advertisers with each online issue averaging more than **5,000 readers**. 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.

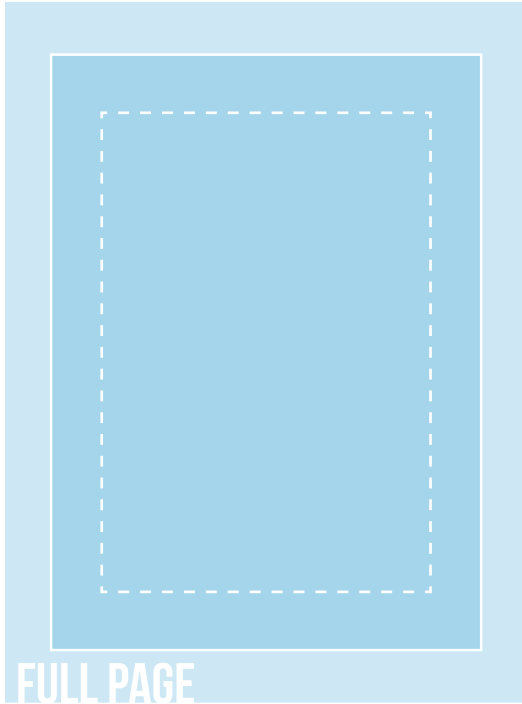
## RATES

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	\$390	\$490
Quarter page banner island	\$525	\$625
Half page	\$695	\$795
Full page	\$1,045	\$1,145
Inside front/back cover	\$1,380	\$1,480
Back page	\$1,785	\$1,885

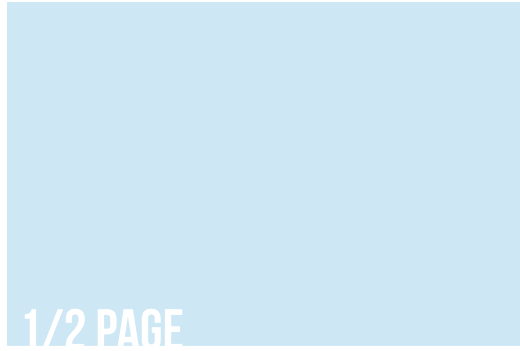
- A 20-per-cent discount is available on every six-issue purchase
- Payment is due, in full, upon publication
- Add 15 per cent for placement
- Ask about pricing for our full-page advertorials and comprehensive ad campaigns

**EDGEYK.CA**

## AD SIZES



safe zone 6.75 x 9.25"  
trim size 7.75 x 10.25"  
bleed size 8.75 x 11.25"



7.1 x 4.7784"



3.45 x 4.7784"



7.1 x 2.29"

### \*NOTE

Please supply camera-ready artwork without crop marks.

# EDGE<sub>YK</sub>

## DEADLINE TO BOOK SPACE

(AD SUBMISSION DEADLINES ROUGHLY TWO WEEKS LATER)

**JUNE/JULY** FRIDAY, APRIL 26

**DECEMBER/JANUARY** FRIDAY, OCTOBER 25

**AUGUST/SEPTEMBER** FRIDAY, JUNE 28

**FEBRUARY/MARCH** FRIDAY, DECEMBER 20

**OCTOBER/NOVEMBER** FRIDAY, AUGUST 30

**APRIL/MAY ISSUE** FRIDAY, FEBRUARY 28

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

**EDGEYK.CA**