

EDGEYK



TOTAL CIRCULATION: 7,000 | TOTAL REACH: 21,000 (AVERAGE THREE READERS/COPY)
EXPOSURE OFFERED: TWO MONTHS (SIX ISSUES/YEAR)
DISTRIBUTION: MAILED TO EVERY YK HOUSE AND AT HIGH-TRAFFIC LOCATIONS

EDGEYK magazine 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 **EDGEYK** magazine.

WHY ADVERTISE IN EDGE YK?

BECAUSE WE OFFER:

- The city's widest reach of 21,000 readers
- Two months of exposure
- 7,000 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.

RATES

Size	Camera-ready artwork (High-rez PDF)	Basic design by EDGEYK (includes proof and one round of revisions)
Quarter page banner/vertical	\$500	\$600
Half page	\$895	\$995
Full page	\$1,345	\$1,445
Inside front/back cover	\$1,775	\$1,875
Back page	\$2,285	\$2,385

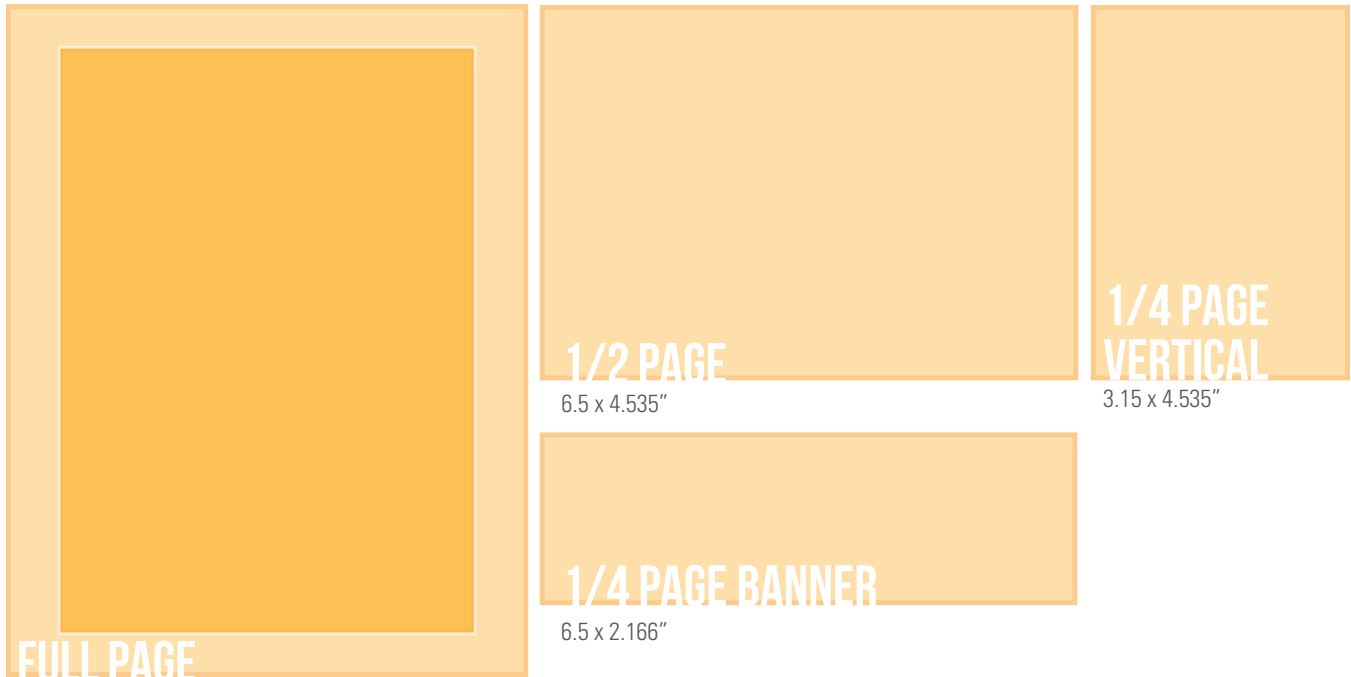
- A 20-per-cent discount is available on every six-issue purchase
- Payment is due, in full, upon publication

**LOOKING TO GET YOUR MESSAGE
OUT ONLINE AS WELL?**

**ASK ABOUT THE INNOVATIVE
OPPORTUNITIES AVAILABLE AT
EDGEYK.COM.**

EDGEYK.COM

AD SIZES



*NOTE

Please supply camera-ready artwork without crop marks.

EDGE_{YK}

DEADLINE TO BOOK SPACE

(AD SUBMISSION DEADLINES ROUGHLY TWO WEEKS LATER)

APRIL/MAY ISSUE FRIDAY, MARCH 6

JUNE/JULY FRIDAY, MAY 8

AUGUST/SEPTEMBER FRIDAY, JULY 3

OCTOBER/NOVEMBER FRIDAY, SEPTEMBER 4

DECEMBER/JANUARY FRIDAY, NOVEMBER 2

FEBRUARY/MARCH FRIDAY, JANUARY 8

FOR MORE INFORMATION OR TO BOOK AN AD CONTACT

JEREMY BIRD | (867) 445-8360 | JBIRD@VERGECOMMS.CA

JAMES MACKENZIE | (867) 446-7605 | JAMACKENZIE@VERGECOMMS.CA

EDGEYK.COM