

2016 MEDIA KIT NIAGARA *this* WEEK

*The ONLY newspaper covering the entire
Niagara Region*



3300 MERRITTVILLE HWY. UNIT 1B • THOROLD, ON • L2V 4Y6

905.688.2444 • 1.877.688.2444

niagarathisweek.com

 **metrolandmedia**
Connected to your community™

WHO WE ARE
WHY PARTNER WITH US?

THURSDAY EDITION

NIAGARA *this* WEEK

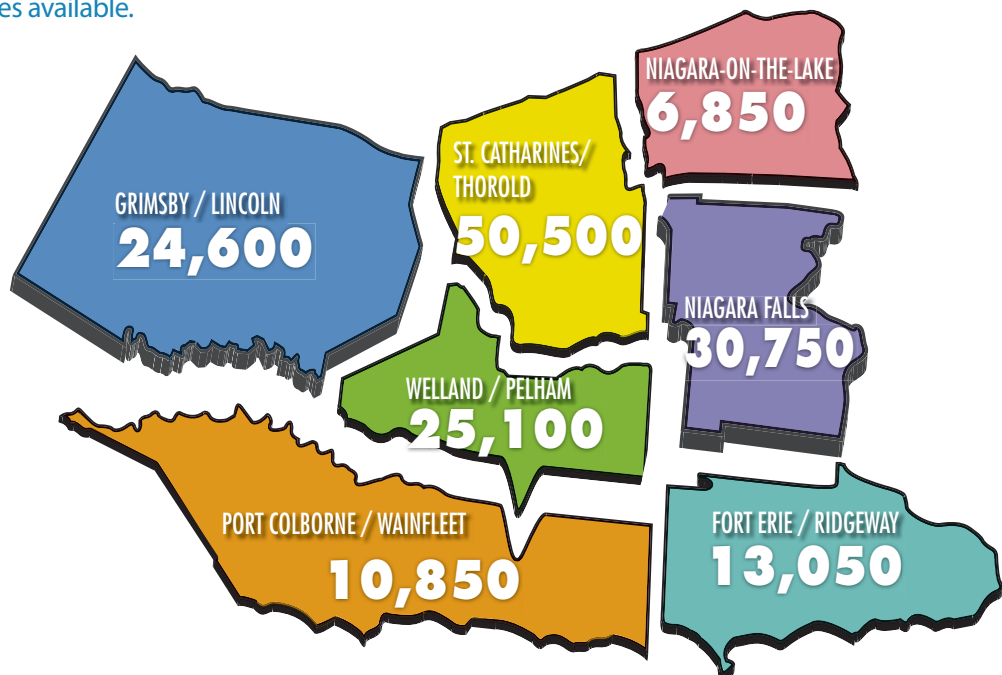
3300 Merrittville Hwy. Unit 1B · Thorold, ON · L2V 4Y6
905.688.2444 • 1.877.688.2444 • niagarathisweek.com

- ✓ We are the only media provider in the Niagara Region that will deliver your message to every home in the market of your choice.
- ✓ With our group of papers you can maximize your advertising budget by targeting selected markets in the Niagara Region.
- ✓ Our Thursday delivery is perfectly timed to get your message into homes before the key shopping times.
- ✓ Included with our weekly papers are all the local and national inserts as well as our Real Estate publication.
- ✓ Our papers provide a one stop shopping environment for readers.
- ✓ We have full service advertising consultants that have access to over 100 Metroland markets. Our consultants can help you with media buying and planning. We help with the design of your print and online ad as well as co-ordinate the printing and distribution of your flyers.
- ✓ We offer guaranteed delivery with audited verification.

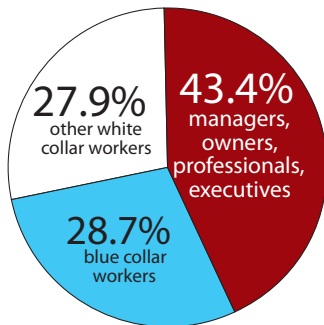


Our paper's features invite our readers to access a wealth of local information and provide our advertisers with the benefits to help them increase exposure and grow marketshare.

Niagara *this* Week's Thursday edition is distributed free to every home in the entire Niagara Region with a total of more than 161,400 copies. **Now officially the most read newspaper (daily or weekly) in the Niagara Region.** Niagara *this* Week offers competitive rates in any of the seven advertising zones available.

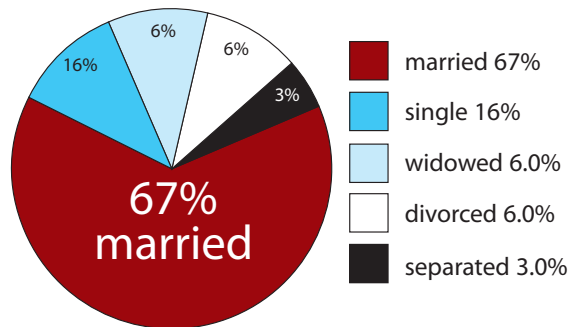


Population by Occupation

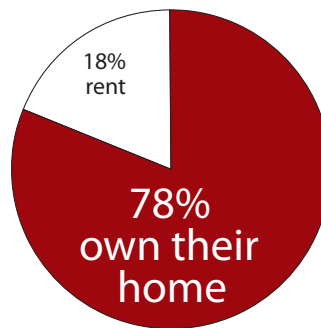
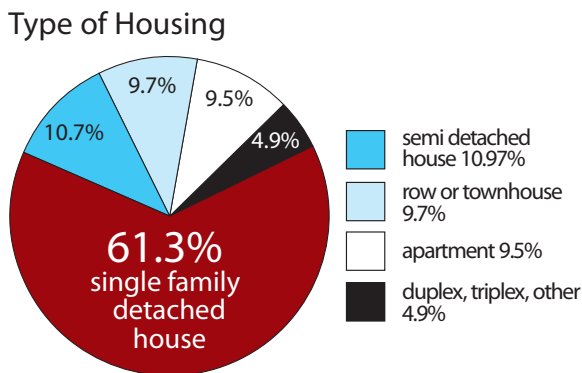


Community Newspaper readers are an **upscale** market.

Marital Status



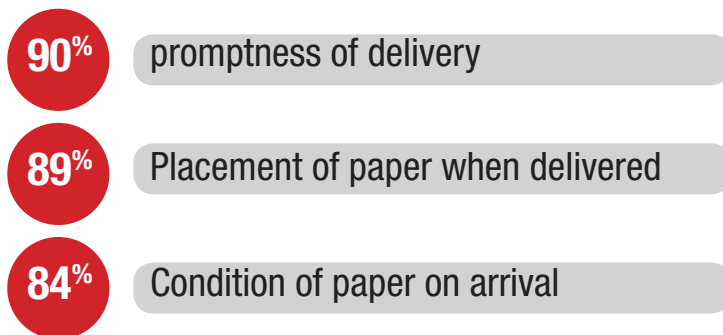
Home Ownership



About 8 out of 10 Community Newspaper readers own their home.

MARKETPLACE FACTS ~ millionsofreaders.com

Home Delivery Satisfaction



Community Newspaper recipients are overwhelmingly satisfied with their home delivery.

22.6
Minutes

Time Spent Reading

Niagara *this* Week readers spend an average of 22.6 minutes reading each issue.

2.4
Days

Days Kept in Home

Newspaper readers keep their newspapers in the home for an average of 2.4 days. They refer to each issue and average of 1.8 times.

1.9
Readers

Readers Per Copy

Niagara *this* Week contain news for the entire family. Niagara *this* Week appeals to males and females of the households alike. And the younger family members share interest in local sport and school coverage.

Last Weeks Readers Ratings

88%	being easy to read
84%	local shopping news & store advertising
82%	covering important news of the community
81%	flyers and circulars
78%	quality of writing
76%	real estate advertising
74%	delivery service
72%	classified advertising

Niagara *this* Week respond to the readers in each of our communities.



Leaderboard

Big Box

Double

Maximize Your Advertising Impact

Expand the reach of newspaper advertising to a unique online audience!

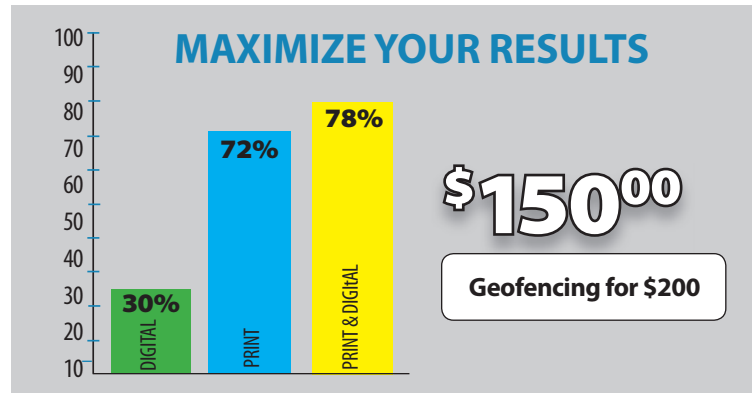
Enhance the frequency of a newspaper campaign's exposure with thousands of on-line viewers

Your customers are online.
Are you?

AFFILIATES
homefinder.ca
localworks.ca
goldbook.ca
save.ca
travelalerts.ca
wagjag.com
workopolis.com



VOLUME ADVERTISING RATES



Z1 ST. CATHARINES / THOROLD <i>Circ. 50,500</i>					
Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109
1/16	190	181	172	155	140
1/8	318	303	288	260	234
1/6	444	423	402	362	326
1/4	573	545	519	468	421
3/8	763	727	692	623	561
1/2	1,019	971	924	832	749
3/4	1,529	1,456	1,386	1,248	1,123
Full	1,910	1,819	1,732	1,559	1,403
Front Banner	525	525	525	525	525

Z2 NIAGARA FALLS <i>Circ. 30,750</i>					
Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109
1/16	165	157	149	135	121
1/8	254	242	230	207	187
1/6	369	351	334	301	271
1/4	514	490	466	420	378
3/8	637	606	577	520	468
1/2	891	849	808	728	655
3/4	1,274	1,213	1,155	1,040	936
Full	1,656	1,578	1,502	1,352	1,217
Front Banner	475	475	475	475	475

Z3 WELLAND / PELHAM <i>Circ. 25,100</i>					
Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109
1/16	126	120	114	103	93
1/8	215	205	195	176	158
1/6	318	303	288	260	234
1/4	419	399	380	342	308
3/8	573	545	519	468	421
1/2	763	727	692	623	561
3/4	1,019	971	924	832	749
Full	1,401	1,334	1,270	1,143	1,029
Front Banner	425	425	425	425	425

Z4 GRIMSBY / LINCOLN <i>Circ. 24,600</i>					
Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109
1/16	93	89	84	76	69
1/8	187	178	169	153	137
1/6	267	255	242	218	197
1/4	364	347	330	297	268
3/8	545	519	494	445	401
1/2	727	692	659	594	534
3/4	400	381	362	326	294
Full	1,446	1,377	1,311	1,180	1,062
Front Banner	425	425	425	425	425

COLOUR CHARGE 20% EXTRA

**FINAL BOOKING DEADLINE FOR THURSDAY PUBLICATION IS
4:00 P.M. MONDAY.**

FINAL PROOF DEADLINE IS 4:00 P.M. TUESDAY.

• Liability of publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by the Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery is limited to the amount paid to the Publisher for distribution of such flyer. • Claims for errors in advertisements or flyer deliveries must be made prior to next publication date. • Positioning of advertisement or flexform formats are not guaranteed. • Publisher reserves the right to revise, reject, discontinue or omit any advertisement, or to cancel any advertising contract, for reasons satisfactory to the Publisher without notice and without penalty to either party. The advertiser agrees to indemnify the Publisher for any losses or costs incurred by the Publisher as a result of publishing any advertisement, which is libelous or misleading or otherwise subjects the Publisher to liability. This indemnity shall apply to all advertisements published, even if produced by the Publisher on behalf of the advertiser. • The Publisher will not knowingly publish any advertisements which are illegal, infringing, misleading or offensive to its readers.

**REGIONAL ADVERTISING RATES & INFORMATION ~
EFFECTIVE JANUARY 1, 2016**

VOLUME ADVERTISING RATES cont'd

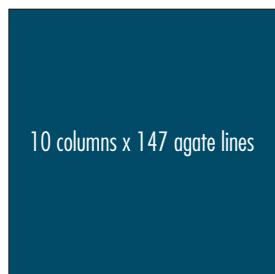
Z5 PORT COLBORNE/WAINFLEET <i>Circ. 10,850</i>						Z6 NIAGARA ON THE LAKE <i>Circ. 6,850</i>					
Size	1X	4X	13X	26X	52X	Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109	Earlug	109	109	109	109	109
1/16	89	84	80	72	65	1/16	89	84	80	72	65
1/8	165	157	149	135	121	1/8	165	157	149	135	121
1/6	203	194	184	166	150	1/6	203	194	184	166	150
1/4	254	242	230	207	187	1/4	254	242	230	207	187
3/8	382	364	346	312	281	3/8	382	364	346	312	281
1/2	446	425	404	364	328	1/2	446	425	404	364	328
3/4	699	666	634	571	514	3/4	699	666	634	571	514
Full	891	849	808	728	655	Full	891	849	808	728	655
Front Banner	309	309	309	309	309	Front Banner	330	330	330	330	330

Z7 FORT ERIE / RIDGEWAY <i>Circ. 13,050</i>					
Size	1X	4X	13X	26X	52X
Earlug	109	109	109	109	109
1/16	89	84	80	72	65
1/8	165	157	149	135	121
1/6	203	194	184	166	150
1/4	254	242	230	207	187
3/8	382	364	346	312	281
1/2	446	425	404	364	328
3/4	699	666	634	571	514
Full	891	849	808	728	655
Front Banner	330	330	330	330	330

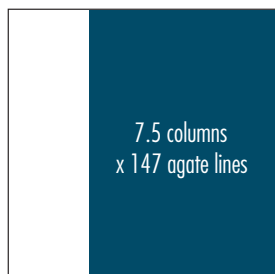
ANY 3 ZONES						ALL 7 ZONES					
Size	1X	4X	13X	26X	52X	Size	1X	4X	13X	26X	52X
1/16	241	229	218	197	177	1/16	561	534	508	458	412
1/8	458	436	415	374	337	1/8	981	932	889	801	721
1/6	637	606	577	520	468	1/6	1,274	1,213	1,155	1,040	936
1/4	890	848	807	727	654	1/4	1,630	1,552	1,478	1,331	1,198
3/8	1,146	1,091	1,039	936	842	3/8	2,230	2,124	2,022	1,820	1,638
1/2	1,648	1,569	1,494	1,345	1,211	1/2	2,930	2,790	2,657	2,392	2,153
3/4	2,423	2,307	2,197	1,978	1,780	3/4	3,949	3,761	3,581	3,223	2,901
Full	3,185	30,33	2,888	2,600	2,340	Full	4,459	4,247	4,044	3,640	3,276

COLOUR CHARGE 20% EXTRA

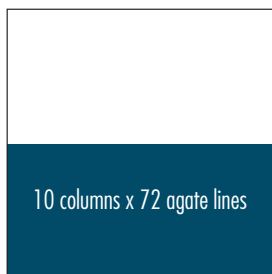
MODULAR ADVERTISING SIZES



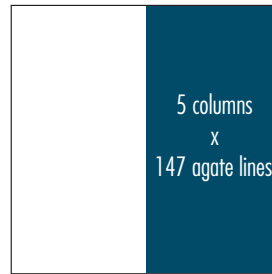
Full Page (10.375"x10.5")



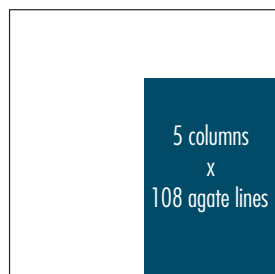
Three-Quarters Page (7.763"x10.5")



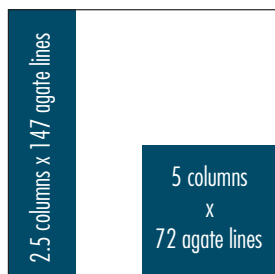
Half Page Horizontal (10.375"x5.143")



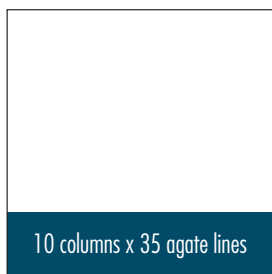
Half Page Vertical (5.145"x10.5")



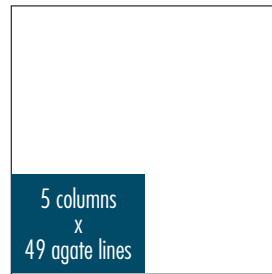
Three-Eighths Page (5.145"x7.714")



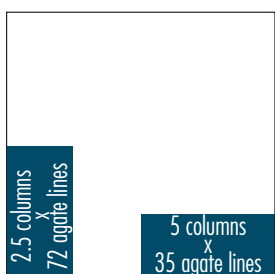
Quarter Page (5.145"x5.143")
Quarter Page Vertical (2.524"x10.5")



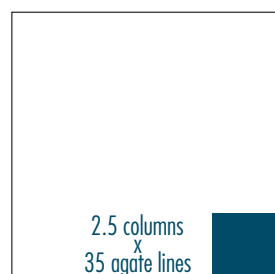
Quarter Page Banner (10.375"x2.5")



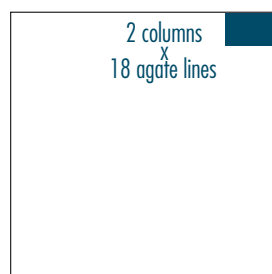
Sixth Page (5.145"x3.5")



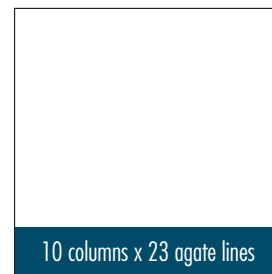
Eighth Page Vertical (2.524"x5.143")
Eighth Page Horizontal (5.145"x2.5")



Sixteenth Page (2.5"x2.5")



Earlug (2.008"x1.286")



Front Page Banner (10.375"x1.786")

NIAGARA *this* WEEK
NIAGARA'S MOST READ NEWSPAPER

File Delivery via email:

ntwproduction@gmail.com

or use:

Wetransfer.com and send to your Account Executives email address

NIAGARA *this* WEEK

3300 Merrittville Hwy. Unit 1B · Thorold, ON · L2V 4Y6
905.688.2444 • 1.877.688.2444



32 Main Street West · Grimsby, ON · L3M 1R4
905.945.8392

niagarathisweek.com

