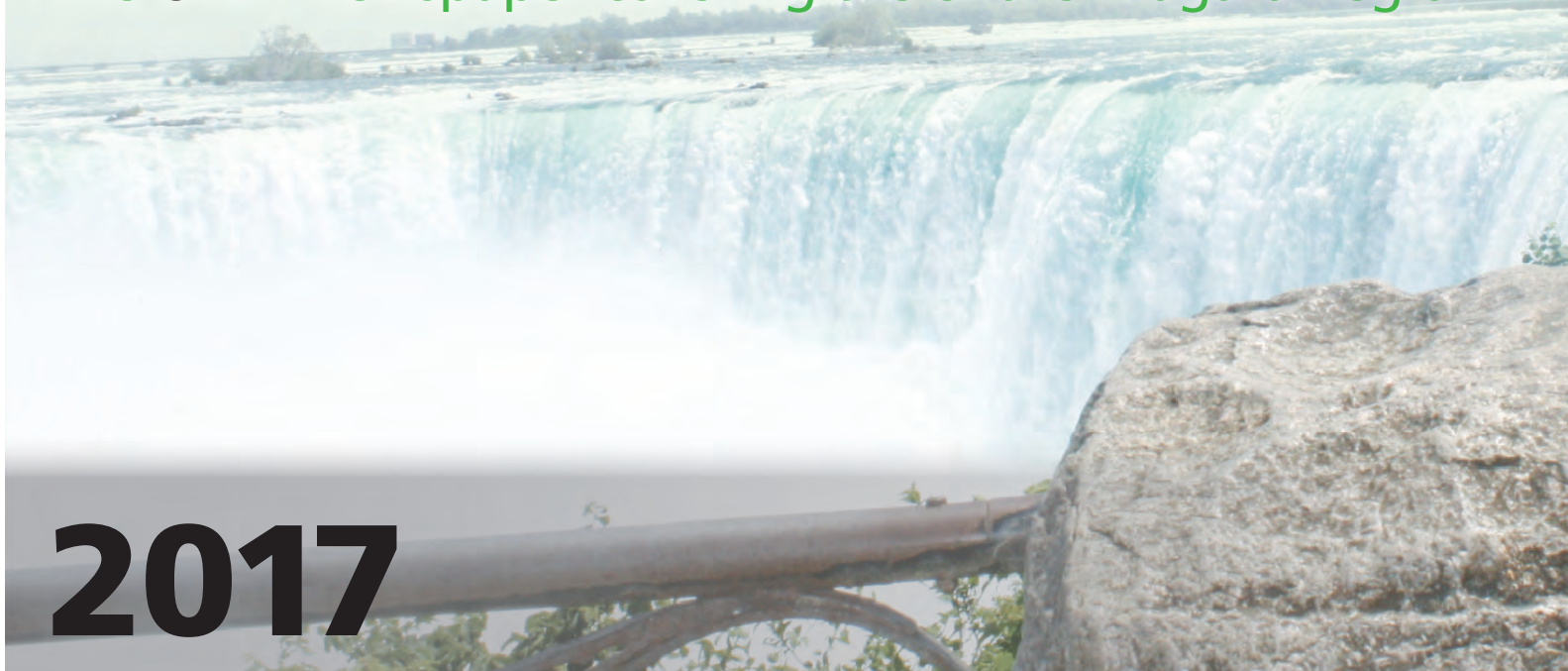


NIAGARA **This Week.**

metrolandmedia

CONNECTED TO YOUR COMMUNITY NIAGARATHISWEEK.COM

The ONLY newspaper covering the entire Niagara Region



2017

mediakit



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

905.688.2444 | 1.877.688.2444

niagarathisweek.com

WHO WE ARE WHY PARTNER WITH US?



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

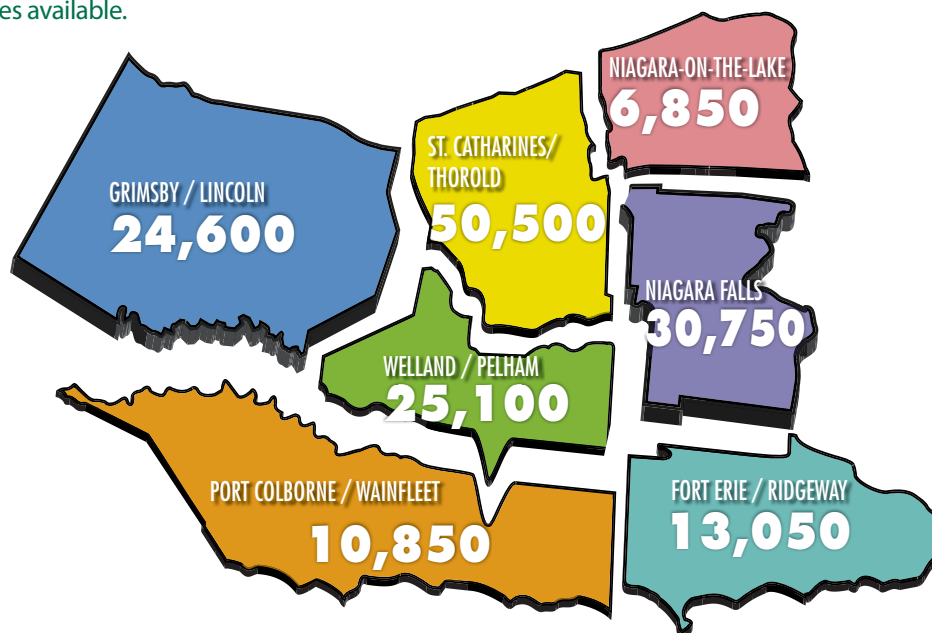
- ✓ We are the only media provider in the Niagara Region that will deliver your message to every home in the market of your choice.
- ✓ With our group of papers you can maximize your advertising budget by targeting selected markets in the Niagara Region.
- ✓ Our Thursday delivery is perfectly timed to 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.



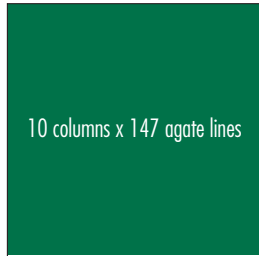
Our paper's features invite our readers to access a wealth of local information and provide our advertisers with the benefits to help them increase exposure and grow marketshare.

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.

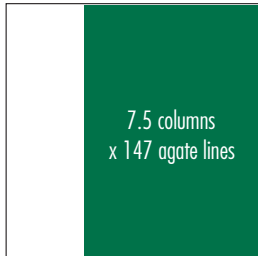
THURSDAY EDITION



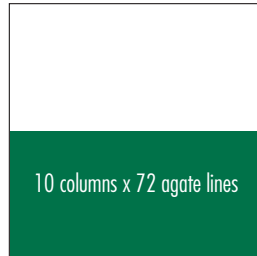
MODULAR ADVERTISING SIZES



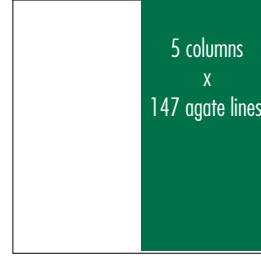
Full Page (10.375"x10.5")



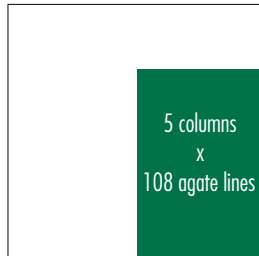
Three-Quarters Page (7.763"x10.5")



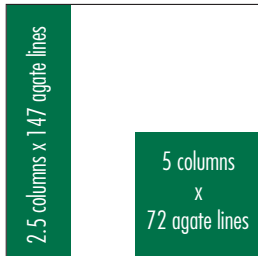
Half Page Horizontal (10.375"x5.143")



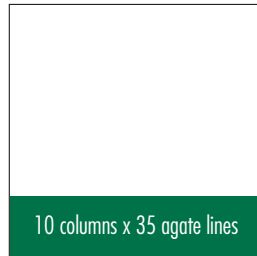
Half Page Vertical (5.145"x10.5")



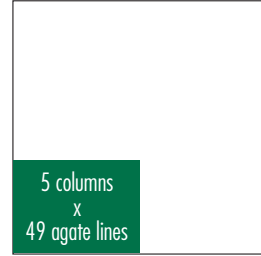
Three-Eighths Page (5.145"x7.714")



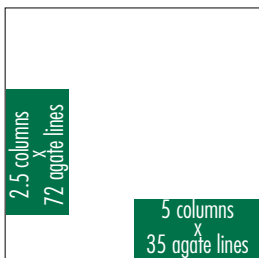
Quarter Page (5.145"x5.143")
Quarter Page Vertical (2.524"x10.5")



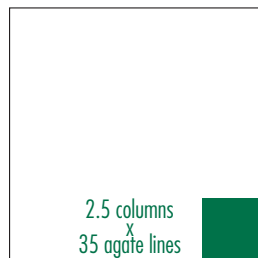
Quarter Page Banner (10.375"x2.5")



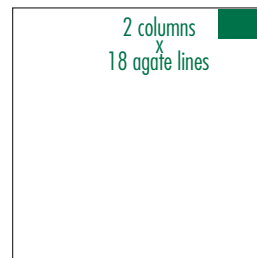
Sixth Page (5.145"x3.5")



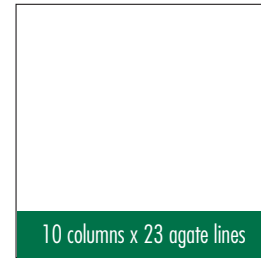
Eighth Page Vertical (2.524"x5.143")
Eighth Page Horizontal (5.145"x2.5")



Sixteenth Page (2.5"x2.5")



Earluc (2.008"x1.286")



Front Page Banner (10.375"x1.786")

File Delivery via email:

metrolandwestproduction@gmail.com

or use:

Wetransfer.com and send to your Account Executives email address

PROGRAMMATIC AD BUNDLE



GEOFENCING

A mobile GEOFENCING program can become a focused digital piece of your marketing strategy.



Single pin location (Geography)



Types of ads served: Mobile banner, Big box



Targeted by: GPS location services (15KM+)
Platform: Mobile



BEHAVIOURAL TARGETING

BEHAVIOURAL TARGETING allows you to target your ads to your customers based on their interests, browsing history and more.



Single pin location (Geography)



Types of ads served: Leaderboard, Big Box



Targeted by: IP and User Behaviour
Platform: Desktop



REGIONAL ADVERTISING RATES & INFORMATION ~ EFFECTIVE JANUARY 1, 2017

VOLUME ADVERTISING RATES

Z1 ST. CATHARINES / THOROLD <i>Circ. 50,500</i>						Z2 NIAGARA FALLS <i>Circ. 30,750</i>					
Size	1X	4X	13X	26X	52X	Size	1X	4X	13X	26X	52X
Earlug	112	112	112	112	112	Earlug	112	112	112	112	112
1/16	195	186	177	159	143	1/16	165	161	153	138	124
1/8	327	311	297	267	240	1/8	261	249	237	213	192
1/6	457	435	414	373	335	1/6	379	361	344	310	279
1/4	589	561	535	481	433	1/4	529	504	480	432	389
3/8	786	748	713	641	577	3/8	655	624	594	535	481
1/2	1,049	999	952	857	771	1/2	918	874	832	749	674
3/4	1,574	1,499	1,428	1,285	1,156	3/4	1,312	1,249	1,190	1,071	964
Full	1,967	1,873	1,784	1,606	1,445	Full	1,706	1,624	1,547	1,392	1,253
Front Banner	541	541	541	541	541	Front Banner	489	489	489	489	489

Z3 WELLAND / PELHAM <i>Circ. 25,100</i>						Z4 GRIMSBY / LINCOLN <i>Circ. 24,600</i>					
Size	1X	4X	13X	26X	52X	Size	1X	4X	13X	26X	52X
Earlug	112	112	112	112	112	Earlug	112	112	112	112	112
1/16	129	123	117	106	95	1/16	95	91	87	78	70
1/8	221	211	201	181	163	1/8	192	183	174	157	141
1/6	327	311	297	267	240	1/6	275	262	249	224	202
1/4	432	411	391	352	317	1/4	375	357	340	306	275
3/8	589	561	535	481	433	3/8	561	534	509	458	412
1/2	786	748	713	641	577	1/2	748	713	679	611	550
3/4	1,049	999	952	857	771	3/4	1,012	963	915	820	734
Full	1,442	1,374	1,308	1,177	1,060	Full	1,489	1,418	1,350	1,215	1,094
Front Banner	438	438	438	438	438	Front Banner	438	438	438	438	438

COLOUR CHARGE 20% EXTRA

**FINAL BOOKING DEADLINE FOR THURSDAY PUBLICATION IS
3:00 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.



TARGETED MOBILE IMPRESSIONS

1 Users browse the web on a mobile device with locations service on

2 We capture their longitude and latitude

3 We serve them ads based on the chosen locations

**20,000
IMPRESSIONS
ONLY \$200**

VOLUME ADVERTISING RATES

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	112	112	112	112	112	Earlug	112	112	112	112	112
1/16	91	87	82	74	67	1/16	91	87	82	74	67
1/8	169	161	153	138	124	1/8	169	161	153	138	124
1/6	209	199	190	171	154	1/6	209	199	190	171	154
1/4	261	249	237	213	192	1/4	261	249	237	213	192
3/8	393	374	356	321	289	3/8	393	374	356	321	289
1/2	459	437	416	375	337	1/2	459	437	416	375	337
3/4	720	686	653	588	529	3/4	720	686	653	588	529
Full	918	874	832	749	674	Full	918	874	832	749	674
Front Banner	318	318	318	318	318	Front Banner	340	340	340	340	340

Z7 FORT ERIE / RIDGEWAY <i>Circ. 13,050</i>					
Size	1X	4X	13X	26X	52X
Earlug	112	112	112	112	112
1/16	91	87	82	74	67
1/8	169	161	153	138	124
1/6	209	199	190	171	154
1/4	261	249	237	213	192
3/8	393	374	356	321	289
1/2	459	437	416	375	337
3/4	720	686	653	588	529
Full	918	874	832	749	674
Front Banner	340	340	340	340	340

ANY 3 ZONES						ALL 7 ZONES					
Size	1X	4X	13X	26X	52X	Size	1X	4X	13X	26X	52X
1/16	248	236	225	202	182	1/16	577	549	523	471	424
1/8	471	449	427	385	346	1/8	1,010	961	916	824	742
1/6	655	624	594	535	481	1/6	1,312	1,249	1,190	1,071	964
1/4	916	873	831	748	673	1/4	1,678	1,598	1,522	1,370	1,233
3/8	1,180	1,124	1,070	963	867	3/8	2,296	2,187	2,083	1,874	1,687
1/2	1,697	1,616	1,539	1,385	1,246	1/2	3,017	2,874	2,737	2,463	2,217
3/4	2,495	2,376	2,263	2,037	1,833	3/4	4,066	3,873	3,688	3,320	2,988
Full	3,280	3,123	2,975	2,677	2,409	Full	4,592	4,374	4,165	3,749	3,374

COLOUR CHARGE 20% EXTRA

The Above Prices Are Subject To HST & Print 2 Web

TOP 5 METROLAND MEDIA RESEARCH RESULTS



1

78% OF PEOPLE WITHIN DISTRIBUTION OF NIAGARA THIS WEEK READ AT LEAST ONE OF THE LAST FOUR ISSUES OF THE NEWSPAPER.

2

READERS ARE SPENDING AN AVERAGE OF **24 MINUTES** READING THE NEWSPAPER. INCLUDING OVER 4 MINUTES READING THE INSERTED FLYERS.



3

92% OF READERS ARE READING AT THE SAME LEVEL OR MORE OFTEN COMPARED TO LAST YEAR

4



LOCAL COMMUNITY NEWSPAPERS ARE THE MOST TRUSTED SOURCE OF ADVERTISING (88%) ACROSS THE METROLAND FOOTPRINT COMPARED TO OTHER CHANNELS SUCH AS TV (75%), RADIO (83%), THE INTERNET (56%) AND SOCIAL MEDIA (40%).

5



PRINT DRIVES TRAFFIC & SALES
 76% OF THE PEOPLE WHO READ NIAGARA THIS WEEK AGREE THAT IT DRIVES THEM TO VISIT A STORE, BUY SOMETHING OR GO TO A WEBSITE TO LEARN MORE.

DEMOGRAPHICS
2016 BRAND SPARK SURVEY

SOURCE: BRANDSPARK INTERNATIONAL, COMMUNITY NEWSPAPER IMPACT REPORT 2016

*BRANDSPARK 2016



BrandSpark
International

WWW.METROLAND.COM

metrolandmedia

NIAGARA **This Week.**

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TownCrier.
905.688.2444

PORT COLBORNE
The Leader.
905.246.4501

GRIMSBY LINCOLN **The News.**

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

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