

# ABORIGINAL business

QUARTERLY

# MEDIA KIT 2020



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## Aboriginal Business Quarterly Who We Are

Aboriginal Business Quarterly is the first business magazine of its kind in Canada. Our content goes beyond simply telling stories that entertain to delve into industry best practices and case studies aimed at assisting Aboriginal business leaders and entrepreneurs – as well as their partners, suppliers, customers and the politicians whose decisions influence the legal and regulatory landscape in which they operate – as they look to strengthen their ventures going forward.

We are proud to call ourselves champions of enterprise and economic growth. We celebrate the visionary leaders who make the Aboriginal business sector the vibrant, growing community it is around the country with a primary focus on Northern Canada.

As we take this journey together, Aboriginal Business Quarterly leverages the experience and expertise of a stable of knowledgeable contributors to give our readers the freshest insights on critical topics such as skill development and Aboriginal engagement.





# Circulation & Distribution

Aboriginal Business Quarterly is distributed to 650 Aboriginal organizations and development corporations across Canada, including every First Nation in the country, bringing our readership to over 40,000.

As well we distribute copies to decision makers in the resource exploration and development sector, and industries ranging from construction and retail to transportation and other ancillary service providers nationwide. Aboriginal Business Quarterly is also available on Northern charter and scheduled service flights, at the Edmonton World Trade Centre, through many Northern Chambers of Commerce, in premium airport lounges, at Northern trade shows, at Aboriginal-themed conferences nationally, and available at no charge at the Yellowknife Airport departures gate for passengers flying on WestJet, Canadian North and Air North.

Given our Northern focus, our publication is also mailed directly to every business in the NWT, Yukon and Nunavut as well as to politicians and senior policy makers at all levels of government.

**“Aboriginal Business Quarterly, is the only magazine we put in our office.”**

Adam Bembridge | Acasta HeliFlight, President

## Issue 21

Ad close date **December 24, 2019**  
Material close date **December 31, 2019**

### **Small Business Guide**

More and more Aboriginal workers are looking to shed the yolk of regular nine-to-five work by launching their own business. Making a big move like that doesn't need to be scary if you know where to turn for help. We give you a step-by-step guide to creating your own venture and what it takes to get it off the ground.

## Issue 23

Ad close date **May 1, 2020**  
Material close date **May 9, 2020**

### **2020 Vision**

We examine the future of Indigenous business and the key sectors of the broader economy driving it. From our vantage point, the future looks promising in many areas, but we'll consult the experts to get a better idea of what the world might look like in another 20 years.

## Issue 22

Ad close date **March 1, 2020**  
Material close date **March 9, 2020**

### **Reconciliation Commission issued**

It's been almost five years since the Truth and Reconciliation issued its 94 calls to action including several directed at media and business. How is corporate Canada doing in terms of implementing change and working toward reconciliation with Canada's Indigenous population?

## Issue 24

Ad close date **September 1, 2020**  
Material close date **September 9, 2020**

### **The Builder Issue**

We salute the people, companies and governments looking to invest in tomorrow by building today. Whether it's a visionary who creates a successful business or a company that builds a new mine or a government that builds a new highway, these are the things that keep Indigenous business growing and we celebrate a few of our favourites.

*\*Subject to change without notice*

As a \$100-million, diversified group of Aboriginal-owned businesses, we at Det'on Cho place a high value on information we can use. Each issue of Aboriginal Business Quarterly gives us what we're looking for – it entertains and it informs.

Paul Gruner | President & CEO, Det'on Cho Corporation

## Double Page

Live 15" x 10"

Trim 17" x 11"

Bleed 17.75" x 11.25"  
(required)

## Full Page/OBC IFC/IBC

Live 7.5" x 10"

Trim 8.125" x 10.875"

Bleed 8.375" x 11.125"  
(required)

## 2/3 Page

4.833" x 9.875"

## 1/2 Page Island

4.833" x 7.767"

## 1/2 Page Horizontal

7.25" x 4.833"

## 1/3 Page Vertical

2.333" x 9.875"

## 1/3 Page Square

4.833" x 4.833"

## 1/4 Page Vertical

3.583" x 4.833"

## 1/6 Page Horizontal

4.833" x 2.333"

## 1/6 Page Vertical

2.333" x 4.833"

## 1/8 Page Horizontal

3.583" x 2.33"

## If You Are Submitting An Original Advertisement

- Ads can be sent as an email attachment (up to 5MB) or if your ad is bigger a file sharing service like [www.dropbox.com](http://www.dropbox.com) or [www.yousendit.com](http://www.yousendit.com)
- Ads should be full colour CMYK
- We accept the following formats PDF, EPS, A1
- Electronic files must be sent with fonts and pictures embedded (if applicable)
- For best results the resolution of all photography should be 300dpi
- Files sent as InDesign documents should be prepared via the "collect for Output" command with accompanying images and fonts

## If your advertisement is being designed by ABQ

- Please submit a company logo in best available format. Preferred format is EPS
- Text you want to appear in your Ad
- Any images you want to appear in your Ad
- Ad design charges extra
- **SEND SUBMISSIONS TO** [kathy@inuks.ca](mailto:kathy@inuks.ca), (867) 920-2076

## Terms and Discounts

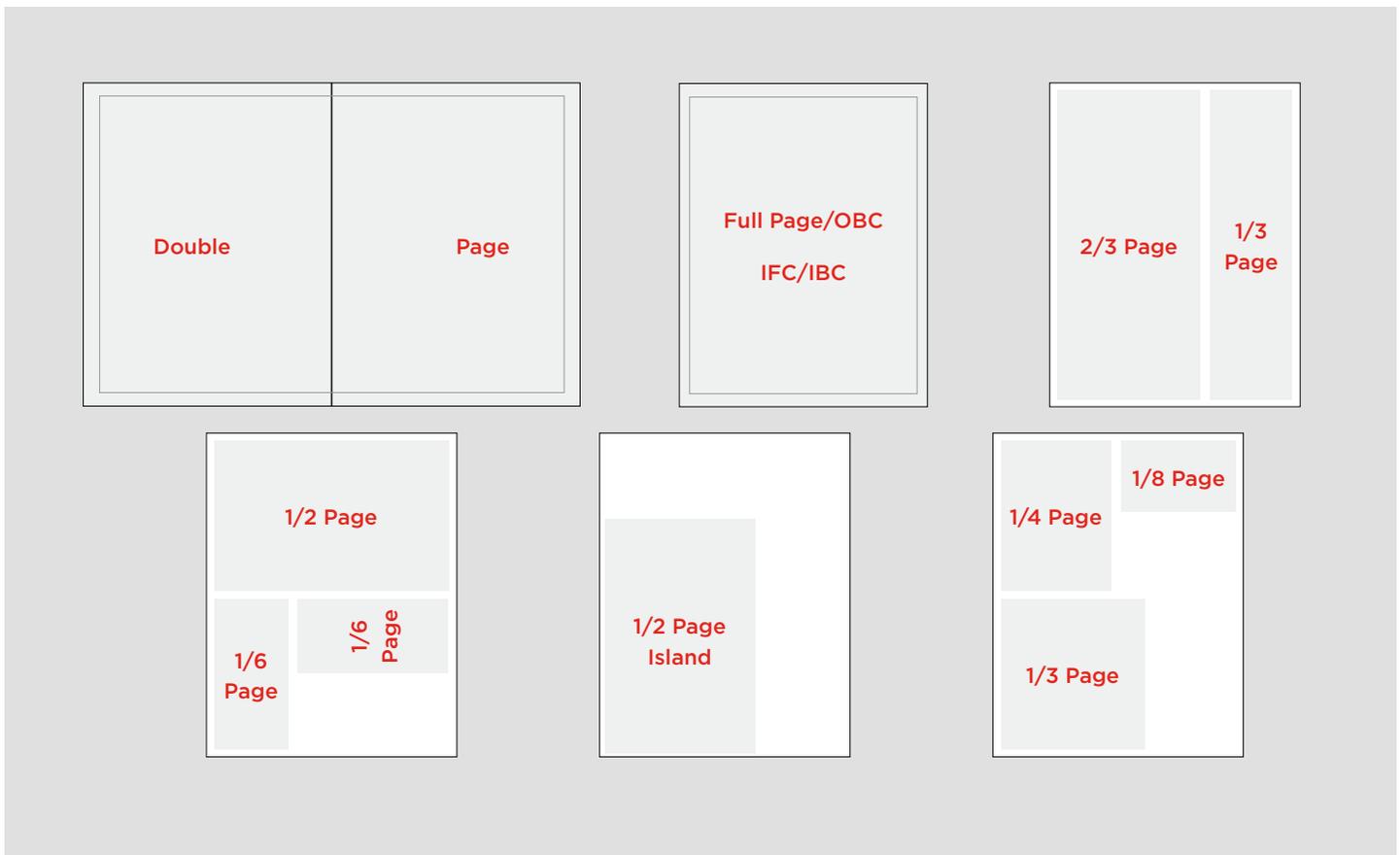
All advertising subject to Canadian goods and services tax unless exemption number accompanies order. A service fee of 2% per month (24% per annum) is charged on overdue accounts. All ads are to be paid before publication. (Note: Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.)

(Net effective December 1, 2018)

|                        | <u>1 Issue</u> | <u>4 Issues</u> |
|------------------------|----------------|-----------------|
| <b>Full Page</b>       | <b>\$ 2625</b> | <b>\$ 2495</b>  |
| <b>Double Page</b>     | <b>\$ 5040</b> | <b>\$ 4790</b>  |
| <b>OBC</b>             | <b>\$ 3780</b> | <b>\$ 3595</b>  |
| <b>IFC/IBC</b>         | <b>\$ 3050</b> | <b>\$ 2895</b>  |
| <b>2/3 Page</b>        | <b>\$ 2300</b> | <b>\$ 2200</b>  |
| <b>1/2 Page Island</b> | <b>\$ 1775</b> | <b>\$ 1675</b>  |
| <b>1/2 Page</b>        | <b>\$ 1600</b> | <b>\$ 1500</b>  |
| <b>1/3 Page</b>        | <b>\$ 1200</b> | <b>\$ 1000</b>  |
| <b>1/4 Page</b>        | <b>\$ 850</b>  | <b>\$ 750</b>   |
| <b>1/6 Page</b>        | <b>\$ 725</b>  | <b>\$ 625</b>   |
| <b>1/8 Page</b>        | <b>NA</b>      | <b>\$ 375</b>   |

I always look forward to receiving Aboriginal Business Quarterly because I enjoy reading about Aboriginal business successes and the people who make them successful. It's a wonderful magazine.

Darryl Bohnet



The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with Inukshuk Publishing ("Publisher") for the insertion of advertising in the Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

## **Rates and Commissions**

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST)

## **Billing and Payments**

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in the Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 2% per month (24% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's offices in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

## **Cancellation**

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers and special positions may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
- (b) Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.
- (c) The word "Advertisement" or "Sponsored" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.
- (d) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or any anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

## **Advertising Materials**

- (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.

# ABORIGINAL **business** QUARTERLY

We have been advertising in ABQ for several years now and have seen the distribution increase specifically to an audience that is relevant to our businesses. We have directly booked aircraft and sold fuel to new clients and old due to our presence in this great publication. Avier Group has signed a long-term commitment to advertise in ABQ and other Inukshuk Publishing-produced publications and would happily recommend others do the same.

Travis P. Arychuk | President, Avier Group of Companies

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