

INVEST ALBERTA / XPERIENCE ALBERTA

2023 RATE CARD

Widely distributed to business leaders, trade offices and within key industries, *Invest in Alberta/Xperience Alberta* magazine puts the province on the global stage, with compelling stories that show how Alberta is a hub for business and investment opportunities as well as a destination for a rewarding lifestyle.

Invest in Alberta/Xperience Alberta is the official publication of Economic Developers Alberta (EDA), the leading professional organization for economic developers in the province.

EDA is dedicated to advancing the profession by providing resources that support Alberta communities and foster sustainable economic prosperity.



Invest in Alberta will focus on key sectors that drive our economy forward. *Xperience Alberta* highlights what makes Alberta a fantastic place to live, work, study and explore.

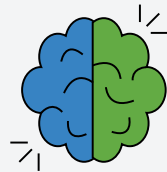
DISTRIBUTION 15,000 PRINTED COPIES

Invest in Alberta/Xperience Alberta is widely distributed locally, nationally and internationally, to government agencies, business leaders and trade offices.

- 1,200 copies: EDA members, event and in-office distribution
- 12,000 copies: Delivered to business leaders and executives across Canada and in key locations in the United States
- 800 copies: Member and affiliate organizations in Alberta
- 1,000 copies: Consulates, trade offices and related organizations across Canada and globally

WHY MAGAZINES?

PAPER READERS REMEMBER MORE



- More focused attention, less distraction
- Higher comprehension and recall
- Drives sensory involvement which contributes to reader impact

Source: "What can Neuroscience Tell Us About Why Print Magazine Advertising Works?"
A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, Oct 2015

6 AVERAGE READERS PER COPY
Source: 2020 Fall GfK MRI

ADVERTISING RATES

Invest in Alberta/Xperience Alberta is perfect bound and printed on glossy stock with a bright, UV-gloss cover. It's an informative read that captures the attention of a global audience.

SALES DEADLINE
November 1, 2022

MATERIAL DEADLINE
November 18, 2022

DISTRIBUTION
January 3, 2023



Inside Front DPS
\$10,385



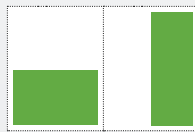
Inside Front Cover
\$5,515



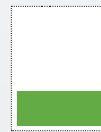
Double Page Spread (DPS)
\$8,790



Full Page
\$4,790



1/2 Page
\$3,720



1/3 Page
\$2,945



1/6 Page
\$1,995

All rates are net, CAD. Taxes are not included.

Complementary sponsored content available for EDA members only. Half-page or full page ad bookings only.

Advertise Online Too

Enquire about advertising opportunities on the Invest-in-Alberta.ca website.

