

# GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

2023 PRINT MEDIA PLANNER



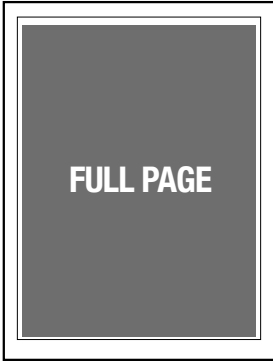
[www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)



# 2023 ADVERTISING RATES | DEADLINES

measurements below in width x height

NOTE: bleeds are included in the full bleed ad sizes.



## BEST VALUE

**Full Page:**  
 1X \$2,100    2X \$1,815    4X \$1,500

**Inside Cover:**  
 1X \$2,585    2X \$2,385    4X \$1,995

**Back Cover:**  
 1X \$3,250    2X \$2,750    4X \$2,500

Full bleeds: 8.75" x 11.25"  
 (Live size: 8.5" x 11")  
 No bleeds: 8" x 10.5"

## SPRING – Agriculture / Agri-Value

**Distribution: March 30**  
 Insertion Orders: March 3  
 Ad Copy Deadline: March 6\*

## SUMMER – Manufacturing

**Distribution: June 16**  
 Insertion Orders: May 5  
 Ad Copy Deadline: May 9\*

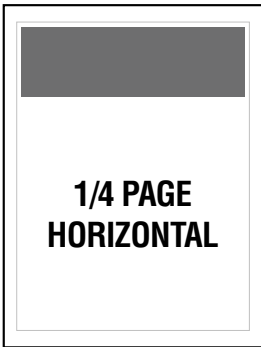
## FALL – Technology / Services

**Distribution: September 22**  
 Insertion Orders: August 25  
 Ad Copy Deadline: August 29\*

## WINTER – Professional Services

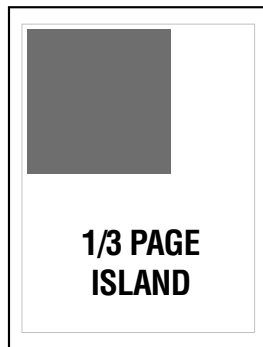
**Distribution: December 15**  
 Insertion Orders: November 20  
 Ad Copy Deadline: November 21\*

\*NOTE: deadlines for publication produced ads are **ONE WEEK** earlier than these dates.



Full bleeds: 8.75" x 2.75"  
 (Live size: 8.5" x 2.5")  
 No bleeds: 8" x 2.5"

1X \$905    2X \$750    4X \$600



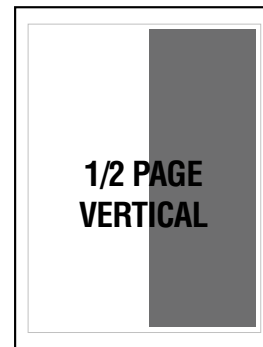
Full bleeds: 5.55" x 4.975"  
 (Live size: 5.3" x 4.725")  
 No bleeds: 5.175" x 4.6"

1X \$1,210    2X \$1,000    4X \$800



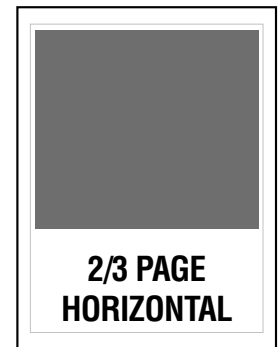
Full bleeds: 8.75" x 5.5"  
 (Live size: 8.5" x 5.25")  
 No bleeds: 8" x 5.125"

1X \$1,510    2X \$1,250    4X \$1,000



Full bleeds: 4.25" x 11.25"  
 (Live size: 4" x 11")  
 No bleeds: 3.875" x 10.5"

1X \$1,510    2X \$1,250    4X \$1,000



Full bleeds: 8.75" x 7.33"  
 (Live size: 8.5" x 7.08")  
 No bleeds: 8" x 6.955"

1X \$1,815    2X \$1,500    4X \$1,250

Submit ads to [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca) or through Dropbox.com or Wetransfer.com. Supply files in print optimized PDF format with all fonts and 300 dpi (minimum) CMYK images embedded. **NO CROP MARKS.** All full bleed ads (bleeds are already factored into the full bleed ad sizes) must include a minimum margin of 0.375" around all ad edges. Do not include text or graphics that you do not want cut off during the printing process in this area.

**Need help creating your ad?** Please talk to our sales representative for more details on how we can help.



**GLOBAL VENTURES** is the voice of Saskatchewan Trade and Export Partnership (STEP).

It is published quarterly in partnership between STEP and Benchmark Public Relations Inc., a Saskatchewan-based public relations firm. We've combined STEP's strategic business knowledge with Benchmark's publishing and marketing experience to create one of the province's leading export and trade magazines designed to help you reach international marketplaces.

### EACH ISSUE CONTAINS:

- Sector-based business features
- Latest news and information from STEP and its members
- Directory listing of STEP members involved in the sectors that are featured each issue
- Upcoming trade events, and so much more!

# PREMIUM ADVERTISING OPPORTUNITIES

## BUSINESS ADVISOR COLUMN

For as low as \$750 / issue

Deliver an effective, targeted advertising message through a Business Advisor Column. This feature will be of interest to, but not limited to, STEP Associate Members (companies that service exporters).

### **TWO-PAGE Business Advisor Column** - \$1,250 / issue

This **two-page** advertisement includes a **750 word article** produced by your company and a **half page, full colour ad**.

### **ONE-PAGE Business Advisor Column** - \$750 / issue

This **one-page** advertisement includes a **500-550 word article** produced by your company and a **quarter page, full colour ad**.

NOTE: Columns should focus on key areas of interest to *Global Ventures*' readers, including the legal, accounting, financial, administration and other relevant topics related to the international trade industry. Advertisers are encouraged to discuss their topic(s) of interest with our editor to ensure their message is delivered in a timely and appropriate manner to readers.

Advertisers are also encouraged to provide any supporting imagery that they would like featured with the column to further enhance its overall messaging.

**Position yourself as an industry expert** - share your advice through *Global Ventures* magazine.

## BUSINESS FEATURE

For as low as \$850 / issue

*Global Ventures*' Business Features are an excellent opportunity to market your product, service or company to those companies that are either engaged in or entering the international trade sector.

### **TWO-PAGE Business Feature** – \$1,350 / issue

This **two-page** feature includes a **750 word article** written by one of our professional writers and a **half page, full colour ad**.

### **ONE-PAGE Business Feature** – \$850 / issue

This **one-page** feature includes a **500-550 word article** written by one of our writers and a **quarter page, full colour ad**.

Advertisers are encouraged to provide their logo, as well as any supporting imagery (such as high quality images of their staff, facility, products, etc.) to further enhance the feature's market appeal.

NOTE: Prior to writing the article, our team will discuss an overall theme with you and conduct any necessary research, such as interviewing one or two of your team members. You will also receive a draft of the article before it is printed.

**Enhance your corporate presence in Saskatchewan and around the world – book a Business Feature today!**

## ADDITIONAL SPECIALS

- **Joined STEP in the last twelve months?** Contact us for special pricing and features.
- **Buy TWO get ONE FREE** – Buy two full page OR two half page ads, and get one ad of the same size FREE.
- **STEP Premium Members** receive special advertising offers.

Reach SASKATCHEWAN exporters through  
**GLOBAL VENTURES** magazine



# WHY ADVERTISE IN GLOBAL VENTURES?



Many members report a significant increase in their corporate brand recognition and awareness after being profiled or highlighted in **GLOBAL VENTURES**.

Each issue of **GLOBAL VENTURES** magazine reaches **5,000 international, national and provincial exporters, contacts and businesses** (3,500 electronic international business contacts).

For more than a decade, **GLOBAL VENTURES** has introduced Saskatchewan to the world, profiling STEP members' innovative products, services and achievements, along with the latest policy and trade news and information. GV will continue to serve the province and its members as we enter a new decade of success with the magazine.

## DIGITAL ENHANCEMENTS

*Global Ventures* is distributed electronically to approximately 3,500 international business contacts who have expressed an interest in conducting business in Saskatchewan. Opportunities to expand digital distribution is continuously explored and will result in wider digital coverage.

Business Advisor and Business Feature advertisers are recognized and thanked once per issue of their advertising commitment on STEP's social media accounts – LinkedIn, Facebook and Twitter.

Business Advisor and Business Feature advertisers will have their article/advertising commitment promoted on STEP's social media accounts – LinkedIn, Facebook and Twitter within the publication month. Each social posting will include the applicable advertising image and will be linked to their webpage (if applicable).

Business Advisor and Business Feature advertisers will receive a complimentary PDF copy of their feature from Benchmark Public Relations that can be shared through their own social media, email to clients, post on their website, or print out to give away.

Past/recent editions of *Global Ventures* are archived on the STEP website (PDF format) where they can be retrieved and reviewed at any time – [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca).

## CONTACT INFORMATION

[WWW.SASKTRADE.SK.CA](http://WWW.SASKTRADE.SK.CA)



### SASKATCHEWAN TRADE & EXPORT PARTNERSHIP

Regina: P.O. Box 1787  
320 – 1801 Hamilton St.  
Regina, SK S4P 3C6  
306.787.9210 / Toll Free: 1.888.XPORTSK

Saskatoon: 400 – 402 21<sup>st</sup> St. E.  
Saskatoon, SK S7K 0C3  
306.933.6551 / Toll Free: 1.888.XPORTSK



### BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street  
Regina, SK S4P 2R9  
306.522.9326  
[www.benchmarkpr.ca](http://www.benchmarkpr.ca)

SALES: PAT REDIGER | 306.522.9326 | [prediger@benchmarkpr.ca](mailto:prediger@benchmarkpr.ca)  
DON SHALLEY | 306.545.6606 | [dshalley@benchmarkpr.ca](mailto:dshalley@benchmarkpr.ca)

# GLOBAL VENTURES

SASKATCHEWAN'S EXPORT RESOURCE

## 2023 INSERTION ORDER CONTRACT

### CLIENT INFORMATION

Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Email Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_

### SPECIFICATIONS & PRODUCTION

**GLOBAL VENTURES** is an 8.5" x 11" glossy magazine, with 3,000 copies distributed electronically to international contacts and 5,600 copies printed and distributed to Saskatchewan businesses by the Saskatchewan Trade and Export Partnership. The 2023 production schedule is:

<b>SPRING 2023</b>	Insertion Order Deadline: Mar. 3	Ad Copy Deadline (all materials): Mar. 6	Distribution: Mar. 30
<b>SUMMER 2023</b>	Insertion Order Deadline: May 5	Ad Copy Deadline (all materials): May 9	Distribution: June 16
<b>FALL 2023</b>	Insertion Order Deadline: Aug. 25	Ad Copy Deadline (all materials): Aug. 29	Distribution: Sept. 22
<b>WINTER 2023</b>	Insertion Order Deadline: Nov. 20	Ad Copy Deadline (all materials): Nov. 21	Distribution: Dec. 15

### ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices based on digitally supplied artwork in full color. Submit ads to [dshalley@benchmarkpr.ca](mailto:dshalley@benchmarkpr.ca) or by Dropbox.com or WeTransfer.com - free file sharing sites. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded. **NO CROP MARKS. FULL BLEED ADS MUST INCLUDE A 0.375" MARGIN ON ALL EDGES. DO NOT INCLUDE TEXT OR GRAPHICS YOU DO NOT WANT CUT OFF IN THIS AREA.** Note: to determine the live sizes of full bleed ads simply minus 0.25" from the full bleed ad sizes provided in the media planner (for example, 0.25" minus the full bleed ad size of 8.75" x 11.25" results in an 8.5" x 11" live ad size).

*Check the ad size to the right that you wish to order.*

#### Pricing

	1X	2X	4X
<input type="checkbox"/> Double Page	\$4,530	\$3,950	\$3,450
<input type="checkbox"/> Back Cover	\$3,250	\$2,750	\$2,500
<input type="checkbox"/> Inside Cover	\$2,585	\$2,385	\$1,995
<input type="checkbox"/> Full Page	\$2,100	\$1,815	\$1,500
<input type="checkbox"/> 1/2 Page Vertical	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 1/2 Page Horizontal	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 2/3 Page Horizontal	\$1,815	\$1,500	\$1,250
<input type="checkbox"/> 1/3 Page Island	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/3 Page Vertical	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/3 Page Horizontal	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/4 Page Horizontal	\$905	\$750	\$600
<input type="checkbox"/> 1/6 Page Vertical	\$750	\$600	\$475



- Book **FOUR** full page ads; we'll put one on the back cover for **FREE**
- Book **TWO** double page ad spreads in 2022; get a **FREE Business Feature** in *Global Ventures*
- Buy **THREE** half page ads; get **ONE FREE**.

### SUMMARY

\_\_\_\_\_ Display Space \_\_\_\_\_  
\_\_\_\_\_ Special Placement \_\_\_\_\_  
\_\_\_\_\_ GST (5%) \_\_\_\_\_  
\_\_\_\_\_ Subtotal \_\_\_\_\_  
Subtotal x \_\_\_\_\_ number of issues \_\_\_\_\_  
\_\_\_\_\_ Multiple Insertion Discount \_\_\_\_\_  
**GRAND TOTAL** \_\_\_\_\_

Contract currently in place: \_\_\_\_\_

Currently committed advertising issues: (check below)

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> <b>SPRING ISSUE</b> | Insertion Order Deadline: Mar. 3  |
| <input type="checkbox"/> <b>SUMMER ISSUE</b> | Insertion Order Deadline: May 5   |
| <input type="checkbox"/> <b>FALL ISSUE</b>   | Insertion Order Deadline: Aug. 25 |
| <input type="checkbox"/> <b>WINTER ISSUE</b> | Insertion Order Deadline: Nov. 20 |

### CONTACT

TERMS & CONDITIONS

#### BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street  
Regina, SK S4P 2R9

T: 306-522.9326  
E: [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca)

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to:**

Benchmark Public Relations