

# KOOTENAY BUSINESS



- Kootenay Business magazine
- [kootenaybiz.com](http://kootenaybiz.com)
- [kootenaybiz.com/emagazine](http://kootenaybiz.com/emagazine)
- Kootenay Business eNewsletter

Engage with over **565,885** leaders in the business community.



**//Our Readers:** Clockwise from top left: **Wayne and Denise Harris** with their family, Owners, Kootenay Meadows—Creston Valley; **Dan Rye**, Owner, Kootenay Market—Castlegar; **Laurie Goodlad**, Owner, Muriel and Jane's General Store—Cranbrook; **Shawn and Leanne Tegart**, Owners, Arrowhead Brewing Company—Invermere; **Pierre Dupont**, Owner, Le Grand Fromage—Fernie & Nelson.

# Our readers. Your customers.

## 43,475

readers per issue  
(9,250 copies, each read by an average of 4.7 people)

## 260,850

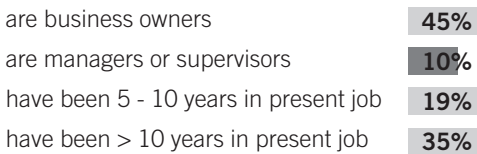
readers annually  
(43,475 x 6 issues = 260,850 readers annually)

### High-income readers:

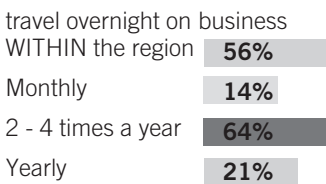
## \$85,606

annual household income

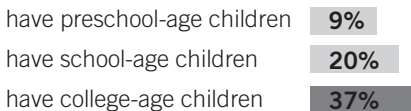
### Decision-making power



### Travel experience



### Do you have children?



### Medium of transportation

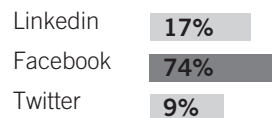


### Eating Out



### Products/Services:

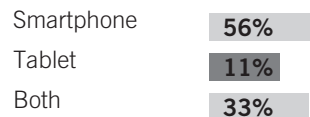
#### Social Media usage



#### Have you joined the Kootenay Business LinkedIn group?



#### What kind of mobile device do you use?



**85%** own residential property

**9%** own recreational property

**44%** will purchase property within the region

This information was compiled from our 2013 Kootenay Business survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.



### //Business Profile: Al and Marleen Hoag, Creston

Marleen and Al Hoag are toasting their success with their own award-winning vintages from Skimmerhorn Winery. Business name: **Skimmerhorn Winery**. Years in business: **6** years. Grew up in: **Creston, B.C.** Downtime: **Travel**.

# Our distribution personally delivers your message.



## Magazine Calendar

Six issues achieve complete business-to-business coverage.

### Issue

- Jan/Feb
- May/June
- Sept/Oct
- Mar/April
- July/Aug
- Nov/Dec



## MAGAZINE DISTRIBUTION

Minimum circulation numbers by issue

### EAST KOOTENAY/COLUMBIA

Cranbrook, Creston, Elkford, Fernie, Golden, Invermere, Kimberley, Radium Hot Springs, Revelstoke, Sparwood & other communities

**Total East Kootenay/Columbia .....4,983**

### WEST KOOTENAY

Castlegar, Kaslo, Nakusp, Nelson, New Denver, Rossland, Trail & other communities

**Total West Kootenay .....2,825**

### BOUNDARY

Christina Lake, Grand Forks, Greenwood, Midway, Rock Creek & other communities

**Total Boundary .....419**

### OUT OF AREA AB and U.S.

**.....423**

### ADDITIONAL COPIES

Additional copies are sent out to select advertisers. A few are kept as file copies.

**Total Additional Copies .....600**

**TOTAL .....9,250**

Total distribution may exceed guaranteed minimum of 9,250. \*9,250 x 4.7 readers per copy = 43,475 readers per issue.

### ADDITIONAL BREAKDOWNS

**Canada Post business route .....5,247**

**Subscriptions and trade shows .....4,253**

Includes individual subscriptions, multiple business requests, client copies and trade shows.



## WEBSITE USAGE

Website page views .....191,373



## eNEWSLETTER

Kootenay Business subscribers-monthly ....3,710

Number of subscribers annually .....44,527



## eMAGAZINE

eMagazine page views .....37,978



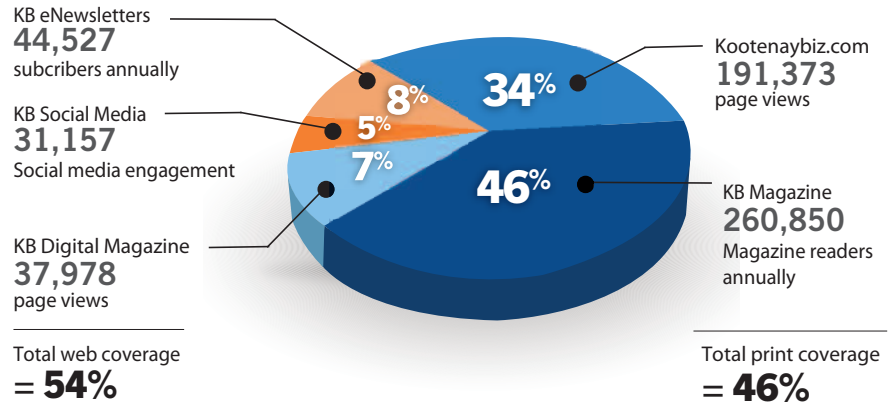
## SOCIAL MEDIA

Social Media 2014 engaged followers .....31,157

\*Distribution based on information from 2014

## Printernet packages

= Total Annual Market Impact is 565,885 — this includes print, digital & social media impact



## Helping you reach over 565,885 leaders in the business community



### Aim your message higher

#### Direct mail access

Call Kootenay Business when you want direct mail access to leaders in the regional economy.

Kootenay Business:

- Is the only full-colour, glossy business publication in southeastern B.C.
- Goes to all Canada Post designated businesses in the East and West Kootenay, Columbia and Boundary.
- Is valued as a source of info that readers won't find anywhere else.

#### Targeted business leaders

Each copy of Kootenay Business is read by an average of 4.7 people—43,475 readers per issue and 260,850 readers annually! (43,475 x 6 issues = 260,850 readers annually).

These readers are targeted specifically for their higher-than-average incomes and better-than-average buying power. They are not a general audience—they are instead business professionals: CEOs, managers, supervisors... in a word, leaders.

Kootenay Business has reached them for over 30 years and can help you reach them, too.