

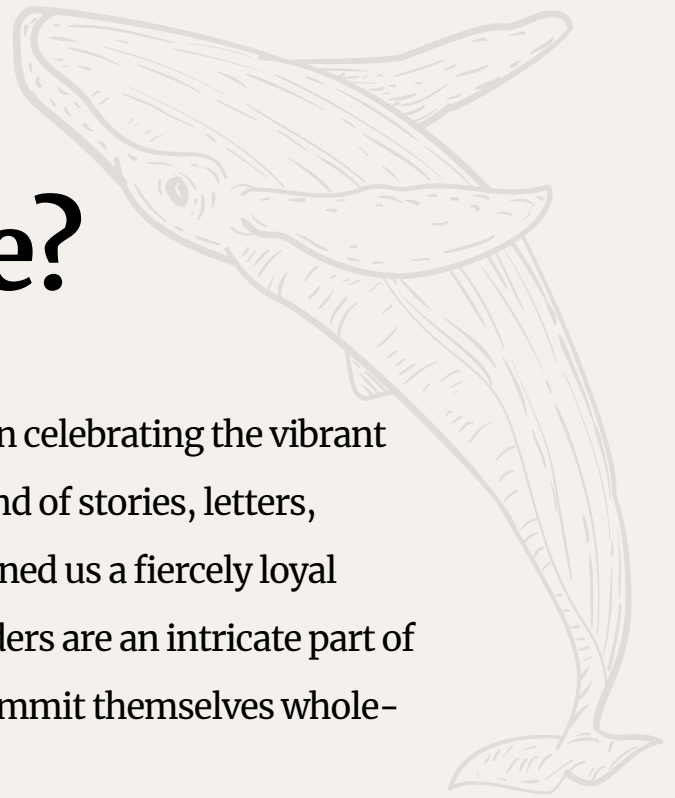


why downhome?

Since 1988, Downhome Magazine has been celebrating the vibrant culture of Atlantic Canada. Our unique blend of stories, letters, photography, puzzles, and recipes has earned us a fiercely loyal readership of over 43,000 people. Our readers are an intricate part of our publications and, valuing this, they commit themselves wholeheartedly to our vision.

Every month, readers share their lives with us in the form of beautiful photography, meaningful letters, poems and their life experiences. Inspired by the “down-home lifestyle” we share with the world the best of everything Atlantic Canada has to offer.

From the outdoors to the arts, from the people our culture and traditions, we illustrate the lifestyle of Canada’s East Coast through inspiring editorial and reader submitted photography and stories.



*all rates are net. rates are per issue.
downhome is printed monthly.

downhomelife.com

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Downhome

our readers



58% female



42% male

circulation of 43,000

our readers are age
24 to 65 +

50% of our readers are aged 35 to 54

over 50% have household incomes of
>\$60,000

Top Interests of Total Readers

Food & Dining

Travel & Entertainment

Lifestyle & Hobbies

Home & Garden

90%

renewal rate

49%

spend over
3 hours
reading
each issue

84%

% of total
readers
in Canada



print rates

double page spread (DPS) \$2015

full page \$1250

three issues, 15% discount: \$1062

six issues, 20% discount: \$1000

twelve issues, 30% discount: \$875

half page \$750

three issues, 15% discount: \$637

six issues, 20% discount: \$600

twelve issues, 30% discount: \$525

quarter page \$450

three issues, 15% discount: \$382

six issues, 20% discount: \$360

twelve issues, 30% discount: \$315

inside front cover (IFC) \$1710

inside back cover (IBC) \$1590

outside back cover (OBC) \$1830

outsert, bind in & blow in inserts,
please contact us

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advertorials

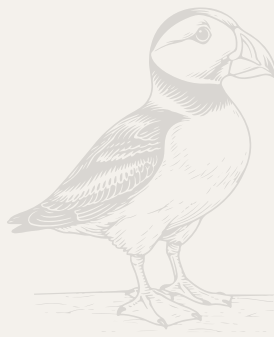
double page spread (DPS)
\$2780

includes article feature on
downhomelife.com.

four weeks of one sponsored article on:
facebook, instagram
& messenger.

article will direct to full article on
downhomelife.com.

*full circulation. one issue.
all rates are net.



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classifieds

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promote your moving and shipping
company to Newfoundlanders and
Labradorians across Canada!

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real estate, marketplace & announcements

celebrate a life, birthday or anniversary.
promote your club or call out for
volunteers and job positions. sell your
home, land or business.

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☎ 709-726-5113

*full circulation. birth, death, birthday &
anniversary announcements include a
30% discount.
all rates are net. frequency discounts apply.

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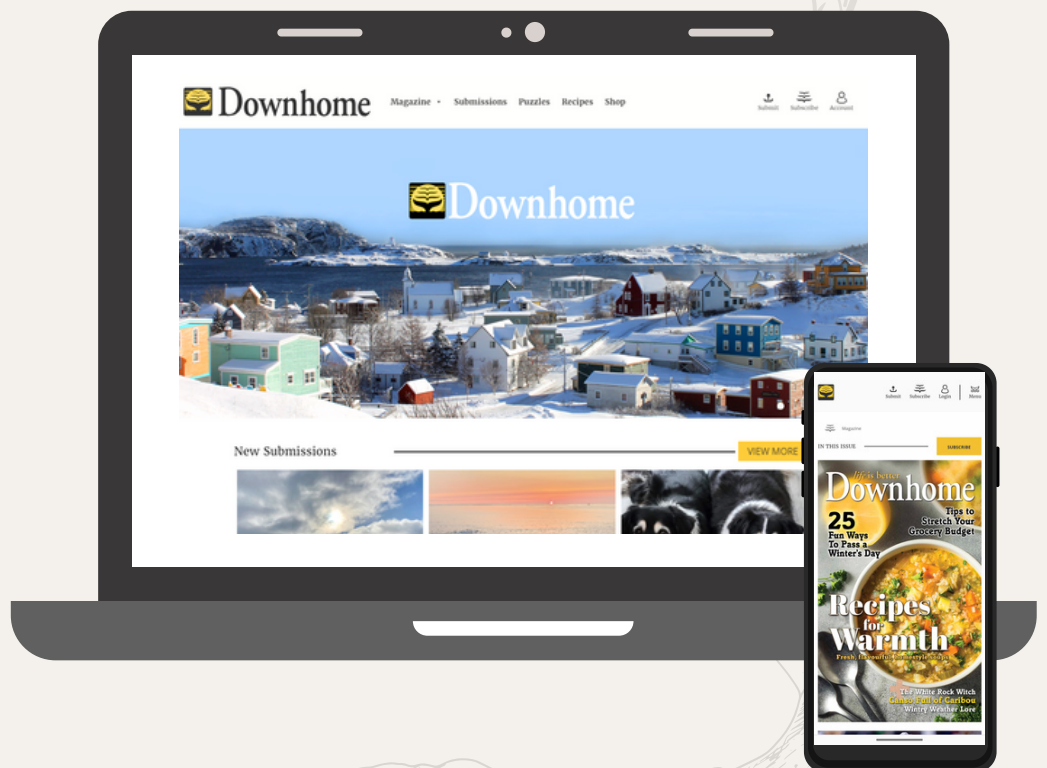
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digital rates

web banner
(1300x200)
\$699*

big box
(400x400)
\$599*



*four weeks. banners & boxes limited to one per page and are randomly displayed from a pool of ads. all rates are net.

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