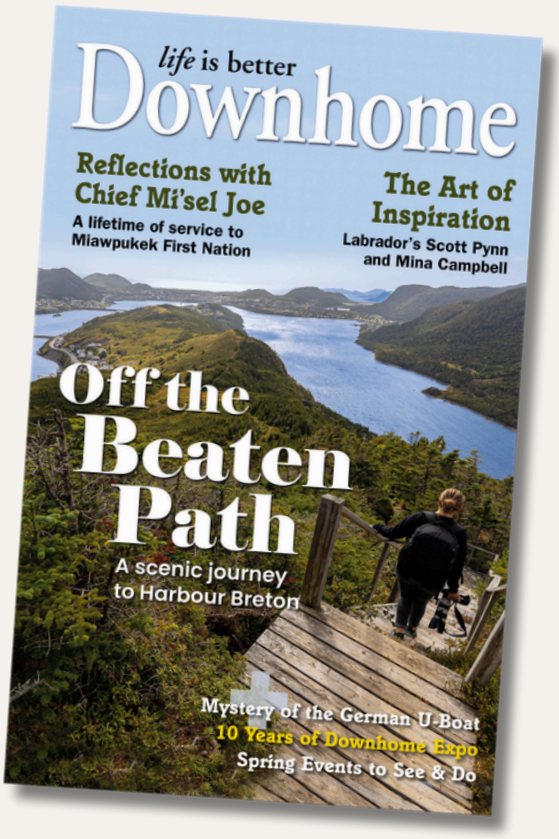
Downhome

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. Our readers are an intricate part of our publications and, valuing this, they commit themselves whole-heartedly 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

life is better

Downhome

Sponsored Social Posts

Sponsored Social Posts are organic, editorial-style content shared directly with our Facebook and Instagram audiences. These posts are not paid ads; they appear naturally in our feeds and benefit from the trust, engagement and community connection our followers have with Downhome.

Ideal for event promotion, product launches, community initiatives and brand awareness campaigns.

Includes

- one organic post
- copy written by Downhome
- one image or graphic (client supplied)
- brand tag & link where applicable
- posted during peak engagement hours
- labelled as sponsored or partner content

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Sponsored Social Posts

Facebook & Instagram Bundle: $300 per post

Includes Facebook story

Print & Social Bundle

Pair your print presence with a sponsored organic social post to extend visibility beyond the page and into our engaged online community.

Quarter Page + One Sponsored Social Post: $750

Half Page + One Sponsored Social Post: $1050

Full Page + One Sponsored Social Post: $1550

All advertorial and sponsored content is clearly labelled to maintain transparency with our readers. While content is developed collaboratively with advertisers, final editorial, design and scheduling decisions remain with Downhome.

Sponsored social posts are organic content shared with our audience and are distinct from paid social ads which involve media spend and targeting beyond our follower base.

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Two Page Magazine Spread

Allow us to help you tell your story with a two page advertorial feature that blends naturally within the magazine while providing space for messaging, imagery and brand storytelling.

Ideal for brand storytelling, destination or experience features, product & service education and community initiatives.

Includes:

- two page spread, editorial style layout & design
- labelled as advertorial or sponsored content
- content developed collaboratively with Downhome team

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

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Two Page Magazine Spread

Two Page, Print Advertorial: $2015

Online Featured Article (30 days): $750

Expand the reach of your print advertorial with a featured online article hosted on downhomelife.com. Content appears as a feature for 30 days, offering sustained visibility and click-through opportunities.

Sponsored Social Post: $300

Organic sponsored post appears naturally in our Facebook & Instagram social feeds and benefit from the trust and engagement of our audience. These are not paid ads.

Sponsored Social Ad:

Paid social ads provide targeted reach beyond organic followers and are clearly identified as advertisements.

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Print

Two 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

For *Outsert, Bind in & Blow in Inserts, Contact Us.*

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classifieds

Movers & Shippers

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

Starting at $175.00

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advertising@downhomelife.com

709-726-5113

*full circulation. frequency discounts apply. all rates are net.

Downhome

classifieds

Real Estate, Marketplace & Announcements

Celebrate a life, birthday or anniversary. Promote your organization or call out for volunteers and job positions. Sell your home, land or business.

Starting at $50.00

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advertising@downhomelife.com

709-726-5113

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

Downhome

Web

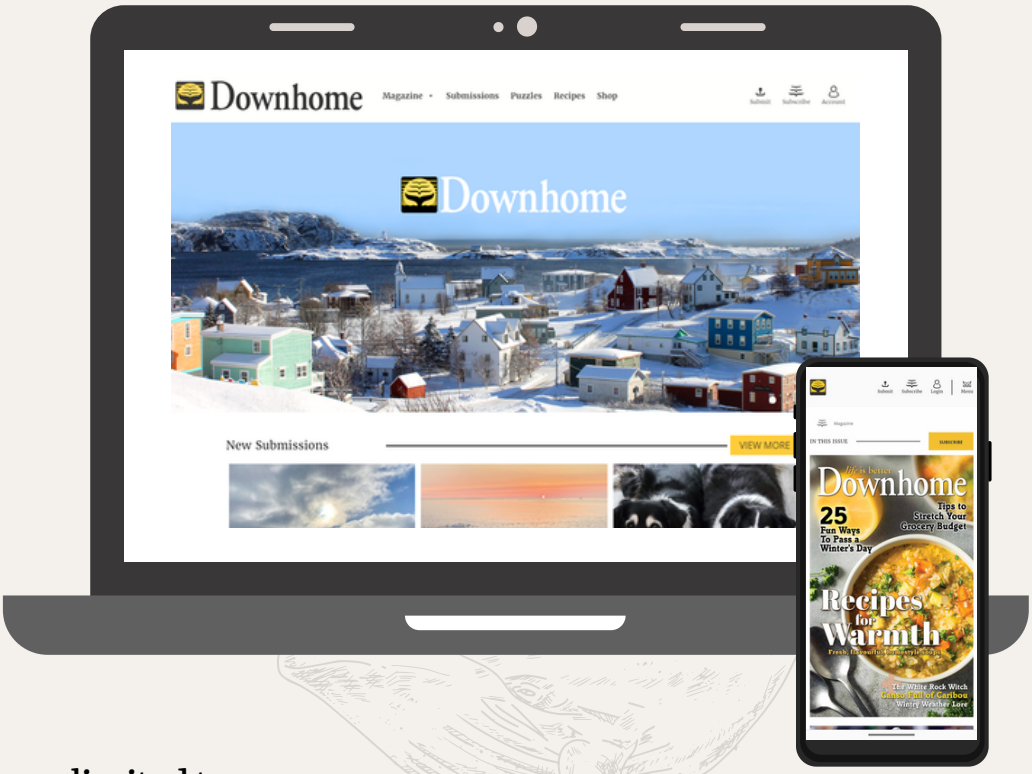
downhomelife.com

Connect your brand with a loyal, highly engaged audience that returns regularly to read articles, share & submit photos & stories, explore recipes, check puzzle answers and browse our online travel guide listings.

Downhomelife.com is a trusted extension of Downhome Magazine, driven by organic traffic and repeat visits from readers who actively engage in our community.

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.