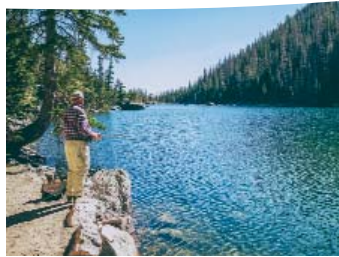


explore



In 2018 Downhome is publishing its 13th annual *explore downhome* guide

Explore is a comprehensive, regional listing of festivals, events, accommodations and attractions in Newfoundland and Labrador for the summer traveller or at-home tourist. In addition, it contains practical information on various vacation-related topics, from water safety to campfire recipes, travel tips and nature insights, plus games for all ages.

Circulation

Total Paid

- | | |
|---|--------|
| • Subscribers of <i>Downhome</i> magazine | 28,000 |
| • Downhome Newsstand sales | 14,000 |

Total Non-Paid

28,000

- | | |
|------------------------|------------------------------------|
| • tourist chalets | • interpretative centres |
| • campsites | • Marine Atlantic vessels |
| • recreational dealers | • retailers |
| • RV rental locations | • St. John's International Airport |
| • B & B's | |

Total Circulation

70,000

Advertising Rates

Full Colour Display	Cost
1 Page (5.25" x 8.375")	\$1,985
1 Page Image Area:	4.437" wide x 7.375" deep
1 Page Trim Size:	5.250" wide x 8.375" deep
1 Page Bleed Size:	5.5" wide x 8.625" deep
1/2 Page (4.5" x 3.5")	1,250
1/4 Page (4.5" x 2")	730
1/8 Page (4.5" x 1")	420

Covers

OBC	\$2,840
IBC	2,500
IFC	2,670
IFC Spread	4,850

Booking deadline is April 6, 2018.

If you have any questions or would like to find out more about advertising in Explore please contact

Downhome magazine

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