

our editorial mandate



*Random Passage Bonaventure, NL
Debra March, Dunfield, NL*

Since 1988, Downhome has been celebrating the vibrant culture of Atlantic Canada. Our unique blend of stories, letters and photographs, puzzles and illustrations, has earned us a fiercely loyal readership of more than 225,000* people. Our readers are an intricate part of our product and, valuing this, they commit themselves whole-heartedly to our vision. Every month, readers send us about 900 submissions in the form of meaningful letters, personal stories and beautiful photographs.

editorial mission

We extol the virtues of the “down-home lifestyle” by sharing with the world the best of everything Atlantic Canada has to offer. From the outdoors to the arts, from the people to their values, we illustrate the lifestyle and culture of Canada’s East Coast through personal stories, dramatic photography, practical information and the investigation of issues and trends.

*Based on 5.5 readers/copy