

Rates & Data : January 2020

skyTALK

YOUR AIRPORT & SEA ISLAND COMMUNITY CONNECTION





SkyTALK

SkyTalk is an established airport community newspaper founded and owned by Westco Marketing Ltd, which has been published continuously since 1994.

ESTABLISHED

It is recognised as the official newspaper of Vancouver International Airport (YVR). Published monthly, it serves the interest of the Richmond neighborhood community of Sea Island.

LOYAL READERSHIP

Readership is primarily airport employees (74%) with passengers (26%) a secondary major audience. Monthly bulk distribution is delivered to dedicated SkyTalk racks and delivered door-to-door to offices throughout Sea Island plus targeted selected Richmond location.

EXCLUSIVE AUDIENCE

This niche market is reached exclusively by SkyTalk through monthly print editions, bulk delivered free for daily pickup by qualified readers. SkyTalkonline.com is updated weekly and contains an archive of past editions employing easy-to-read page-turning software using the Issuu publishing platform. www.issuu.com/skytalk

BONUS HOUSEHOLD READERSHIP

Additionally, household copies are delivered door to door to the Sea Island residential community of Burkville. (330 households with 780 readers. These readers were not included in the survey).

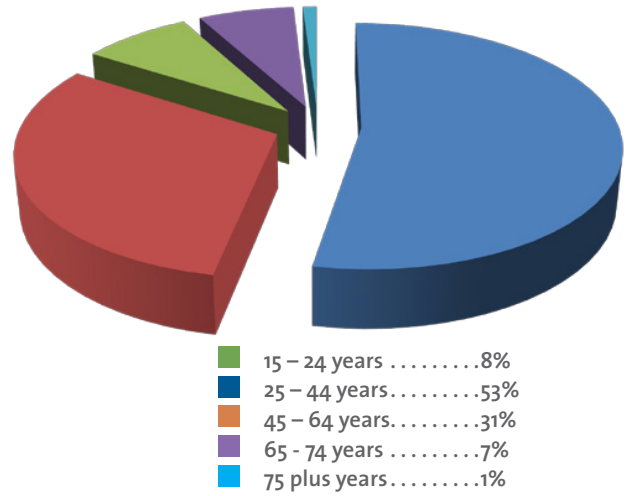
BILLION DOLLAR PLUS EXCLUSIVE MARKET

The Sea Island community is made up of 24,000 employees working in more than 400 businesses with combined annual earnings in excess of \$1 billion annually. YVR is Canada's second busiest airport with 25 million passengers, 228,000 tonnes of cargo and more than 296,000 aircraft take-offs and landings from four Terminals and four FBO's. Total economic impact is \$16 billion into the Canadian economy.

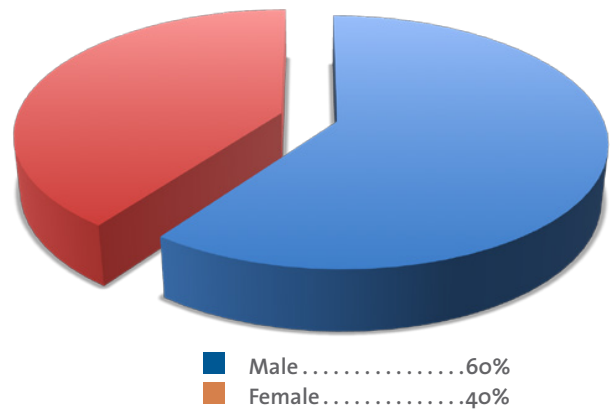
Survey : 18,270 Total Readers

SkyTALK

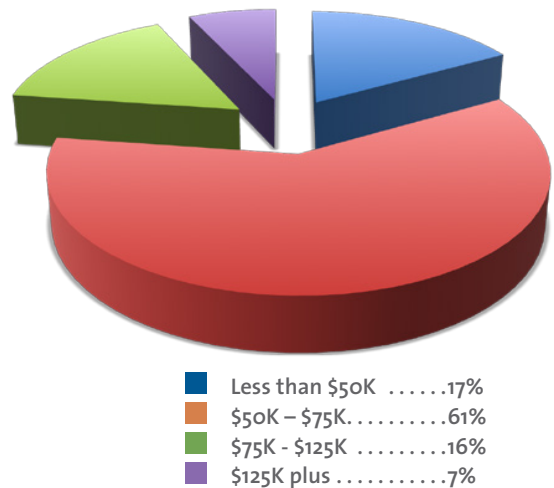
AGE:



GENDER:



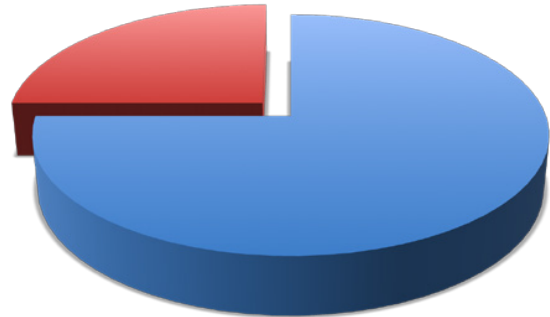
HOUSEHOLD INCOME:



Survey : 18,270 Total Readers

SkyTALK

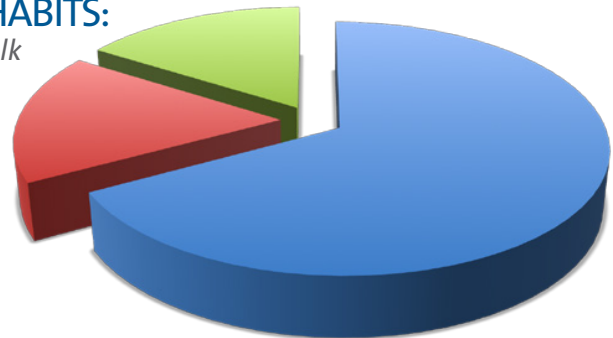
Readers:



- Sea Island Employees.....74%
- Travellers / Airport Meeters & Greeters.....26%

READER HABITS:

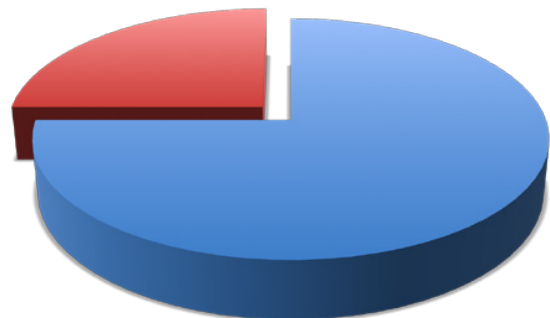
Where SkyTalk is read



- At YVR workplace67%
- Public transit17%
- At home.....16%

READERSHIP:

How much of each issue read?



- Entire publication77%
- Certain sections.....23%

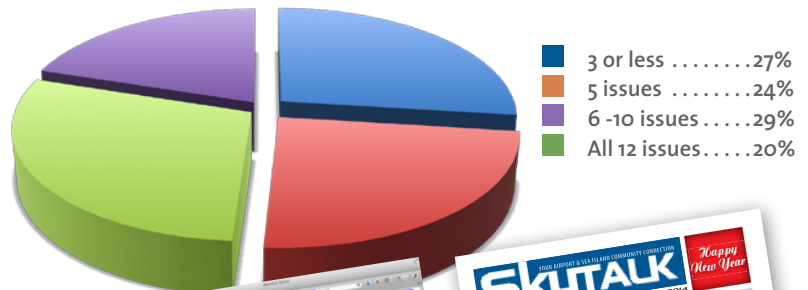
Survey : 18,270 Total Readers

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FREQUENCY:

Number of issues read out of 12.

Note: 49% read more than 6 issue per year.



READING OTHER RICHMOND NEWSPAPERS

16% Richmond News

10% Richmond Sentinel

Note: Unduplicated Readers: 84% of SkyTalk Readers do not read the Richmond News community newspaper. 90% do not read the Richmond Sentinel community newspaper (*Estimate based on duplicated Richmond area specific drop locations).

READER FORMAT PREFERENCE

85% Like tabloid format

15% Would prefer a smaller format.

READER PLATFORM PREFERENCE

60% Prefer Print

40% Prefer Online

Combo Advertising Rates

Effective Jan 1, 2020

SkyTALK
Your Airport & Sea Island
Community Connection

RICHMOND SENTINEL
OUR COMMUNITY NEWS

TWO NEWSPAPERS – TWO ADS – ONE ORDER ONE INVOICE – RATE DISCOUNTS

SIZE	DISCOUNTED COMBO RATE	SAVINGS PER INSERTION	TOTAL RATE IF PURCHASED SEPARATELY
Full Page	935	.165 (15%)	1,100
1/2 Page	620	105 (14%)	725
1/4 Page	395	70 (15%)	465
1/8 Page	245	40 (14%)	285
Front Banner	445	50 (10%)	495

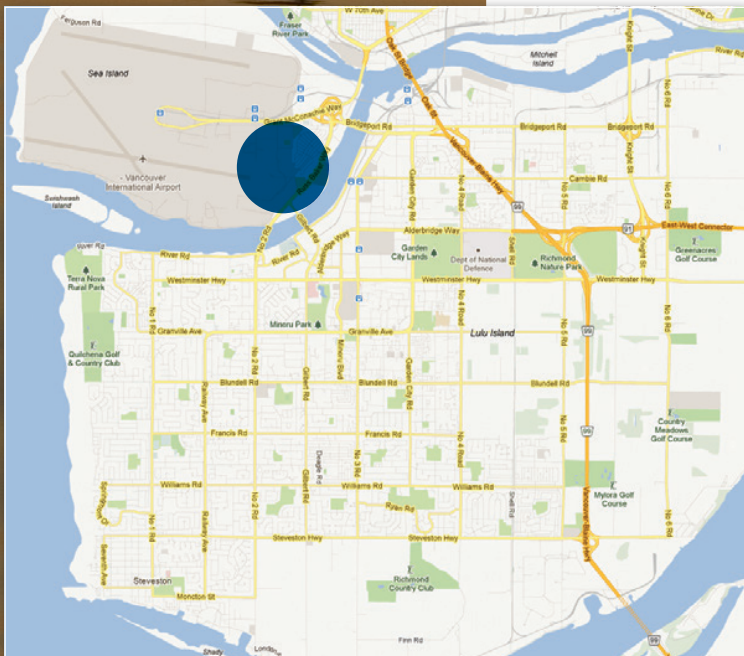
ALL RATES Per Insertion. Max one insertion (2 ads) per month. Custom sizes quoted separately.

FREQUENCY: Sentinel twice monthly – 24X. Sea Island SkyTalk monthly – 12X

FREE PRODUCTION: All necessary ad resizing to fit publication formats completed at no additional charge.

MECHANICAL INFO:

	SKYTALK	SENTINEL
Full Page	9.75" x 15.5"	10" x 10.2"
1/2 Page	9.75" x 8"	10" x 5"
1/4 Page	4.75" x 7.75"	4.93" x 5"
1/8 Page	4.75" x 3.75"	4.93" x 2.4"
Front Page Banner:	9.75" x 1.5"	10" x 1.5"



DISTRIBUTION:

SkyTalk Sea Island -10k copies monthly.
Richmond Sentinel – 15K copies twice-monthly.
Total Non- Duplicated-25K copies per insertion.

ESTIMATED COMBO READERSHIP:

40K plus. CPM: \$23. CPR: 2.33 cents.

BONUS FREE WEBSITE LINKS:

skytalkonline.com + richmondsentinel.ca