

FERNIE FIX

Providing thorough, up-to-date information for tourists and visitors alike in a high-quality publication, the *Fernie Fix Winter Guide* is THE go to source whether living in our community or just planning on spending some time here.

Featuring professional photography accompanying thoughtful content, advertising in the *Fernie Fix Winter Guide* is your best opportunity to gain exposure and reach potential customers in the Fernie area and beyond, all season long.



- Recreational recommendations and opportunities for everyone, including families
- Personal stories and articles to connect the reader with our town
- Full guides to dining and nightlife, and accommodation
- How-to guides and features on development and trades in the valley

- Maps and business listings
- High-quality design and printing, perfect bound, full colour, glossy product

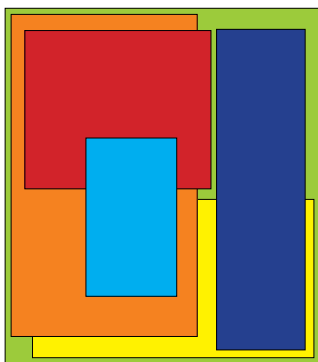
Distribution: ~10,000 copies hitting the stands in the Fall with distribution in and around Fernie including Visitor Centres, hotels, retail shops, and some locations in Cranbrook including the airport.

IMPORTANT DATES

Ad Booking Deadline:
Wednesday September 6, 2023

Ad Submission and material Deadline:
Tuesday September 15, 2023

Distribution:
Mid-October to Mid-April 2024



ADVERTISING RATES & SIZES (W X H)

• Outside Back Cover	8" x 9" + bleed	\$2500
• Inside Front DPS	16" x 9" + bleed	\$2795
• Inside Back Cover	8" x 9" + bleed	\$2205
• Double Page Spread	16" x 9" + bleed	\$2500
• Full Page	8" x 9" + bleed	\$1750
• 2/3 page vertical	4.7" x 8.125"	\$1450
• 1/2 page horizontal	7.1" x 4"	\$995
• 1/3 page horizontal	4.7" x 4"	\$675
• 1/3 page vertical	2.3" x 8.125"	\$675
• 1/6 page vertical	2.3" x 4"	\$450
• Business write-up (approx. 40-50 words)		\$150

Ad space includes placement on the map and business write-up or editorial mention.

AD ARTWORK OR SUPPLIED ADS

- Ads can be emailed to vanessa@clarismedia.com.
- High-resolution files (300 dpi) in pdf, tiff or jpeg format are required.
- For full-page ads, a .25" bleed is required.
- Word documents are not accepted.
- Additional charges will be applied if ad is not sized correctly or design work is required.
- Ad design is available, please contact us for a quote.

Business Listings and Events: If you have events you want included or have changes to your write up or listing in our directory, please send these to Krista@clarismedia.com by August 1.

Digital advertising available. Distribution is expanded through the digital flip-view magazine. Other advertising opportunities include the weekly e-newsletter and ferniefix.com. Contact us for full details!

Advertising in the Fix works.

"Advertising with the *Fernie Fix* is an easy and effective way to promote your business to Fernie locals and visitors. The *Fix* staff are professional and very easy to work with!"

~ Karen Pepper, Fernie Alpine Resort

"The *Fernie Fix* is a vibrant, reflective and inclusive publication that shines a light on Fernie and its people, events and organizations that make up the fabric of this incredible community. For us at Island Lake, with its focus, diversity, reach and traction, it's the perfect medium to share our story"

~ Dave Morrison, CEO Island Lake Lodge

Contact Us

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