

asparagus

bright. green.

Vancouver's award-winning *Asparagus Magazine* publishes the large and small stories of how we can live sustainably.

Don't miss this opportunity to connect with our devoted, sustainability-minded readers!



2021-22 Media Kit

Praise For *Asparagus Magazine*

“The magazine is jam-packed with **solid, multivocal, enlightening** content. Well-written, witty, the layout, the paper—everything is great. Beautiful work!”

“**This is incredible. What an important publication!**”

“I think it’s wonderful and have ordered subscriptions for my [adult] kids. What **useful information. Presented beautifully.**”

“**I’m loving the magazine!** Every article is about something I’ve been wondering about. Nailed it!”

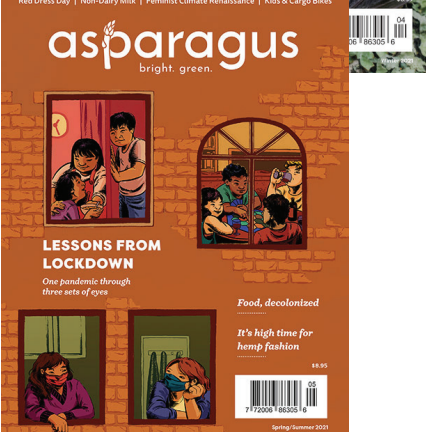
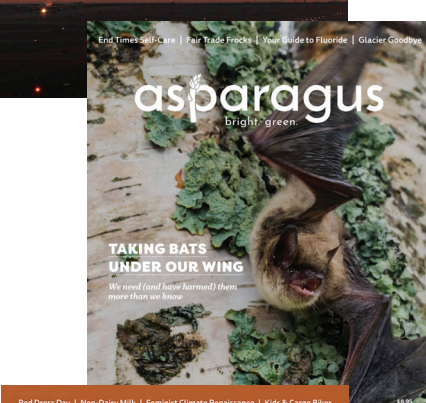
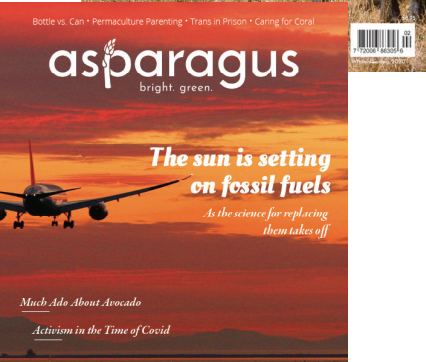
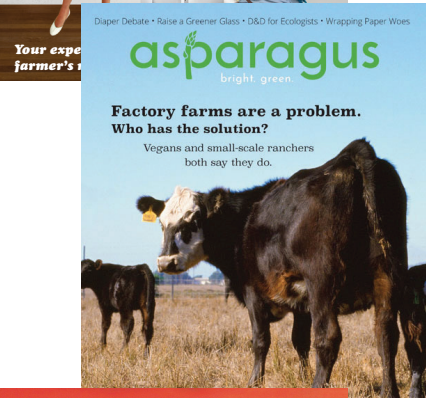
“I wanted to let you know how much I am enjoying my hard copy of *Asparagus*. The articles are well researched, **informative and thought-provoking.**”

“I love the **concrete solutions** presented. Really good and empowering!”

“Our copy arrived in the mail last week and I read it in one sitting. It is fabulous with **well-researched and timely,** interesting articles.”

“We were so pleased to receive our first copy of *Asparagus Magazine* in the mail last night. **Such a refreshing read,** and genuinely helpful.”

“I love your magazine and look forward to each issue. It’s exactly the well-researched content and topics that I’m interested in. **Really, really good writers.**”



Asparagus Readers

We conducted a new reader survey in August 2021. Here's what they told us about themselves:

Spending Habits

- **100%** buy eco-friendly products; **65%** of them as often as possible or exclusively
- **93%** prefer products containing local ingredients or components
- **93%** prefer products and services from locally owned businesses
- **91%** prefer products containing reused/recycled components
- **83%** prefer products and services from businesses that pay workers a living wage
- **78%** prefer products containing organic ingredients/components
- **76%** prefer products that are Fair Trade-certified
- **75%** prefer products that are artisanal, hand-crafted, or produced in small batches
- **52%** prefer products made by business that have unionized workers

***Asparagus* readers are most likely to seek out eco-friendly options in these categories:**

- Cleaning products
- Paper products
- Personal care products (shampoo, soap, sunscreen, toothpaste, cosmetics, skincare, etc.)
- Household items (lightbulbs, electronics, linen, and furniture)
- Food storage
- Clothing/footwear

Demographics

- **88%** have completed a Bachelor's degree or higher
- **71%** of our readers live in BC, **84%** of them in Metro Vancouver
- **68%** identify as women
- **59%** own their own home
- **57%** are parents
- **51%** have an annual household income of \$75,000 or more
- Our audience spans the generations. **12%** of our readers are under 30, and those in their 30s and 40s each constitute **14%** of our readership. Another **19%** of our readers are aged 50-64, and **41%** are 65 and up.

Subscribers share their issues! On average 2.4 readers look at each subscriber copy.

Leisure Time

***Asparagus* readers enjoy:**

- **Culture and learning:** reading (80%), watching movies and TV (83%), attending performances (77%), visiting museums and galleries (71%), attending courses/lectures (55%)
- **Time at home:** cooking (71%), gardening (60%)
- **Time away:** travel in North America (60%), travel outside North America (53%)
- **An active lifestyle:** cycling (58% use a bike for transport and/or leisure), fitness, yoga, and sports (45%), hiking and camping (43%)



Partner With Us

Print Opportunities

We print 1,500 copies of each issue on high-quality, 100% post-consumer-recycled paper, reflecting both our aesthetic and environmental values. The issue is mailed to our 300 or so subscribers, and distributed to 50+ newsstands through Magazines Canada (see shop.asparagusmagazine.com/stockists). For each issue, we pursue partnerships to reach new Gus readers in all the likely places: sustainability-minded shops, farmers markets, independent bookstores, festivals, conferences, and cultural events.

Print Rates

	1x	2x	3x
Full Page	\$565	\$500	\$420
1/2 Page	\$400	\$350	\$300
Outside Back Cover	\$630	\$560	\$470
Inside Front Cover	\$600	\$525	\$440
Inside Back Cover	\$590	\$515	\$435

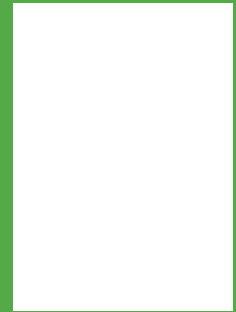
Print Schedule

Early Bird Deadline	Booking Deadline	Art Deadline	Street Date
Sep 10, 2021	Sep 24, 2021	Oct 8, 2021	Nov 2021
Jan 28, 2022	Feb 11, 2022	Feb 25, 2022	March 2022
May 6, 2022	May 27, 2022	June 10, 2022	July 2022
Sep 23, 2022	Oct 14, 2022	Oct 28, 2022	Nov 2022

Book Early & Save!

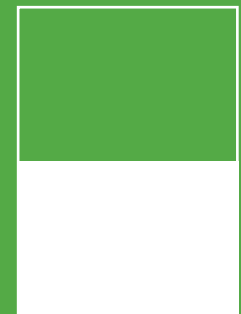
On a budget? Book by our Early Bird deadline and save 10%. Save a further 10% with our prompt payment discount if you pay by the issue's artwork deadline.

Print Specifications



Full Page
8" x 10.5"

.25" bleed & type
safety



Horizontal
Half Page
7" x 4.5"

TIFF or PDF
CMYK (text K100)
300dpi

Cross-Platform Promotion

Asparagus articles are published on an ad-free web platform, Medium, but **there are plenty of ways to connect with our digital audience.** With one of our cross-platform packages, you can connect with our engaged and growing social media community (about 3,000 followers between Facebook and Instagram) and the 500+ subscribers to our monthly email newsletter (average 50% open rate).

Our email newsletter is published each month between the 13th and 17th, and has room for up to 3 ad placements.

In order to best engage with our social media audience, sponsored post types can include: deals, new product announcements, questions, and promotion of your events/contests/giveaways/sales. **Sponsored social media posts are guaranteed a reach of at least 500** within a week of publication—we will boost posts if necessary to obtain that reach. Partners can also pay for additional boosting.

Cross-Platform Rates

Volume discounts are available for cross-platform packages booked across multiple issues

Full Meal Deal	Social Snack	Amuse-Bouche
1 full-page print ad 3 e-newsletter ads 4 sponsored FB/IG posts \$850	1 full-page print ad 2 e-newsletter ads 2 sponsored FB/IG posts \$680	1 ½-page print ad 1 e-newsletter ad 1 sponsored FB/IG post \$500



E-Newsletter

Dimensions: 728px X 90px

File Type: jpg, png or gif

File Size: <1MB, 72 ppi

Artwork should be emailed to biz@asparagusmagazine.com by the 10th of the month in which your ad is running.

Sponsored Social Posts

Final post content must be approved by *Asparagus* staff at least 4 business days before desired post date.

Wait, There's More!



Asparagus periodically runs giveaway promotions for our readers — including subscriptions, our own swag, and products or offers from our partners. **All partners purchasing advertising are entitled to provide an item or offer in each of the giveaway packages** promoted in the months after the issue they've advertised in is published. Giveaways are promoted to our newsletter subscribers and our followers on Facebook, Instagram, and Twitter.

When contributing to giveaway packages, we ask only that—in keeping with our eco-friendly values—partners remain mindful of not adding to the volume of single-use items/packaging our readers have to contend with.

To book your space in our upcoming issue and giveaway promotions, call us today at 604 354 1113, or email ads@asparagusmagazine.com. We look forward to welcoming you to the Asparagus patch!