

asparagus

bright. green.

Vancouver-based *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 Media Kit



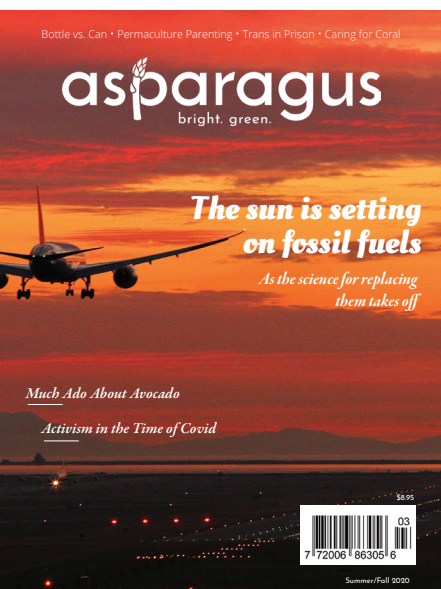
Praise For Asparagus Magazine

“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.”**

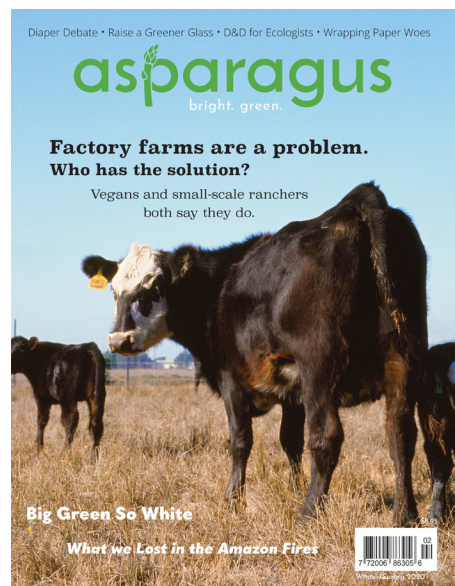
“This is incredible. What an important publication!”

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



“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.”**

“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.”**



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



Asparagus Readers

Prior to launch, we surveyed 365 readers who were excited for *Asparagus*' arrival on the scene. Here's what they told us about themselves:

Spending Habits

- **99%** buy eco-friendly products
- **91%** prefer products containing local ingredients or components
- **90%** prefer products containing reused/recycled components
- **88%** prefer products and services from locally owned businesses
- **86%** prefer products and services from businesses that pay workers a living wage
- **78%** prefer products that are Fair Trade-certified
- **78%** prefer products containing organic ingredients/components
- **72%** prefer products that are artisanal, hand-crafted, or produced in small batches

Demographics

- **76%** identify as women
- **24%** are between 25 and 34, **37%** are between 35 and 44 years old, **25%** are between 55 and 74
- **84%** have completed a Bachelor's degree or higher, and **44%** may pursue another degree in future
- **79%** are on the West Coast (**62%** in Metro Vancouver, **6%** in other parts of BC, and **11%** in West Coast US cities)
- **58%** own their own home
- **52%** have an annual household income of \$75,000 or more

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, etc.)
- Clothing and footwear
- Menstrual care

When *Asparagus* readers splurge, they usually spend their money on dining out, travel, and arts/entertainment.

Leisure Time

Asparagus readers enjoy:

- **Culture and learning:** reading (90%), watching movies and TV (83%), attending performances (77%), listening to radio and podcasts (70%), visiting museums and galleries (56%), attending courses/lectures (45%)
- **Food:** eating at restaurants (74%), cooking (72%), growing/raising their own (65%)
- **An active lifestyle:** hiking and camping (55%), fitness and sports (50%), cycling (47% use a bike for transport and/or leisure)
- **Travel:** in North America (67%); outside North America (65%); on the West Coast (94% had visited a major West Coast city in the previous 5 years; 73% in the previous year; 40% had visited 2 or more major West Coast cities within the previous year.)

Partner With Us

Print Opportunities

1,500 copies of each issue will be printed 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

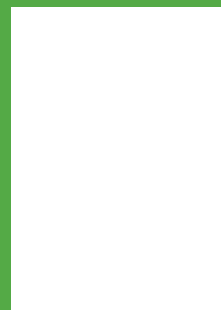
Early Bird Deadline	Booking Deadline	Art Deadline	Street Date
February 18, 2021	March 4, 2021	March 17, 2021	April 2021

Due to the Covid-19 pandemic, we have yet to set our complete 2021 publication schedule. If you wish to be notified when we've made that decision, just let us know.

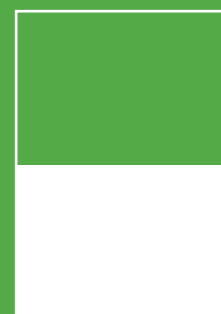
Book Early & Save!

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 400+ 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 asparagusmagazine@gmail.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!