

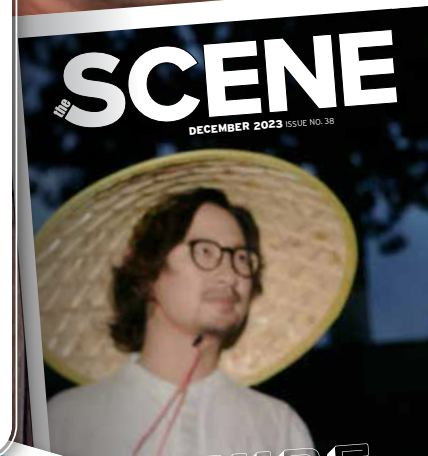


THE SCENE

CALGARY'S GOING OUT GUIDE

MEDIA KIT 2024

Stay Up With The Scene



THE SCENE

THE SCENE

The Scene is Calgary's Going Out Guide, offering a monthly look at local music, arts, food and more. With 5,000 copies distributed city-wide, it's the best way to stay up on what to do and where to do it.



+ 70%

of our readers describe themselves as the decision maker in their social group for what to do and where to eat

3/4

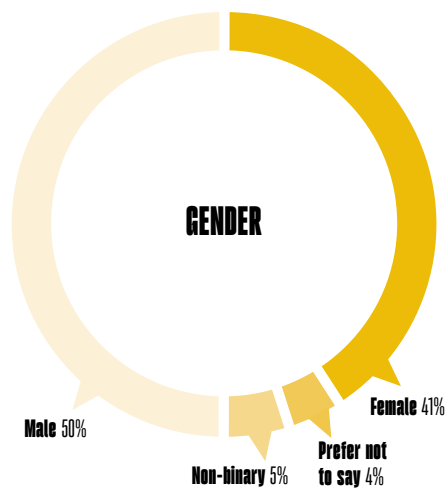
of our readers agree The Scene is "a great source of information about things to do"



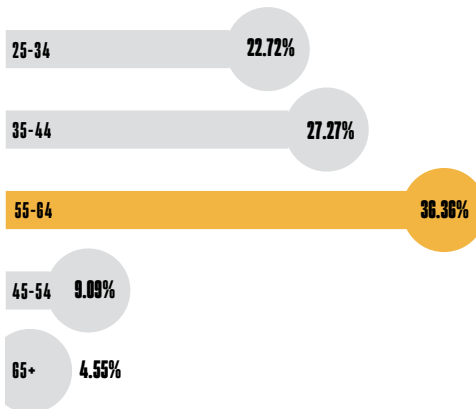
+ 27%

of our readers spent over **\$1,000** attending local events and attractions in the previous 6 months

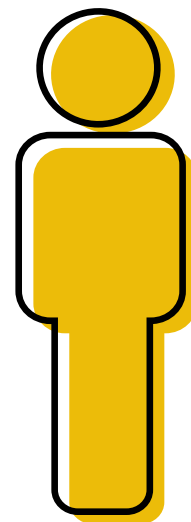
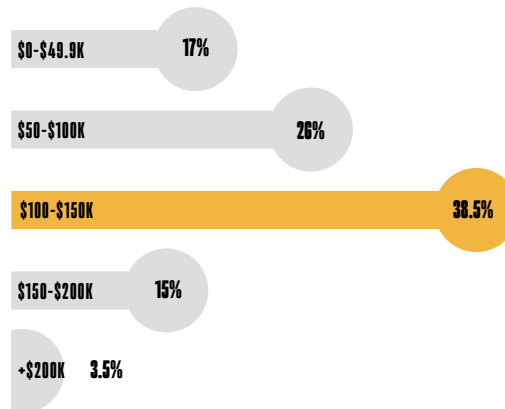
OUR READERS



AGE



ANNUAL HOUSEHOLD INCOME



50% Own
50% Rent



35%
of owners own a home
worth \$500,000 or more



90%
have completed
post-secondary education



+22%
have a graduate degree

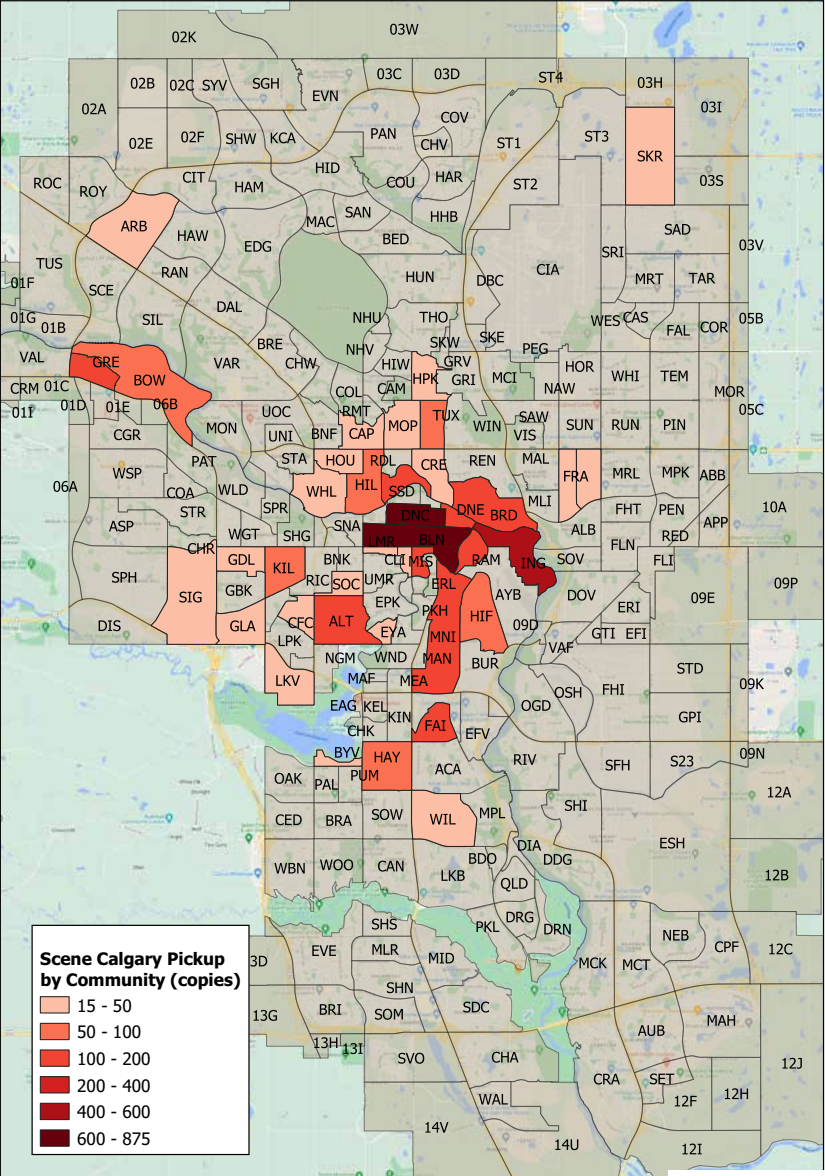


64% Married/
Common-law
36% Single

DISTRIBUTION

The Scene publishes 5,000 copies a month, distributed primarily in the inner city through free keystone locations.

The pickup rate has increased each month since RedPoint purchased the publication in April 2023.



OUR COVERAGE



+60%

of our readers look for information on what to do in Calgary more than once a week



+76%

of readers have visited a restaurant or brewery as a result of reading about it in The Scene



86%

of our readers have attended at least one live music performance in the previous 6 months

IN EVERY ISSUE

THINGS TO DO: A snapshot of what to do each month

BREWRIES AND DISTILLERIES: The best of Calgary's craft breweries and distilleries

PERFORMING ARTS: Theatre, comedy, dance and more

MUSIC: Interviews with musicians, upcoming releases, live shows and more

VENUES: Our ongoing series on clubs, bars and stages — all the spots to see and be seen on the scene



IN MOST ISSUES

ART: What's on the local commercial and public galleries and artist-run centres

BOOKS: Calgary has one of North America's most engaging literary events scenes — find out more

FILM: Interviews with local filmmakers and inside the city's many film festivals

RESTAURANTS: Focused on cheap eats and new restaurants and pop-ups

SCENE HISTORY: A look at the events, people and changes from the past that made the city what it is today

GET OUT(DOORS): What to do in Calgary's urban outdoors and nearby mountains



Almost **30%**

of our readers eat out 10 or more times a month



86%

read The Scene for suggestions on things to do and places to go

OUR COVERAGE

2024 EDITORIAL THEMES

JANUARY

- The Winter City — how to love Calgary's hardest season
- PLUS: High Performance Rodeo and Chinook Blast

FEBRUARY

- Best Cheap Dates

MARCH

- Best Pubs, Clubs, Breweries and Distilleries
- PLUS: the visual arts scene

APRIL

- Scenester Awards
- PLUS: CUFF

MAY

- Patio Guide

JUNE

- Festival Season Preview
- PLUS: Sled Island

JULY

- The Cheapskate's Guide to Summer in the City
- PLUS: Folk Fest

AUGUST

- Pride Preview
- Plus, barbecue guide

SEPTEMBER

- Arts Season Launch
- PLUS: Film in focus and CIFF

OCTOBER

- Best Cheap Eats
- PLUS: literary scene and Wordfest

NOVEMBER

- Best Cafes
- PLUS: sports fandom

DECEMBER

- Nightlife Guide
- PLUS: boozy gift guide



PRINT RATES & DEADLINES

RATES

AD SIZE	1X	3X	6X	12X
Double Page	\$1,710	\$1,600	\$1,520	\$1,425
Cover Wrap (Front flap, both sides)	\$5,060	\$4,925	\$4,790	\$4,250
Full Page	\$900	\$875	\$850	\$750
2/3 Page	\$775	\$750	\$725	\$625
1/2 Page	\$650	\$625	\$600	\$500
1/3 Page	\$525	\$500	\$475	\$375
1/4 Page	\$400	\$375	\$350	\$250
1/8 Page	\$275	\$250	\$225	\$125

POSITIONING

+ 20% IFC AND IBC

+35% OBC

ADVERTORIALS

Full page: \$900*

Half page: \$500*

**charge is in addition to the price of the ad.*

CIRCULATION

Keystand distribution in Calgary inner-city: 5,000

Talk to your account executive today if you are interested in distributing copies of The Scene magazine at your location.

2024 DEADLINES

ISSUE	ADVERTISING DEADLINE	AD MATERIAL DEADLINE
January	December 18	December 22
February	January 23	January 30
March	February 20	February 27
April	March 18	March 25
May	April 16	April 23
June	May 21	May 23
July	June 17	June 24
August	July 23	July 30
September	August 20	August 27
October	September 17	September 24
November	October 22	October 29
December	November 19	November 26
January 2025	December 17	December 20

*Material deadlines for cover wraps are three business days earlier.

PRINT RATES & DEADLINES

SPECIFICATIONS

AD SIZE	WIDTH (Inches)	HEIGHT (Inches)
Double page spread	20.25	10.5
Cover Wrap (Front flap, both sides)	5.25	10.5
Full page	9.75	10.5
2/3 page vertical	6.25	10.5
1/2 page vertical	4.75	10.5
1/2 page horizontal	9.75	5.0
1/3 page vertical	3.0	10.5
1/3 page horizontal	9.75	3.5
1/4 page vertical	2.25	10.5
1/4 page horizontal	9.75	2.5
1/4 page square	4.75	5.0
1/8 page	4.75	2.5

REQUIREMENTS

- All colours must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- A defining border is required on ads smaller than a full page where the ad shape is not clearly defined by background colour, graphic element, images etc.
- Ink density levels (in image or graphic element) must not exceed 320%.

RECOMMENDATIONS

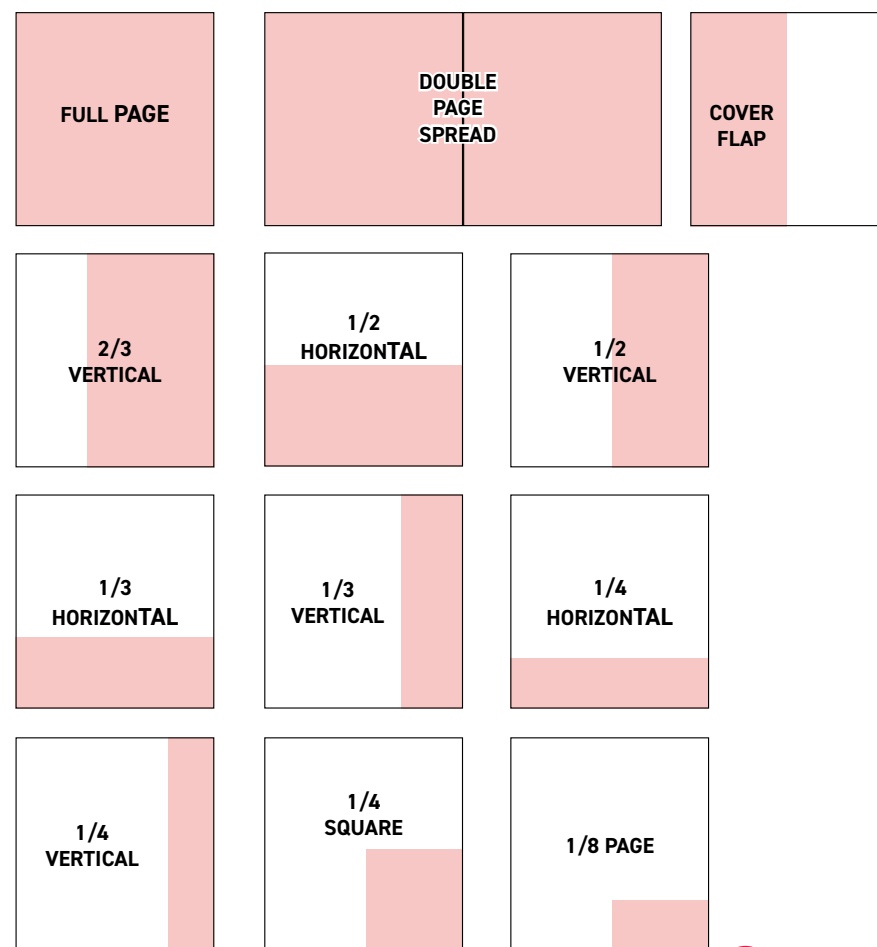
- Use a "rich black" (except for text below 24 point). For rich black we suggest: C20 M20 Y20 K100
- QR codes should be limited to two colours for best production results.

CONSIDERATIONS

- RedPoint Media cannot guarantee 100% colour accuracy.
- RedPoint Media is not responsible for errors or inaccurate information in advertisements.

CONTACT

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Client Support Coordinator
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E: production@redpointmedia.ca





Sharing your marketing messages inside The Scene not only aligns your brand with our audience of engaged and active Calgarians, it supports the increased vibrancy of our arts and culture sector and the city overall by helping The Scene cover more of the events, activities and attractions that make this city great.

Contact us today to take your advertising further.

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