

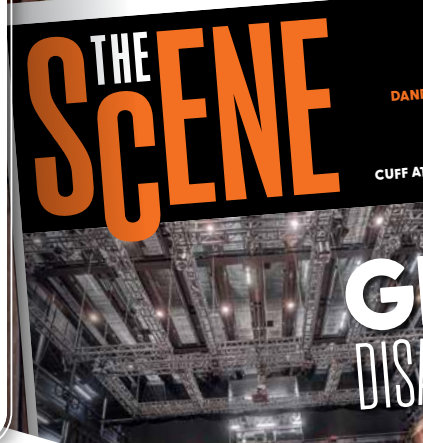


THE SCENE

CALGARY'S GUIDE TO GOING OUT

MEDIA KIT 2025

Stay Up With The Scene



THE SCENE

The Scene is Calgary's Guide to Going Out, offering a monthly look at local events, arts, dining and things to do. 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"



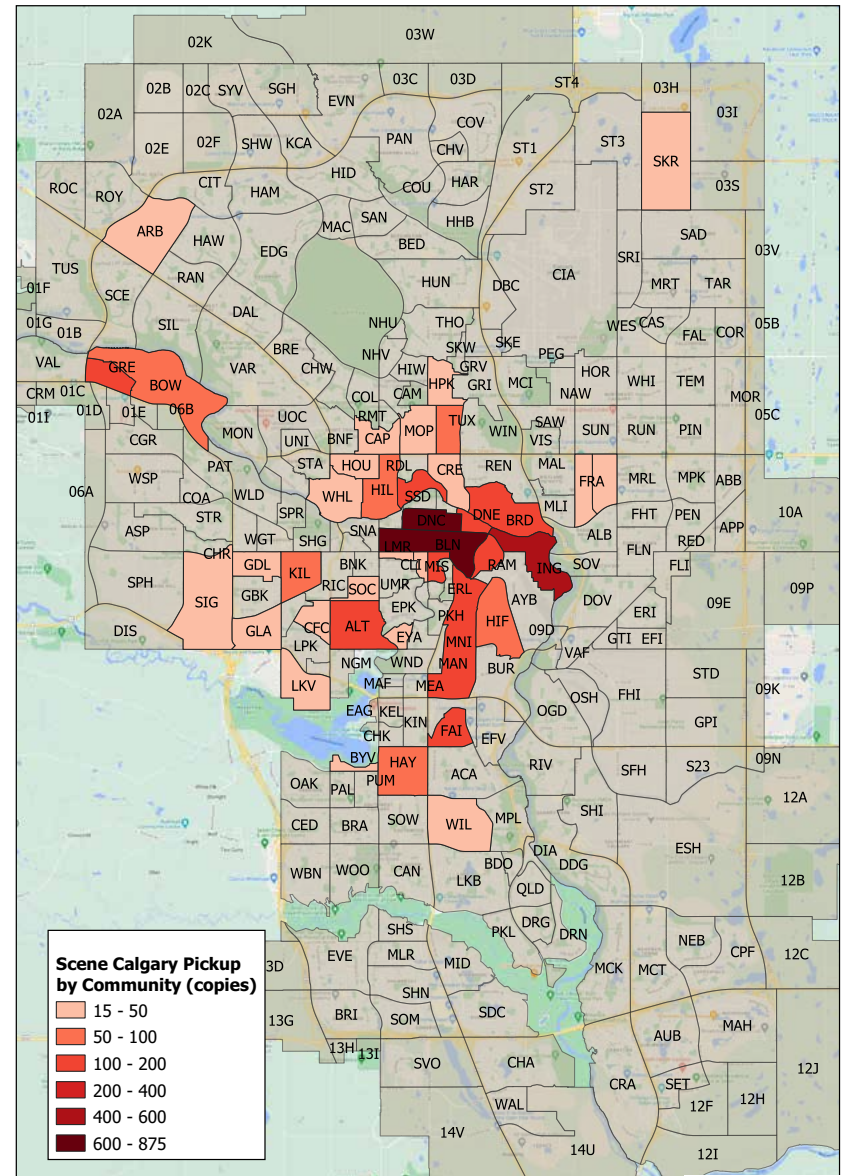
+ 27%

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

DISTRIBUTION

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

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

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

ADDITIONAL COVERAGE

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

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 ISSUES: 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



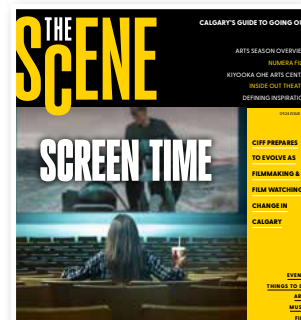
30%

Almost 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

2025 EDITORIAL THEMES

JANUARY

- The Winter City — how to love Calgary's hardest season
- PLUS: Winter Festival Preview

FEBRUARY

- Best Cheap Dates

MARCH

- The Scene Guide to Drinking
- PLUS: Accessibility in the arts and Local Comic Artists Spotlight

APRIL

- Scenester Awards
- PLUS: CUFF

MAY

- Patio Guide
- PLUS: The Scene Guide to Street Festivals and Markets

JUNE

- Festival Season Preview
- PLUS: Summer Staycation Guide

JULY

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

AUGUST

- Pride Preview
- PLUS: Drag Guide

SEPTEMBER

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

OCTOBER

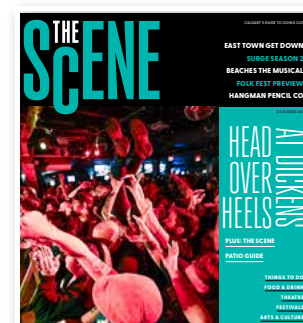
- Best Cheap Eats
- PLUS: literary scene and Wordfest

NOVEMBER

- Live Music Guide
- PLUS: Best Calgary albums of the 21st century, so far

DECEMBER

- The Cheapskate's Guide to Winter in the City
- PLUS: The Scene year in review



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

+ 10% IFC AND IBC

+ 35% OBC

ADVERTORIALS

Full page: \$900*

Half page: \$500*

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

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.

2025 DEADLINES

ISSUE	ADVERTISING DEADLINE	AD MATERIAL DEADLINE
January	December 17	December 20
February	January 21	January 28
March	February 18	February 25
April	March 18	March 25
May	April 22	April 29
June	May 20	May 27
July	June 17	June 24
August	July 22	July 29
September	August 19	August 26
October	September 23	October 1
November	October 21	October 28
December	November 18	November 25
January 2025	December 16	December 23

*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

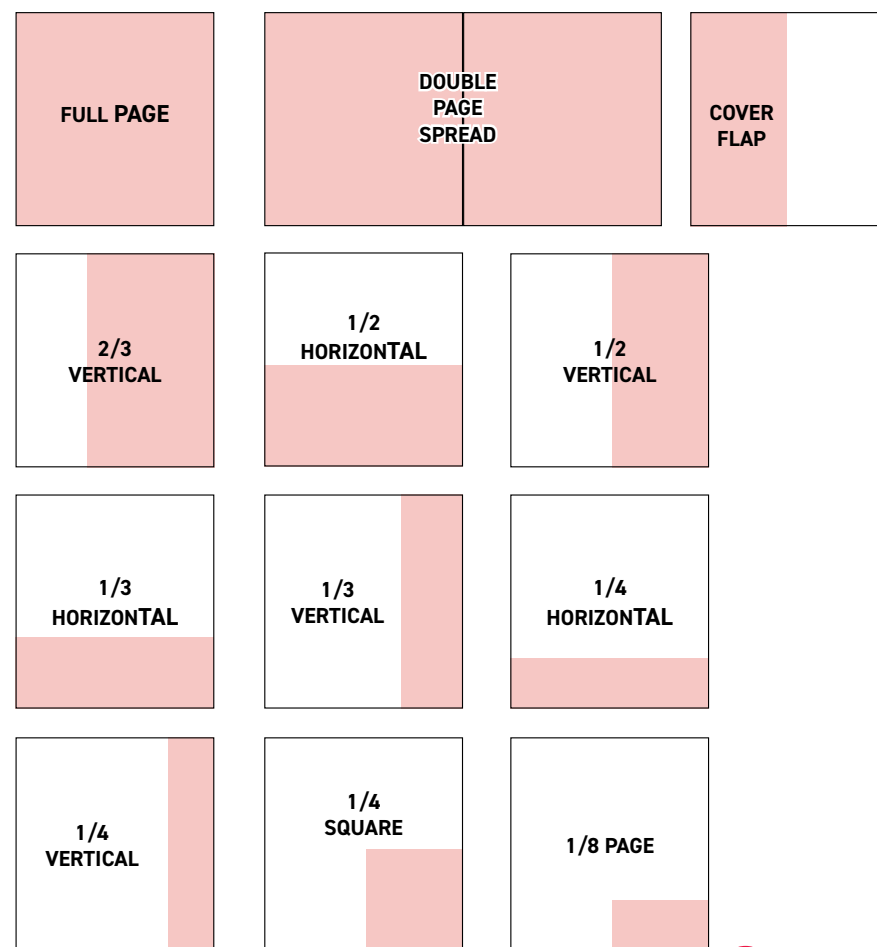
- Use a "rich black" (except for text below 24 point). For rich black we suggest: C20 M20 Y20 K100
- QR codes should be limited to two colours for best production results.

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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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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