

Advertising & Information

– 2022 Edition –

THE WORLD-
Spectator Plain & Valley AG NEWS

www.world-spectator.com
www.plainandvalley.com

ads@world-spectator.com | Phone: 306.435.2445

Why Advertise?

The World-Spectator, Plain and Valley and Ag News have you covered in southeast Saskatchewan and southwest Manitoba!

More readers than ever before

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. Our 2020 audited circulation was up from the previous year and over the last two years we have gained new readers in Esterhazy and Kipling. As well, our communities are growing. Our area benefits from the constant activity at PotashCorp Rocanville and Mosaic Esterhazy, as well as pipeline expansion, oil activity, wind power, agriculture, and new businesses being established in the region. As this area grows, we are growing with it—our circulation is rising every year!

The World-Spectator has the local area covered, and our regional publication, Plain and Valley, provides total market coverage over an area from Indian Head and Montmartre in the west to Oak Lake in the east, and from the U.S. borders south to communities along the Yellowhead Highway north. It is distributed through Canada Post to 28,000 mailboxes throughout the region, an area covered by no other publication. Ag News reaches 10,000 readers in 25 communities in Southeast Saskatchewan and Southwest Manitoba, making it the largest agriculture publication in the region.

The only media that covers the whole market area

The World-Spectator covers the whole area, from the young to the old, farmers to business owners, from Esterhazy, Tantallon and Spy Hill to Redvers, Maryfield and Wawota; from Kennedy and Langbank to Elkhorn and St. Lazare. No radio station or any other media can reach all these people. The Combase media study found only 44 per cent of people in the area listened to any local commercial radio station, and those were divided among 14 different stations. Plain and Valley covers an even larger area including communities from Alameda to Yarbo, from Binscarth to Wascada, from Bienfait to Russell. No other publication covers the area Plain and Valley covers. Ag News covers an area ranging from Virden to Melita to Esterhazy to Carlyle. No other agriculture publication covers the area Ag News covers.

Circulation figures you can trust

All circulation figures cited for the World-Spectator are audited figures. Audits are performed by Canadian Media Circulation Audit. As well as having our own circulation numbers audited, we have participated in ComBase, the largest media study in North America. Combase data comes from telephone surveys of people in our market area, which gives us data that compares our readership with those of other publications in the area, daily newspapers, and listenership of radio stations. The audited circulation figures show that the World-Spectator continues to grow, reaching over 12,000 people each week.

Invest in your community

The World-Spectator, Plain and Valley and Ag News provide news coverage for a wide area, and support a large number of community initiatives. The World-Spectator sponsors the annual Christmas Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events. We are able to promote our area because of the support of our advertisers, for which we are always grateful.



Display Rate:

\$18.00/Col. Inch

Color Charge:

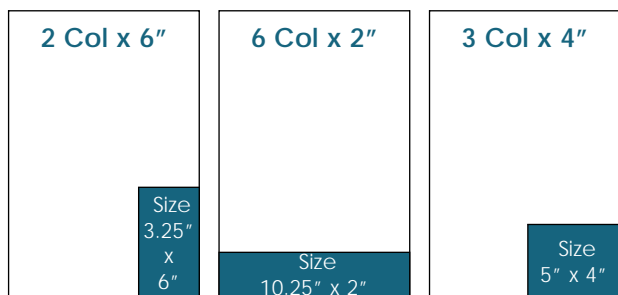
\$120 Extra

Advertising Deadline:

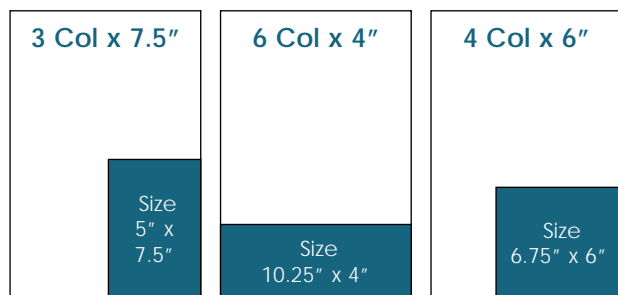
Thursday at Noon
for following
Monday publication

THE WORLD-Spectator Advertising Rates

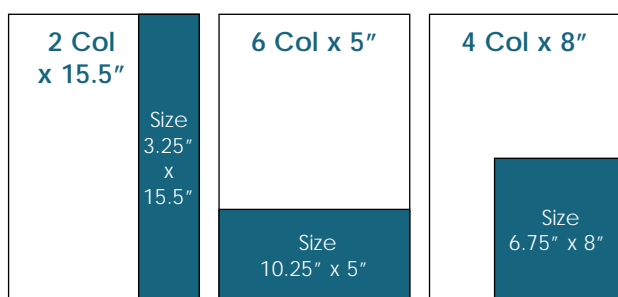
1/8 Page - \$185



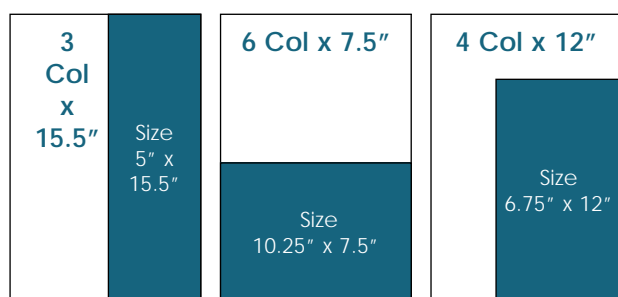
1/4 Page - \$305



1/3 Page - \$425



1/2 Page - \$525



Full Page - \$735

Size: 10.25" x 15.5"

Two Pages - \$1300

Size: 21" x 15.5"

Classified Rates - Based on 25 Word Minimum

One Week - \$12.00

48¢ per word

Three Weeks - \$26.25

\$8.75 per week • 35¢ per word

Two Weeks - \$20.00

\$10.00 per week • 40¢ per word

Four Weeks - \$30.00

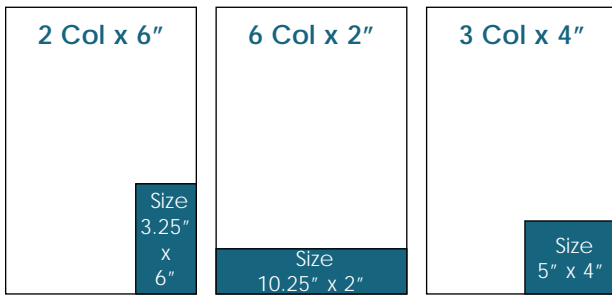
\$7.50 per week • 30¢ per word

Plain & Valley Advertising Rates

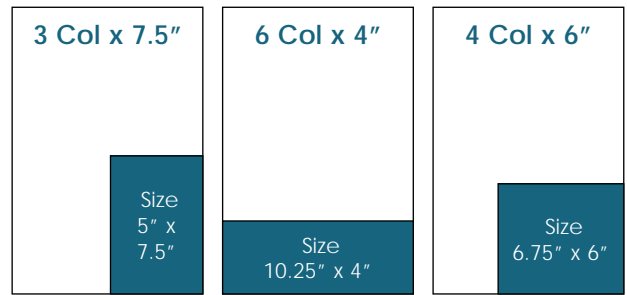
Display Rate:
\$20.50/Col. Inch
Color Charge:
\$120 Extra



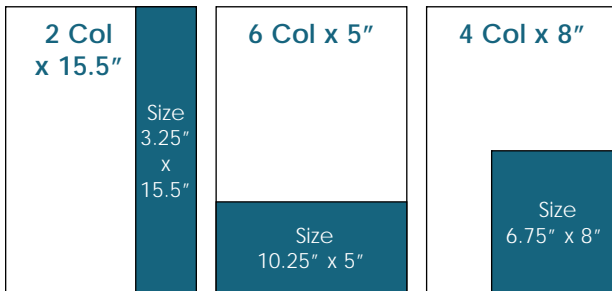
1/8 Page - \$250



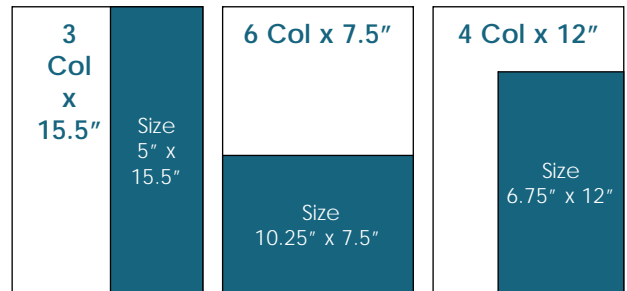
1/4 Page - \$375



1/3 Page - \$485



1/2 Page - \$595



Full Page - \$810

Size: 10.25" x 15.5

Two Pages - \$1400

Size: 21" x 15.5

2022 Distribution Dates

January 14, 2022

Deadline: January 5, 2022

April 14, 2022

Deadline: April 5, 2022

July 15, 2022

Deadline: July 6, 2022

October 14, 2022

Deadline: October 5, 2022

February 11, 2022

Deadline: February 2, 2022

May 13, 2022

Deadline: May 4, 2022

August 13, 2022

Deadline: August 3, 2022

November 10, 2022

Deadline: November 1, 2022

March 11, 2022

Deadline: March 2, 2022

June 10, 2022

Deadline: June 1, 2022

September 16, 2022

Deadline: September 7, 2022

December 9, 2022

Deadline: November 30, 2022

Covering Southeast Saskatchewan and Southwest Manitoba

Plain & Valley Distribution Area

Saskatchewan

Alameda	192	Fillmore	120	Maryfield	286
Alida	158	Fleming	54	Montmartre	340
Antler	70	Forget	33	Moosomin	1500
Arcola	301	Frobisher	104	Oxbow	599
Bellegarde	33	Grayson	180	Parkman	15
Benson	61	Gainsborough	233	Peebles	19
Bienfait	385	Gerald	105	Redvers	570
Bredenbury	242	Glen Ewen	95	Rocanville	517
Broadview	650	Glenavon	177	Spy Hill	150
Candiac	50	Grenfell	754	Steelman	23
Carievale	200	Heward	37	Stoughton	358
Carnduff	334	Indian Head	749	Stockholm	236
Carlyle	885	Kenosee Lake	140	Storthoaks	74
Churchbridge	250	Kelso	28	Tantallon	81
Corning	61	Kipling	683	Wapella	235
Cowesses	200	Kisbey	86	Wauchope	22
Creelman	110	Kennedy	173	Wawota	451
Esterhazy	1658	Lampman	476	Welwyn	80
Estevan	270	Langbank	107	Whitewood	723
Fairlight	45	Langenburg	722	Windthorst	182
		Marchwell	52	Wolesey	419
		Manor	191	Yarbo	60

Manitoba

Binscarth	300	Goodlands	48	Pierson	210
Birtle	425	Hartney	387	Pipestone	198
Beulah	100	Kirkella	21	Reston	318
Boissevain	1155	Kola	77	Russell	325
Cromer	68	Lyleton	37	Sinclair	81
Deloraine	724	McAuley	123	Souris	1140
Elkhorn	350	Manson	32	St. Lazare	190
Foxwarren	137	Melita	650	Tilston	90
		Medora	55	Virden	1600
		Miniota	194	Waskada	100
		Oak Lake	262		

Total Distribution

28,000 Households

2022 Tourist Guides



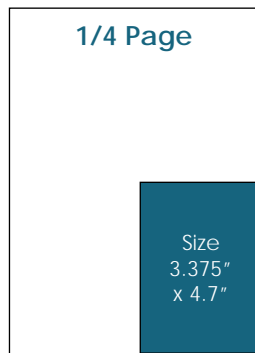
Twice a year, the World-Spectator produces tourist guides that are included with the newspaper and that are distributed across the region for free distribution to newcomers and visitors to the area.



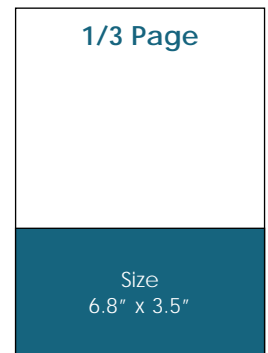
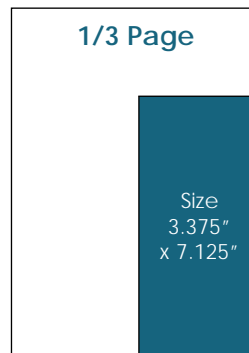
1/8 Page
\$160



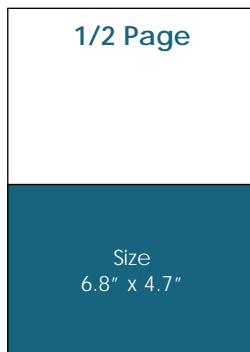
1/4 Page
\$275



1/3 Page
\$385



1/2 Page
\$495



Full Page
\$610

Size
6.8" x 9.5"

Two Pages
\$1000

Size
15.4" x 9.5"

**Color
Charge**

\$110

Summer Tourist Guide

Scheduled Publication Date: May 16, 2022

Winter Fun Guide

Scheduled Publication Date: October 31, 2022

Market Analyzer

The Market Analyzer is a national web-based geographic information system created for Canada's community newspapers. This technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, socio-economic and readership data. The Market Analyzer taps into the most current Statistics Canada and Generation 5 databases. With over 5,000 fields of information available, this tool plays a key role in building successful advertising plans.

Top 5 Industries

Agriculture and resources	26%
Mining, oil and gas	14%
Health and education	13%
Retail trade	11%
Construction	7%

(Numbers represent percentage of population that work in the newspaper area's labor force.)

Profile

Total population	12,064
Total number of households	4,658
Average household income	\$89,642

Population by Age:

0-14	1,988
15-24	1,265
25-34	1,685
35-44	2,059
45-64	3,127
65 & over	1,941

Consumer Spending (2016)

Food	\$39,026,000
Housing	\$54,516,000
Household operations	\$11,227,000
Household furnishings and equipment	\$8,766,000
Clothing	\$9,858,000
Transportation	\$36,995,000
Health care	\$8,316,000
Personal care	\$3,814,000
Recreation	\$14,803,000
Reading materials and other printed matter	\$989,000
Education	\$2,260,000
Tobacco products and alcoholic beverages	\$5,788,000

People - Marital Status

Single	2,732
Married	5,672
Separated	285
Widowed	735
Divorced	485

Household Structure

H/W family with child	2,039
H/W no child	2,486
Average number of persons per household	3

Family Structure (Married)

No children	1,086
1 child	482
2 children	529
3 plus children	294

Employment/Education

Employment in labor force

Unemployed	5%
Employed	95%

Education

(Population 15+)	10,365
Less than Grade 9	207
Grade 9 -12	2,871
Other university	1,934
Trade certificates	1,940
University degree	2,301

Housing

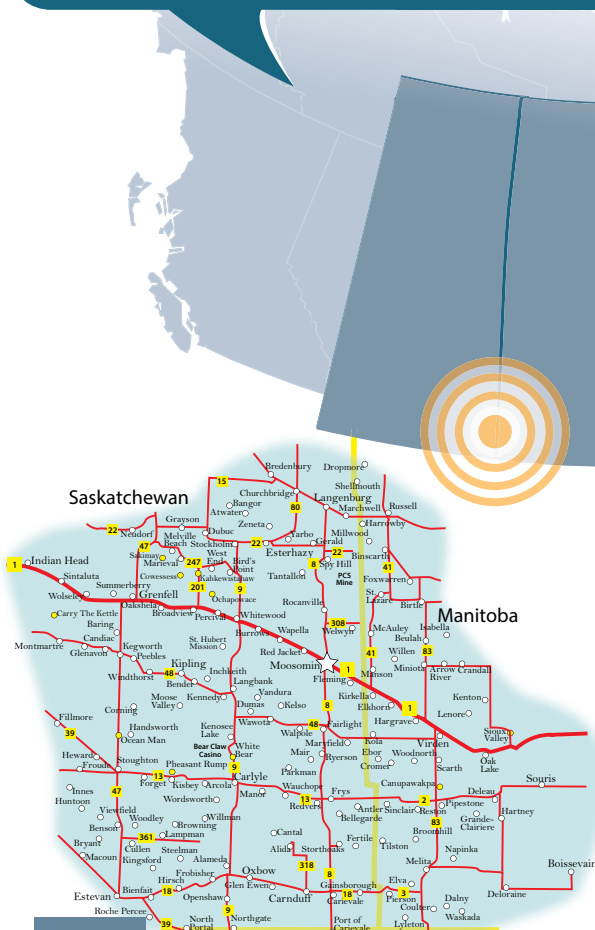
Total number of dwellings	4,649
Single detached	4,164
Owned dwellings	3,980
Rented dwellings	663

Agricultural data

Total farm count	1,019
Acres under cultivation	1,693,766
Total farms receipts	\$263,533,744
Total expenses	\$230,777,000
Livestock and poultry market value	\$189,450,359
Fertilizer purchases	\$18,852,000
Chemical purchases	\$15,067,000

Get more reach with the
Plain & Valley
 than with any other
 newspaper in the region!

The Plain & Valley reaches
28,000
 Households
*That's more than the
 Leader-Post or Brandon Sun!*



Every issue of Plain & Valley is mailed direct to readers in Southeast Saskatchewan and Southwest Manitoba

Also free to read online at www.plainandvalley.com

To discuss advertising contact:
306.435.2445
world_spectator@sasktel.net
www.plainandvalley.com

Proud to be locally owned and independent!

Plain & Valley	Leader-Post	Brandon Sun
28,000	24,619	10,060



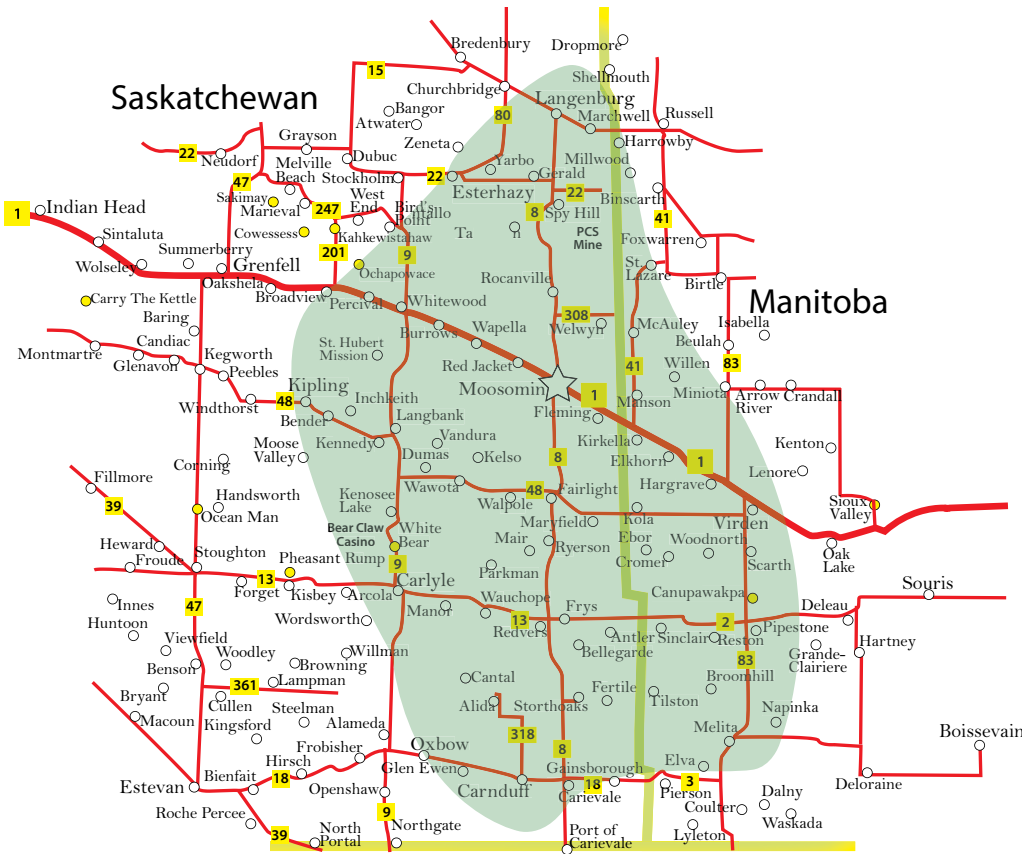
Reach 10,000 Households!

Mailed direct to farm and business boxes, plus inserted into all 5,000 copies of the World-Spectator each month!

Color charge:
\$120 extra

AG NEWS

Published the last Monday of each month



1/8 Page
\$185

1/4 Page
\$305

1/3 Page
\$425

1/2 Page
\$525


Full Page - \$735 **Two Pages - \$1300**
 Size: 10.25" x 15.5 Size: 21" x 15.5

2022 Distribution Dates

January 31, 2022 Deadline: January 27, 2022	April 25, 2022 Deadline: April 22, 2022	July 25, 2022 Deadline: July 21, 2022	October 31, 2022 Deadline: October 27, 2022
February 28, 2022 Deadline: February 24, 2022	May 30, 2022 Deadline: May 26, 2022	August 29, 2022 Deadline: August 25, 2022	November 28, 2022 Deadline: November 24, 2022
March 28, 2022 Deadline: March 24, 2022	June 27, 2022 Deadline: June 23, 2022	September 26, 2022 Deadline: September 22, 2022	December 27, 2022 Deadline: December 22, 2022


Advertising Features

January 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 <i>New Year's Day</i>
2	3 Newspaper Edition 138 Week 14	4	5	6	7	8
9	10 ■ Financial Planning Newspaper Edition 138 Week 15	11	12	13	14 	15
16	17 ■ Home Design of the Month Newspaper Edition 138 Week 16	18	19	20	21	22
23	24 ■ Restaurant Guide ■ Post-Secondary Education ■ Wedding/Graduation Feature Newspaper Edition 138 Week 17	25	26	27	28	29
30	31 AG NEWS Newspaper Edition 138 Week 18					


February 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> ■ RRSP Feature ■ Valentine's Day Feature ■ Love to Shop Local draw Newspaper Edition 138 Week 19	8	9	10	11  <ul style="list-style-type: none"> -Post-Secondary Education -RRSP Feature -Wedding/Grad 	12
13	14 <ul style="list-style-type: none"> ■ RRSP Feature ■ Financial Planning Newspaper Edition 138 Week 20	15	16	17	18	19
20	21 <ul style="list-style-type: none"> ■ RRSP Feature ■ Minor Hockey/ Figure Skating Tribute ■ Home Design of the Month <i>Family Day (SK)</i> Newspaper Edition 138 Week 21	22	23	24	25	26
27	28 <ul style="list-style-type: none"> ■ Restaurant Guide ■ Tribute to Local Professionals AG NEWS Newspaper Edition 138 Week 22					


Advertising Features

March 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> Pharmacist Awareness Month Newspaper Edition 138 Week 23	8	9	10	11 	12
13	14 <ul style="list-style-type: none"> Financial Planning Newspaper Edition 138 Week 24	15	16	17	18	19
20	21 <ul style="list-style-type: none"> I Do Business Locally Home Design of the Month Newspaper Edition 138 Week 25	22	23	24	25	26
27	28 <ul style="list-style-type: none"> Restaurant Guide Spring Agriculture AG NEWS Newspaper Edition 138 Week 26	29	30	31		


April 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 ■ Spring Car Care Newspaper Edition 138 Week 27	5	6	7	8	9
10	11 ■ Financial Planning ■ Get Involved Newspaper Edition 138 Week 28	12	13	14  Spring Agriculture	15 <i>Good Friday</i>	16
17 <i>Easter Sunday</i>	18 ■ Home Design of the Month Newspaper Edition 138 Week 29	19	20	21	22	23
24	25 ■ Tribute to Administrative Professionals ■ Restaurant Guide AG NEWS Newspaper Edition 138 Week 30	26	27	28	29	30


Advertising Features

May 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 <ul style="list-style-type: none"> Occupational Health & Safety Week Mother's Day Feature Spring Home & Garden Newspaper Edition 138 Week 31	3	4	5	6	7
8	9 <ul style="list-style-type: none"> Financial Planning National Nursing Week Stay Safe on the Road Newspaper Edition 138 Week 32	10	11	12	13  Development Feature	14
15	16 <ul style="list-style-type: none"> Home Design of the Month Summer Tourist Guide Newspaper Edition 138 Week 33	17	18	19	20	21
22	23 <ul style="list-style-type: none"> Restaurant Guide Newspaper Edition 138 Week 34 <i>Victoria Day</i>	24	25	26	27	28
29	30 <ul style="list-style-type: none"> Mining, Energy & Manufacturing AG NEWS Newspaper Edition 138 Week 35	31				


June 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 <ul style="list-style-type: none"> Graduation 2021 Newspaper Edition 138 Week 36	7	8	9	10  Mining Energy Manufacturing	11
12	13 <ul style="list-style-type: none"> Financial Planning Father's Day Feature Minor Sports Newspaper Edition 138 Week 37	14	15	16	17	18
19	20 <ul style="list-style-type: none"> Home Design of the Month Newspaper Edition 138 Week 38	21	22	23	24	25
26	27 <ul style="list-style-type: none"> Restaurant Guide Summer Activities Page begins AG NEWS Newspaper Edition 138 Week 39	28	29	30		


Advertising Features

July 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					Canada Day 1	2
3	4 <ul style="list-style-type: none"> Summer Shopping Spree begins Moosomin Rodeo Feature Newspaper Edition 138 Week 40	5	6	7	8	9
10	11 <ul style="list-style-type: none"> Financial Planning Newspaper Edition 138 Week 41	12	13	14	15  Summer Events & Moosomin Lake feature	16
17	18 <ul style="list-style-type: none"> Home Design of the Month Maryfield Fair Feature Newspaper Edition 138 Week 42	19	20	21	22	23
24	25 <ul style="list-style-type: none"> Restaurant Guide Back To School Elkhorn Rodeo Feature AG NEWS Newspaper Edition 138 Week 43	26	27	28	29	30
31						


August 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 <i>Civic Holiday</i> Newspaper Edition 138 Week 44	2	3	4	5	6
7	8 ■ Financial Planning ■ Spy Hill Sports Days Feature Newspaper Edition 138 Week 45	9	10	11	12  Back To School	13
14	15 ■ Home Design of the Month Newspaper Edition 138 Week 46	16	17	18	19	20
21	22 ■ Restaurant Guide Newspaper Edition 138 Week 47	23	24	25	26	27
28	29 ■ Labour Day Feature ■ Summer Activities Page ends AG NEWS Newspaper Edition 138 Week 48	30	31			


Advertising Features

September 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 <ul style="list-style-type: none"> Summer Shopping Spree ends Newspaper Edition 138 Week 49 <i>Labour Day</i>	6	7	8	9	10
11	12 <ul style="list-style-type: none"> Financial Planning Salute to Local Heroes Newspaper Edition 138 Week 50	13	14	15	16  Fall Agriculture	17
18	19 <ul style="list-style-type: none"> Home Design of the Month Newspaper Edition 138 Week 51	20	21	22	23	24
25	26 <ul style="list-style-type: none"> Fall Agriculture Restaurant Guide Get Involved! AG NEWS Newspaper Edition 138 Week 52	27	28	29	30	


October 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 <ul style="list-style-type: none"> Women In Business Christmas Party Planning Newspaper Edition 139 Week 1	4	5	6	7	8
9	10 <ul style="list-style-type: none"> Financial Planning Newspaper Edition 139 Week 2 <i>Thanksgiving</i>	11	12	13	14 	15
16	17 <ul style="list-style-type: none"> Home Design of the Month Small Business Week Co-op Week Newspaper Edition 139 Week 3	18	19	20	21	22
23	24 <ul style="list-style-type: none"> Restaurant Guide Winter Car Care Mining, Energy & Manufacturing Newspaper Edition 139 Week 4	25	26	27	28	29
30	31 <ul style="list-style-type: none"> Lifestyles Feature Winter Fun Guide AG NEWS Newspaper Edition 139 Week 5					


Advertising Features

November 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> ■ Remembrance Day Feature Newspaper Edition 139 Week 6	8	9	10	11  Mining, Energy & Manufacturing <i>Remembrance Day</i>	12
13	14 <ul style="list-style-type: none"> ■ Financial Planning ■ Christmas Draw begins Newspaper Edition 139 Week 7	15	16	17	18	19
20	21 <ul style="list-style-type: none"> ■ Home Design of the Month Newspaper Edition 139 Week 8	22	23	24	25	26
27	28 <ul style="list-style-type: none"> ■ Restaurant Guide ■ Christmas Gift Guide AG NEWS Newspaper Edition 139 Week 9	29	30			

December 2022

Advertising Features

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Newspaper Edition 139 Week 10	6	7	8	9  Christmas Shopping	10
11	12 ■ Financial Planning ■ Last-Minute Gift Guide Newspaper Edition 139 Week 11	13	14	15	16	17
18	19 ■ Home Design of the Month ■ Christmas Greetings ■ Don't Drink & Drive Newspaper Edition 139 Week 12	20	21	22	23	24
25 <i>Christmas Day</i>	26 ■ Restaurant Guide ■ New Year Greetings AG NEWS Newspaper Edition 139 Week 13 <i>Boxing Day</i>	27	28	29	30	31

Custom Printing

For over 130 years The World-Spectator has been your source to get your message out

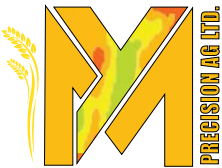
Make sure it's professional.

Make sure it's seen.

Make sure it's

The World-Spectator!

Logo Design



Skulmoski
PLUMBING & HEATING

Sign Design & Printing

Come see us first for all your sign needs!

COROPLAST SIGNS • METAL SIGNS

VINYL BANNERS & MORE!



Booklets & Programs

We can design and print small books and programs for any event in a quick and efficient manner.

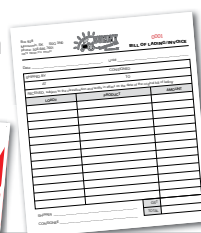
Large quantities or small – we can have your printed programs ready in a matter of days!



Custom Printing

We can design and print in-house posters, forms, business cards, letterheads, envelopes and so much more!

Call today for a custom quote



Advertising

Locally



Regionally



Provincially



Nationally



Online



Blanket all or part of Saskatchewan with your ad!

One Zone
\$86

Two Zones
\$123

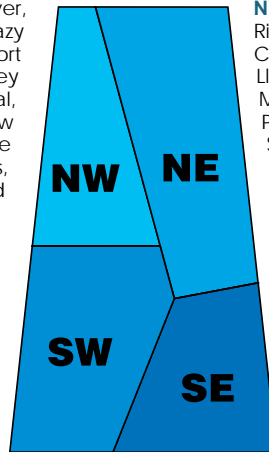
All of Saskatchewan
\$209

Blanket Classifieds

Above prices are for 25 words or less. \$5 per word over 25 words.

SE Zone includes: Broadview Express, Carlyle Observer, Carnduff Gazette Post News, Deep South Star, Esterhazy Miner-Journal, Estevan Lifestyles, Estevan Mercury, Fort Qu'Appelle Times, Grenfell Sun, Indian Head-Wolseley News, Kipling Citizen, Langenburg Four-Town Journal, Melville Advance, Moosomin World-Spectator, Oxbow Herald, Wolseley R Town News, Radville Star, The Redvers New Optimist, The South West Trader Express, Weyburn Review, Weyburn This Week, Whitewood Herald, The Wolseley Bulletin

SW Zone includes: Assiniboia Times, Biggar Independent, Davidson Leader, Eston-Elrose Press Review, Gravelbourg Tribune, Gull Lake Advance, Herbert Herald, Kerrobert Citizen, Kindersley Clarion, Lanigan Adviser, Leader News, Maple Creek & Southwest Advance Times, Maple Creek News, Lumsden Waterfront Press, The Outlook, Rosetown Eagle, Shaunavon Standard, Strasbourg Last Mountain Times, Watrous Manitou, West Central Crossroads



NW Zone includes: Battlefords News Optimist, Beaver River Banner, The Country Press, Cutknife Highway 40 Courier, Hafford Riverbend Review, Humboldt Journal, Lloydminster Meridian Booster, Macklin Mirror, Maidstone Mirror, Meadow Lake Northern Pride, Meadow Lake Progress, Rosthern Sask. Valley News, Rural Roota, Shellbrook Chronicle, Spiritwood Herald, Turtleford Northwest Neighbors, Unity Northwest Herald, Wakaw Recorder, Wilkie Press.

NE Zone includes: Canora Courier, Creighton/Flin Flon Northern Visions Gazette, Foam Lake Review, Hudson Bay Post Review, Ituna News, Kamsack Times, Kelvington Radio, Kinistino/Birch Hills Post-Gazette, La Ronge Northener, Melfort Journal, Naicam News, Nipawin Journal, Norquay North Star, Northeast Chronicle, Parkland Review, Preeceville Progress, Tisdale Recorder, Wadena News, Watson Witness, Wynyard Advance/Gazette, Yorkton News Review, Yorkton This Week.

Blanket all or part of Canada with your ad!

All ads are subject to 5% GST. All classified prices are based on 25 words or less.

British Columbia/Yukon

Deadline: Wednesday
Circulation: 1,923,139
Papers: 123
Basic Charge: \$395.00
Extra Words: \$9.00

Alberta/NWT

Deadline: Wednesday
Circulation: 900,460
Papers: 118
Basic Charge: \$269.00
Extra Words: \$8.00

Saskatchewan

Deadline: Wednesday
Circulation: 345,518
Papers: 83
Basic Charge: \$209.00
Extra Words: \$5.00
1 Zone: \$86.00
2 Zones: \$123.00

Manitoba

Deadline: Wednesday
Circulation: 383,429
Papers: 43
Basic Charge: \$189.00
Extra Words: \$5.00

Manitoba Breakdown

Westman

Circulation: 78,903
Papers: 24
Basic Charge: \$119.00
Extra Words: \$5.00

Eastman

Circulation: 304,526
Papers: 19
Basic Charge: \$119.00
Extra Words: \$5

Ontario

Deadline: Wednesday
Circulation: 2,528,718
Papers: 201
Basic Charge: \$475.00
Extra Words: \$6.00

Ontario Breakdown

Western Ontario

Circulation: 562,235
Papers: 66
Basic Charge: \$142.00
Extra Words: \$6.00

Central Ontario

Circulation: 749,026
Papers: 43
Basic Charge: \$145.00
Extra Words: \$6.00

Ontario Breakdown

Eastern Ontario

Circulation: 1,054,590
Papers: 63
Basic Charge: \$155.00
Extra Words: \$6.00

Northern Ontario

Circulation: 162,867
Papers: 29
Basic Charge: \$90.00
Extra Words: \$6.00

Québec (English)

Deadline: Tuesday
Circulation: 391,241
Papers: 25
Basic Charge: \$160.00
Extra Words: \$6.00

Québec (French)

Circulation: 4,383,685
Papers: 146
Basic Charge: \$1,097.00

Montreal (English)

Circulation: 274,126
Papers: 10
Basic Charge: \$80.00
Extra Words: \$6.00

Atlantic Canada

Deadline: Tuesday
Circulation: 504,211
Papers: 63
Basic Charge: \$179.00
Extra Words: \$5.00

All Canada (including French)

Circulation: 11,359,001
Papers: 801
Basic Charge: \$2,973.00

All Canada (English Only)

Circulation: 6,975,316
Papers: 655
Basic Charge: \$1,876.00



Coverage Area



Entire Area Shown:
Plain & Valley Distribution
28,000 Households

Dark Blue Area:
The World-Spectator
Circulation: 5,045 Households

THE WORLD-
Spectator

Plain & Valley
AG NEWS