



NOVA SCOTIA

Take yourself there

2015 Nova Scotia Doers & Dreamers Travel Guide Media Kit

We're holding the rates for 2015.

The *Doers and Dreamers Guide*, and its French sister publication *Du rêve à l'aventure*, are the flagship fulfillment publications for all of Nova Scotia's marketing programs for tourism.

When your potential customers discover the province—through direct mail, newspapers, TV, Internet or magazines—these guides are their comprehensive information source.

Printed literature attracts visitors and encourages them to stay longer and spend more.

32% (320,000) of more than 1 million travel parties in 2010 reported ordering printed material before visiting Nova Scotia, with 14% (108,000) of decision makers stating that the printed material was highly influential in making the decision to visit Nova Scotia.



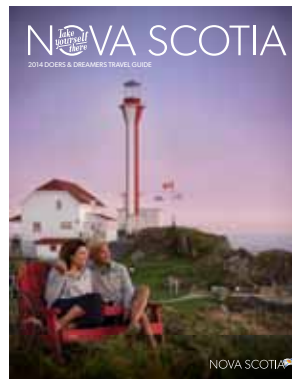
Source: 2010 Visitor Exit Survey

Travellers stop at Visitor Information Centres and pick up a Doers and Dreamers Travel Guide while they are here.

- 24% (240,000) travel parties indicated they visited a VIC at some point during their trip to Nova Scotia
- 10,000 travel parties extended their stay (80% of these stayed 1-2 nights longer and 20% stayed 3+ nights) because of their visit to a VIC
- The majority (61%) said they learned about an event, activity or area of the province they didn't know about before
- 31% visited an area they wouldn't have visited otherwise
- 34% said they took part in an activity or event they wouldn't have otherwise



Source: 2010 Visitor Exit Survey



- 275,000 printed copies
- 200,000 distributed through Visitor Information Centres
- 75,000 guides mailed to qualified travellers by request via the toll-free line and **novascotia.com**
- 560,000 flipbook interactions*



- 30,000 printed copies
- 20,000 distributed through Visitor Information Centres
- 10,000 guides mailed to qualified travellers by request via the toll-free line and **novascotia.com**
- 560,000 flipbook interactions*

*includes both French and English flipbook interactions

2013 - Visitation to Nova Scotia

Canada 88.5%

Ontario - **23.1%**

Atlantic Canada - **53.7%**

Quebec - **4.4%**

Western Canada - **7.3%**

United States 7.9%

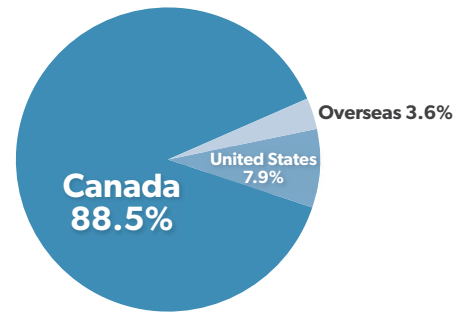
New England - **2.3%**

Middle Atlantic - **1.3%**

South Atlantic - **1.4%**

Rest of US - **2.7%**

Overseas 3.6%



Print Advertising Rates

Advertising Rates 2015 (does not include HST)

	English	French
FULL PAGE 7" wide X 9 3/4" deep	\$8,700 +HST	\$1,650 +HST
CO-OP FULL PAGE 7" wide X 9 3/4" deep	\$7,400 +HST	\$1,650 +HST
1/2 PAGE VERTICAL 3 5/16" wide X 9 3/4" deep	\$4,550 +HST	\$825 +HST
1/2 PAGE HORIZONTAL 7" wide X 4 3/4" deep	\$4,550 +HST	\$825 +HST
1/4 PAGE VERTICAL 3 5/16" wide X 4 3/4" deep	\$2,400 +HST	\$400 +HST
1/8 PAGE HORIZONTAL 3 5/16" wide X 2 1/4" deep	\$1,050 +HST	\$200 +HST
1/16 PAGE VERTICAL 1 1/2" wide X 2 1/4" deep	\$500 +HST	\$100 +HST
INSIDE BACK COVER	\$12,500 +HST	\$2,500 +HST
OUTSIDE BACK COVER	\$15,700 +HST	\$4,200 +HST

Rates do not include HST.

Publication trim size is 8 1/4" x 10 1/2". Bleed ads are only available for cover ads and front section ads.

DEADLINES FOR BOTH LANGUAGE GUIDES

AUG 15

Booking Deadline

OCT 15

Artwork Final Deadline

OCT 20

Payment Deadline*

*The Nova Scotia Tourism Agency reserves the right to pull any ad that is not paid in full prior to printing.

Reach travellers online



Doers and Dreamers and *Du rêve à l'aventure* are also available online in an interactive digital flipbook format hosted on novascotia.com. Whenever anyone searches online for Nova Scotia visitor information, they'll find the online version of the *Doers and Dreamers* and *Du rêve à l'aventure*. Readers can easily navigate through all of the information the guide offers on any device that has a browser that can display HTML5. Gain immediate attention via a **top banner ad**. Via a **hyperlink** embedded in your ad, readers can click through to your website, for much more information. What's more—we can embed video and audio into your ad creative to engage travellers!

DIGITAL EDITION ADVERTISING RATES

TOP BANNER AD

Readers can click the ad to link directly to your website.

SPECS: 2500 x 60 pixels @ 72 DPI

Content justified to left.

Accepted file formats include .png, .gif or .jpeg

	WITH PRINT AD	WITHOUT PRINT AD
TOP BANNER AD	\$1000	\$1250

AD WITH EMBEDDED VIDEO

Portray your information in a more engaging way.

Note: Videos should not exceed 2 minutes in length

Accepted file formats include .mov .mp4 or .flv

or stream direct from YouTube

AD WITH EMBEDDED VIDEO	\$525	N/A
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AD WITH EMBEDDED AUDIO BUTTON

Introduce sound into your ad.

Accepted file format .mp3

AD WITH EMBEDDED AUDIO BUTTON	\$525	N/A
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Top Banner 2500 x 60 pixels