



# DUGGERS

Generations of the styled man

MAGAZINE 2017

PUBLISHED BY THE CHRONICLE HERALD

# A MESSAGE FROM ROSS MCNEIL AT DUGGERS

For more than a decade, Duggers Magazine has been the premier men's magazine in Nova Scotia, providing unequivocal coverage of both style and culture.

With its unique and powerful design, images from adept photographers, and a stable of talented writers, Duggers reaches thousands of leading men each year across the province and beyond.

Representing Nova Scotia's most high-end fashion outlet, it's the only local publication that speaks to all sides of the male equation.

Over the years, feedback to our magazine has been very positive from both our loyal customers and advertisers.

So, as we embark on issue 13, we thank you for your patronage in years past and for considering this issue of Duggers magazine – which we promise will be our best yet – as your next advertising opportunity.

Sincerely,



Ross McNeil



# Multi-Channel Engagement

For the past 12 years, Duggers Magazine has been Halifax's most exclusive lifestyle publication, where local upscale goods and services live alongside the most respected brands in the world. Local advertisers have experienced great results due to the targeted nature of this unique and free publication.

In 2017, Duggers Magazine will maintain its tradition of presenting an upscale fashion and luxury magazine in print and includes a digital content strategy that places its content online and promotes it to its targeted audience through digital channels (social, search engine and promotional digital advertising). Duggers Magazine advertisers will benefit greatly from this additional program as their ads will live exclusively alongside the digital content.

## AUDIENCE

Skewing heavily to a male-driven readership, Duggers Magazine provides access to Nova Scotia's upscale, intelligent and active demographic...

- Affluent
- Professional
- Decision makers
- Fashionable

## IN PRINT

- 8,000 copies
- Direct mailed to Duggers' clientele
- Distributed in store
- Distributed to upscale neighbourhoods in HRM
- Distributed to Atlantic Canada subscribers of the Globe & Mail



## ONLINE

- Hosted as special section on TheChronicleHerald.ca
- Content marketed to targeted audience groups
- Magazine advertisers will receive a 300x250 digital Big Box ad unit at no additional charge

Promoted through paid campaigns – Twitter, Facebook and 300,000 promotional display ads on TheChronicleHerald.ca



## MATERIAL SUBMISSIONS

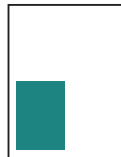
**Print:** Accepted file format is PDF. All files must be CMYK, 300 dpi and built to appropriate size. Files must be posted to our FTP site: <http://ftp.herald.ca>.

**Digital:** 300x250 submitted ad, 72 dpi, accepted file formats JPG, PNG, GIF, **\*File must be under 40 kb.**

Production inquiries should be directed to **crs@herald.ca, 902.426.2811 x. 2250**

**Publication size:** 9" x 11.75" finished product

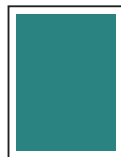
## Ad Sizes:



**1/4 Page Non-Bleed:** 3.95" w X 5.32" h  
**\$465** plus HST



**1/2 Page Non-Bleed:** 8" w X 5.32" h  
**1/2 Full Bleed Size:** 9" w X 5.82" h  
(Add 0.25" bleed when artworking)  
**\$945** plus HST



**Full Page Non Bleed:**  
8.00" w X 10.75" h  
**Full Page Full Bleed:** 9" w X 11.75" h  
(Add 0.25" bleed when artworking)  
**\$1,525** plus HST

## SPECIAL POSITIONS:

Inside Front Cover: **\$1,835** plus HST  
Inside Back Cover: **\$1,835** plus HST  
Back Cover: **\$2,045** plus HST

## DEADLINES:

Ad Booking Deadline: Friday, July 14, NOON  
Ad Material Deadline: Tuesday, July 8, 3 P.M.  
Publication Date: Saturday, September 16

## CONTACT INFORMATION:

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