

# 2023 media KIT

theseeker.ca

THE  
CORNWALL  
SEEKER  
positively local  
supporting local

FLIP SIDE



## OUR READERS, MONTHLY

SEEKER  
5K  
SNIPPETS  
10K

In Print

65K

Online

80%

Engagement Rate

+545K

Page Views

## CONTACT



+613-935-3763



@cornwallseeker



info@theseeker.ca



# ABOUT US

THE  
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The Seeker, a unique publication, is locally owned and operated by Julia Lucio and Mai-Liis Renaud. It was created in 2010 as a replacement for the discontinued "Penny Grader" and initially started as an 8-page buy-and-sell classified paper. However, as people showed interest in its visually attractive design and started submitting content, it quickly transformed into a true community outlet. In 2018, it underwent another transformation and became a 2-in-1 Flip glossy newsmagazine - The Seeker on the front and the specialty Magazine of the month on the back, further asserting its uniqueness.

The Seeker is the perfect outlet to reach your target market due to its uniqueness. It reaches a wide demographic by combining old print media and a strong online and social media presence. As small business owners themselves, the owners understand the struggle and aim to be a true ally in marketing efforts by keeping costs low while ensuring high ROI.

The publication has a mission statement that aims to shine a positive light on the community, promote engaging and healthy conversations on various topics, and provide top-quality advertising and exposure to small business owners at affordable rates. It also aims to give a strong voice to the arts and culture community and spread the word about all the great events taking place in Cornwall and the surrounding area.

The Seeker is a true community newspaper, produced by local people, for local people, about local people, and supporting local people. The publication cares and nurtures the people it promotes and works with. Over the past 12 years, The Seeker has given over \$60,000 in monetary donations and in-kind services to various charitable organizations and continues to support people and causes with every publication. In fact, The Seeker was the first community partner to issue a \$2,500.00 donation towards Cornwall's New Art Centre (the former BMO building on Pitt Street).

We are excited to meet you, and help your business reach its full potential!

If you have any questions, please feel free to reach out to The Seeker via email, phone, website, or Facebook page.

Julia Lucio



Mai-Liis Renaud



YOUR MUCH  
NEEDED DOSE OF  
*Positive  
News*



# DEMOGRAPHICS

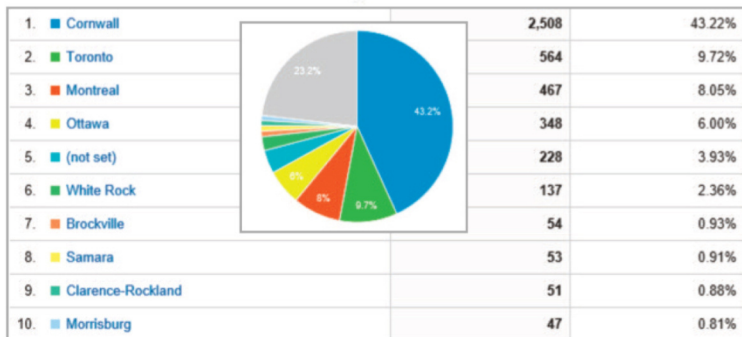
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## GETTING TO KNOW THE SEEKER READERS

Since the beginning

ONLINE

### WHERE OUR WEB USERS COME FROM



### IN PRINT



DISTRIBUTION  
MONTHLY UP TO 5,000

COPY REACH

10,000+ 

41%  59% 

### AGE

Under 18  
18-24  
25-34  
35-44  
45-54  
55+



3% The Seeker's Main  
9% Demographic is women  
11% between 35-44, with a  
31% college education, who  
21% are married, have kids  
25% and surf the web from  
work.

### EDUCATION



HIGH SCHOOL 25%  
COLLEGE 55%  
UNIVERSITY 20%

### daily TRAFFIC

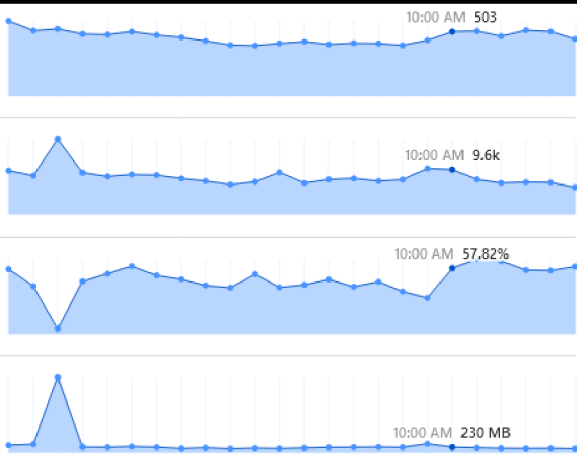
march 2023

Unique Visitors  
4.7k

Total Requests  
195.06k

Percent Cached  
31.94%

Total Data Served  
8 GB



### YEARLY SALARY BETWEEN

\$34,000  
\$62,000

*Our readers are basically the decision makers for any major purchase in the family setting...*

We have your target market!

## ECO FRIENDLY FROM THE GET GO

The Seeker has prioritized environmental consciousness since its inception, employing sustainable practices such as printing on recycled paper. But we don't stop there. In our ongoing effort to give back to the planet, we take pride in planting a tree with every single issue we print. This initiative not only helps in offsetting our carbon footprint but also contributes to reforestation, supporting the restoration of vital ecosystems. By combining responsible printing choices and proactive tree-planting efforts, The Seeker demonstrates its unwavering commitment to a greener future.

# PRICING

ADVERTISE WITH THE SEEKER,  
WHERE YOU GET SEEN, NOT LOST!



## IT'S AS SIMPLE AS 1.2.3.

1. Check out our prices here, then visit [theseeker.ca](http://theseeker.ca).
2. Choose your size and frequency. Don't forget, you get up to 25% discount on multiples.
3. Send in your info if you need us to build your ad, or send us your ad if it's camera ready.

**NEW  
PRODUCT**

**Seeker Snippets**  
Starting at \$40

The snippets edition is a small newsletter packed with light and fun content, printed in between The main Seeker Issues, and widely distributed all across SD&G. 10,000 are printed monthly. Squares are \$40 for a 2"x2" and you can buy up to four, to build your own custom ad.



**Bundle Up & SAVE**

\*Basic graphic design included for every ad we sell

	SEEKER ONLY	SEEKER + SNIPPETS	SEEKER + WEB	SEEKER + SNIPPETS + WEB	WEB ONLY
<b>A</b> <b>Ask about the availability of THE COVER</b> The best place to get seen + tell your story inside in a full page	<b>\$545</b>	<small>*price with one 2x2 square</small> <b>\$570</b> reg \$585	<b>\$565</b> reg \$640	<b>\$620</b> reg \$680	<b>\$95</b> skyscraper
<b>B</b> <b>Full Page - \$495</b> 8" x 11"	<b>\$495</b>	<b>\$520</b> reg \$535	<b>\$515</b> reg \$590	<b>\$590</b> reg \$630	<b>\$95</b> skyscraper
<b>C</b> <b>Half Page - \$305</b> 8" x 5.5"	<b>\$305</b>	<b>\$335</b> reg \$345	<b>\$325</b> reg \$385	<b>\$375</b> reg \$425	<b>\$80</b> banner
<b>D</b> <b>1/3 Page - \$245</b> 8" x 3.25"	<b>\$245</b>	<b>\$275</b> reg \$285	<b>\$265</b> reg \$325	<b>\$315</b> reg \$365	<b>\$80</b> banner
<b>E</b> <b>1/4 Page - \$180</b> 4" x 5" or 8" x 2.5"	<b>\$180</b>	<b>\$200</b> reg \$220	<b>\$200</b> reg \$220	<b>\$220</b> reg \$260	<b>\$40</b> square
<b>F</b> <b>1/8 Page - \$95</b> 4" x 2.5"	<b>\$95</b>	<b>\$115</b> reg \$135	<b>\$115</b> reg \$135	<b>\$135</b> reg \$175	<b>\$40</b> square
<b>G</b> <b>Business Card - \$45</b> 3.5" x 2"	<b>\$45</b>	<b>\$75</b> reg \$85	<b>\$65</b> reg \$85	<b>\$95</b> reg \$125	<b>\$40</b> square
<b>H</b> <b>Paid Columns - \$95</b>	<b>\$95</b>	<b>\$115</b> reg \$135	<b>\$115</b> reg \$135	<b>\$135</b> reg \$175	<b>\$40</b> square
<b>I</b> <b>Cover Ads - \$125</b> 2.25" x 1.5"	<b>\$125</b>	<b>\$145</b> reg \$165	<b>\$145</b> reg \$165	<b>\$170</b> reg \$205	<b>\$125</b> top

## Seeker Monthly Themes - where is your best fit?

**JANUARY:** Kick the Year Into Gear  
**FEBRUARY:** Beauty & Bridal  
**MARCH:** Women Empowered  
**APRIL:** Spring Cleaning & Green Living

**MAY:** Gardens & Dwellings  
**JUNE:** Seaway Staycations  
**JULY:** Summer Vibes  
**AUGUST:** Seaway Foodies

**SEPTEMBER:** Harvest & Arts  
**OCTOBER:** Ghouls & Goblins  
**NOVEMBER:** Men of Action  
**DECEMBER:** Home for the Holidays

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WATCH OUT FOR OUR MONTHLY FLASH SALES

VISIT OUR FACEBOOK PAGE FOR DETAILS