

# 2023 media KIT

theseeker.ca

THE SDG & A  
CORNWALL  
**SEEKER**  
positively local  
supporting local

FLIP  
in



## OUR READERS, MONTHLY

SEEKER  
**5K**

In Print

**65K**

Online

**80%**

Engagement Rate

**+545K**

Page Views

## CONTACT



+613-935-3763



@cornwallseeker



info@theseeker.ca



# ABOUT US

THE SDG & A  
CORNWALL  
**SEEKER**  
positively local  
supporting local

The Seeker, a unique publication, is locally owned and operated by Julia Lucio and Mai-Liis Renaud. It was created in 2010 to replace the discontinued "Penny Grader" and initially began 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 on the back, further asserting its uniqueness. This "flip" side comes out quarterly.

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 with a strong online and social media presence. As small business owners, we understand the struggle and aim to be true allies in marketing efforts by keeping costs low while ensuring high ROI.

The publication has the mission statement to shine a positive light on the community, promote engaging and healthy conversations on various topics, and provide top-quality advertising and exposure for local businesses 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. Recently, in response to META's ban on Canadian News, we have made the decision to expand print distribution to the general SDG & A area, and we will include stories from outside of Cornwall to satisfy a larger reader demographic.

The Seeker is a true community newspaper, produced by local people, for local people, about local people, that supports local people. The publication cares about 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 to 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

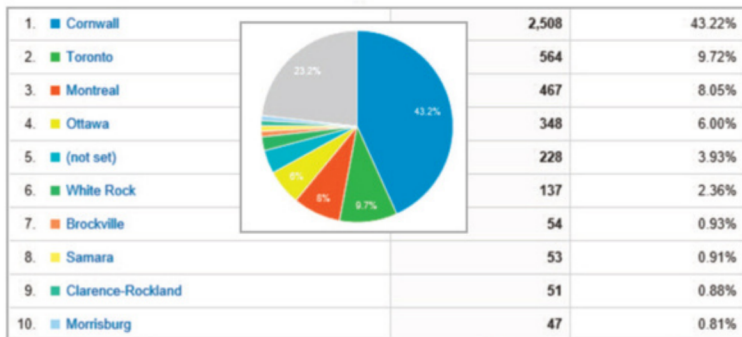
THE SDG & A  
CORNWALL  
**SEEKER**  
positively local  
supporting local

## 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%  
9%  
11%  
31%  
21%  
25%

### EDUCATION



HIGH SCHOOL 25%  
COLLEGE 55%  
UNIVERSITY 20%

### daily TRAFFIC

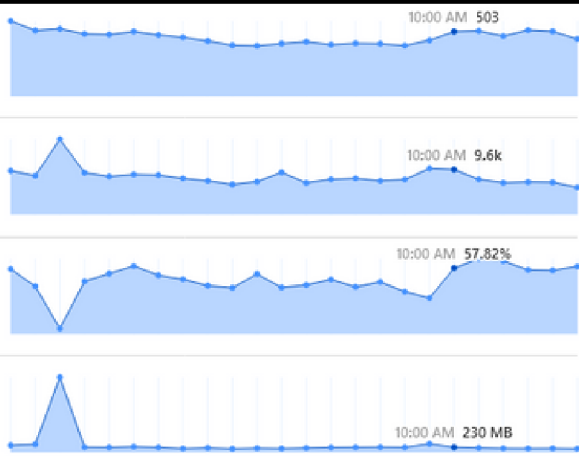
march 2023

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!

THE SDG & A  
CORNWALL  
**SEEKER**  
positively local  
supporting local

## 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.

\*Basic graphic design included for every ad we sell  
COST IS MONTHLY

## PRESS RELEASES

We are happy to accept your press releases (which can be written in an informal article format that describes your event and its importance), up to 300 words with an accompanying picture or two, to publish online for free. We have a very limited amount of space in the paper copy and we prioritize our columnists, local news and paid-for stories provided by our customers. We would love to include everyone's news but we cannot guarantee publication in print unless it is accompanied by a paid ad. We truly appreciate your support.

## Bundle Up & SAVE!

	SEEKER ONLY	SEEKER + 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>	<b>\$565</b> reg \$640	<b>\$95</b> skyscraper
<b>B</b> <b>Full Page - \$495</b> 8" x 11"	<b>\$495</b>	<b>\$515</b> reg \$590	<b>\$95</b> skyscraper
<b>C</b> <b>Half Page - \$305</b> 8" x 5.5"	<b>\$305</b>	<b>\$325</b> reg \$385	<b>\$80</b> banner
<b>D</b> <b>1/3 Page - \$245</b> 8" x 3.25"	<b>\$245</b>	<b>\$265</b> reg \$325	<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>\$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>\$40</b> square
<b>G</b> <b>1/16 Page - \$45</b> 2" x 2"	<b>\$45</b>	<b>\$65</b> reg \$85	<b>\$40</b> square
<b>H</b> <b>Paid Columns - \$95 - \$250</b> with 1 or 2 pictures. 150 words <b>\$95</b> - 250 word <b>\$150</b> - 350 words <b>\$250</b>	<b>\$95- \$250</b>	<b>n/a</b>	<b>n/a</b>
<b>I</b> <b>Cover Ads - \$125</b> 2.25" x 1.5"	<b>\$125</b>	<b>\$145</b> reg \$165	<b>\$125</b> top

## SEEKER SPECIALTY 2 IN 1 FLIP MAGAZINES

Our features are bigger issues that contain between 44 and 56 pages. Where is your best fit?

### MARCH: Beauty & Bridal

Perfect for venues, caterers, DJs, florist, bridal shops, spas...

### JUNE: Seaway Staycations

Anything tourist industry, events, festivals...

### SEPTEMBER: Seaway Foodies

All things culinary

### DECEMBER: Home for the Holidays

Holiday shopping

info@theseeker.ca

www.theseeker.ca

613-935-3763

WATCH OUT FOR OUR MONTHLY FLASH SALES

VISIT OUR FACEBOOK PAGE FOR DETAILS