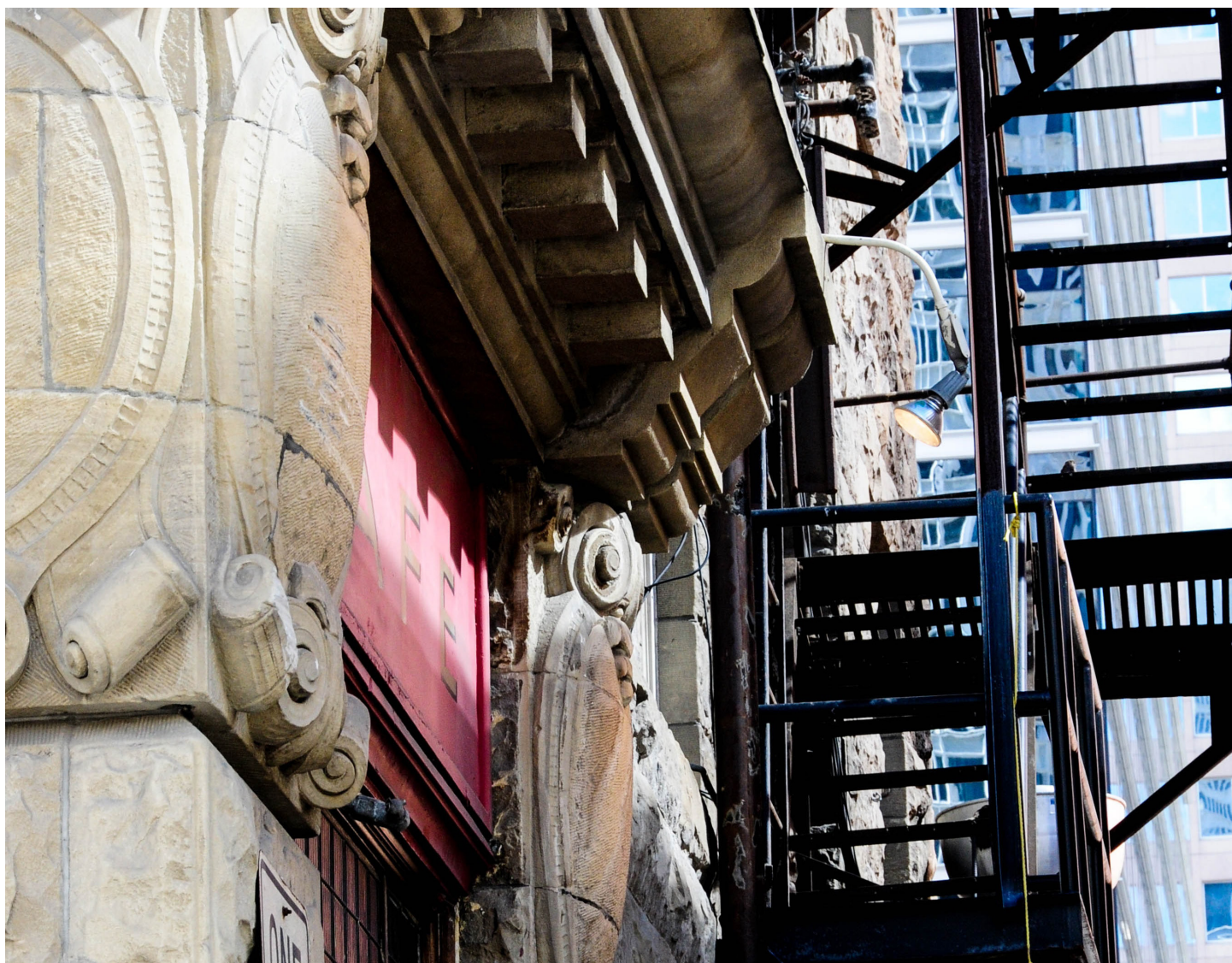


BACKSCENE

Backscene is a general-interest magazine that is based in Calgary. It publishes monthly to focus on the cultural aspects of local living with a journalistic approach, reflecting the behind-the-scene moments for everyone in the city that makes up our lives. Readers turn to the magazine for personal stories that relate to themselves, as well as the cultural and lifestyle monuments in Calgary, but it is not just a simple lifestyle magazine, we believe that the stories of hard work, the bittersweet and joy behind every successful moment are worth being told.



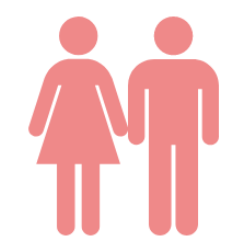
BACKSCENE READERSHIP PROFILE



2,500
Circulation Per Issue

9,250
Total Readership

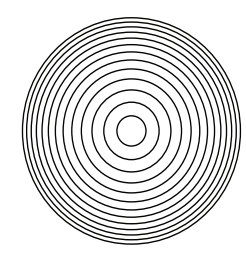
FEMALE
46%



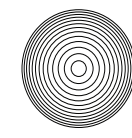
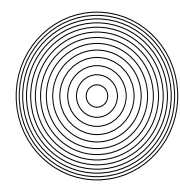
MALE
54%

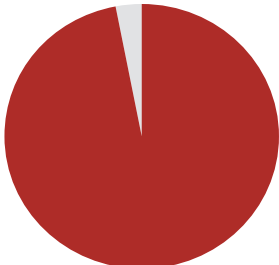

83%

Of the readers travel at least once a year

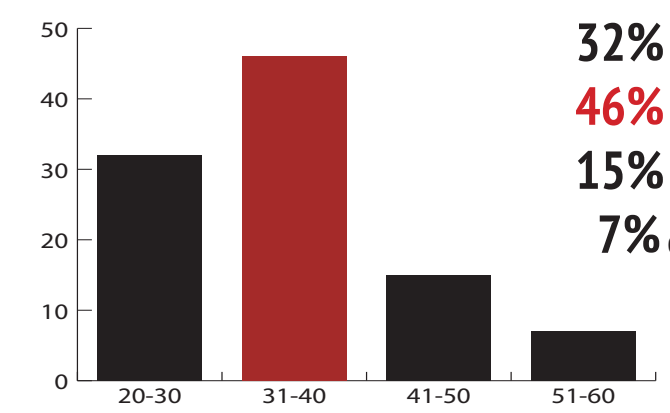


135,467
Readers have taken action in response to advertisement



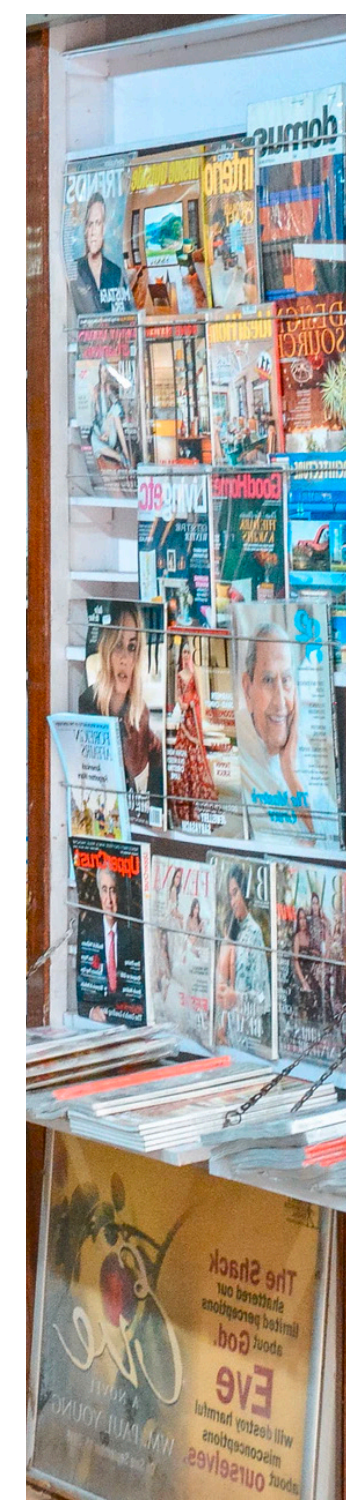
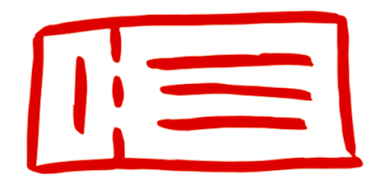
**97%** of the readers attended post-secondary education

Average Household Income **\$120,000**



32% of the readers age between 31-40
46% of the readers age between 31-40
15% of the readers age between 31-40
7% of the readers age between 31-40

79% of the readers purchase tickets to attend different kinds of events on a regular basis



Editorial Calendar 2020



The April Fool

April 1

Henry Woods the professional clown

A day in life of a professional clown in Calgary, his/her story.

Calgary City Hall opens on April 1st

The city decided to chip in for the fun on April Fools for the first time in Calgary.

Romance or prank

What happens when someone decides to confess their love on April Fools.

Mother of the family

May 1

She pooped on the hospital bed

A story about what is it like for someone to become pregnant and give birth.

40% of Calgarians choose not to get married

Calgary women and men explaining why they choose to stay single, and what it means to be committed in a relationship.

Meet Marie Johns

The story of a successful female and the effort of balancing work and family, reflecting on her life and experience in Calgary.

Pride

June 1

The Performance

The story of a local musician performing and practicing in Calgary.

The bartender

The story of a bartender and the people he/she has met.

We are born ready

A day in life for a gay high-middle class Calgarian.

We are Canada

July 1

Him and his country

Important person of the year in Calgary. Joseph David and his story of a lifetime.

History is still happening for John Jones

The story of a man that lived through a century in Canada.

Linda Hays: who walks only one land

The story of a person who represents a minority group at an important turning point in Canadian history.

Summer Haze

August 1

The stories on the boats

All that could happen on a summer boat trip. The most memorable moments and places around summer Calgary.

August Sun

The story of a world traveler being in Calgary. What are his opinions and suggestions for Calgarians and Calgarian-wanna-be?

Summer time: busy or lazy?

For a local business owner, he is the busiest during summer, but it doesn't stop him for chilling in the sun.

Back to School

September 1

Graduating from Harvard and back to Calgary

The story of someone who grew up in Calgary and return with nothing else but stories to tell.

The man who sits facing you

The story of a HR person, his/her day at work.

We were there

Sixty-year-old tells the difference of the University of Calgary 20 years ago.

Issue Date	Editorial	Ad Sale	Ad Artwork
April 1	February 5	February 19	March 4
May 1	March 6	March 20	April 3
June 1	April 6	April 20	May 4
July 1	May 6	May 20	June 3
August 1	June 6	June 20	July 4
September 1	July 7	July 21	August 4

In every issue . . .

Monthly

A collection of most discussed and top local news in the month

Better

“Eat better, look better, live better.”

The worth-it food, style, or tips for dating and working scenes.

Curiosity

A column with a wide range of topics that attempts to satisfy our curiosity for the things we've been wondering but yet to find an answer.

Interview

A piece of Calgary's history told by the people—about what shapes the city we live in right now.

Social lab

The result (i.e. infographic) of online surveys for trending discussions – website survey before every issue.

CIRCULATION PLAN



Backscene is Calgary’s cultural magazine that offers insightful observations to those who are curious and desire to stay up to date.

We control our circulation with listed rentals, where people actively subscribe to receive our monthly magazine. Our website and online promotions through social media attract interested readers, and the magazine offers exclusive photographs and contents in addition to online contents.

With the take one, leave one approach, people can also find copies of *Backscene* at coffee shops, lounges, malls and commercial districts where people gather to socialize, style or work.

These methods are intended to expose ourselves as much as possible to Calgarians and obtain a readership that is genuinely interested in our content for self-development.

ADVERTISING RATES AND OPTIONS



Effective: April, 2020
Circulation per issue: 2500

Rates are net of agency commission. 5% GST not included. All ads are full-colour.

FREQUENCY	1X	3X	6X	10X
Outside Back Cover	\$390	\$350	\$332	\$310
Inside Covers	\$360	\$325	\$305	\$290
Full Page	\$315	\$280	\$265	\$250
2/3 page	\$230	\$210	\$200	\$185
1/2 page	\$190	\$170	\$160	\$150
1/3 page	\$125	\$110	\$105	\$100
1/4 page	\$100	\$90	\$80	\$80
1/6 page	\$70	\$60	\$60	\$55



WRITER 'S GUIDE

What do we expect

We are looking for insightful, exciting and non-fiction materials that captures the symbolic moments of everyday Calgarians. The features should tell a story about the city, an era, or a generation through the eyes of the subject. These subjects can be from all ages, all genders, and all professions in Calgary. Other more informative pieces should include well-researched content to help Calgarians boost their satisfaction with some aspects of their lives.

Writers' queries

Send in a crafted proposal via email that has a headline that suggest the content of the story, a deck which provides a bit more detail about the story, and a paragraph or two that explains why you choose to write this piece and the importance of publishing this piece for this issue. For features also include a brief background of the subjects and the relevance to other Calgarians.

Writing Style

We accept a wide range of writing style. The features should convey a sense of keen observation with insights into the current cultural and historical context. They can be fun, exciting, warm, profound, or anything that the writers find suitable for the topic. We do prefer the stories be comprised of vivid characters, emotional quotes and telling details. For the materials in the recurring section (lifestyle department), we expect the writing to be informative and personal, as if the readers are getting advises from a close friend. The editors will not edit the accept submissions except for CP style errors.

Length of the articles

Word length will vary depending on the topic. In general, feature articles should be 1000 to 3000 words. Other pieces should be no more than 1500 words considering point form can be used for some information.

If you have photos and illustrations

Any feature articles need to be complemented by a photograph, usually full-page, providing more context to the story. A lower resolution photo of no larger than 614x974 should be submitted with a feature proposal.

How to submit and submission deadlines.

Submission of proposals, including a lower resolution photograph, should be done via email at least 10 weeks before publishing date. The full content should be submitted via a given FTP server eight weeks before the publishing deadline.

Payment for articles.

We pay each writer according to the experience, amount of research, and quality of the writing, ranging from \$100 to \$300 per piece.

Payment for photographs.

Photograph payment is \$80 for a feature photo and \$150 for a cover photo. *Backscene* has the right to print when the photographer submits the photograph.

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CALGARY QUEER
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THE
PALACE THEATRE
EST. 1921



HUDSON'S BAY CO.

Glenbow

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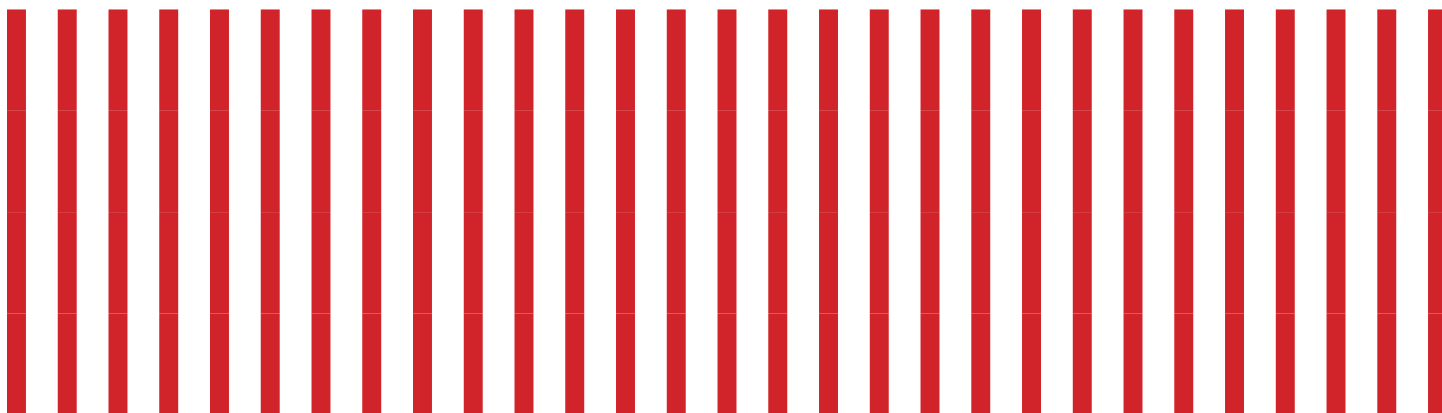


THE NEW GALLERY

GYMVM T

WESTJET





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