

Partnership Opportunities

/Advertising

WESTJET up! Magazine Advertorial

As part of its awareness building strategy, Tourism Saskatchewan will support up to four destination area or product sector advertorials in WESTJET up! Magazine during the 2010/2011 campaign year.

Magazine Overview

up! Magazine is the official in-flight magazine of WESTJET Airlines. This monthly in-flight magazine is produced by Redpoint Media for its client. The publication celebrates the joy of travel and discovery the WESTJET way. Each edition has the potential to reach 1.4 million guests travelling to 66 North American and Caribbean destinations. Per week there are over 2,600 flights. Over half of readers spend an average of 15 minutes or more with the publication. Well over half of this audience is comprised of managers and professionals. Over 60% have a university education. Over 40% are between 35 and 54 years-old. The audience is 55% male and 45% female. Based on a 2009 Leger marketing readership study, 96% are planning one or more leisure trips in the next 12 months.

Program Details

Support is available for up to a total of four two-page /four-page advertorials.

Two-Page Advertorial

Full cost \$11,500 net
Partner rate \$4,000

Four-Page Advertorial

Full cost \$17,800 net
Partner rate \$6,000

In return for Tourism Saskatchewan's support, Tourism Saskatchewan's toll-free phone number and website must be included.

Who Can Apply

The lead applicant and all supporting partners purchasing advertising within these advertorials must be members of Tourism Saskatchewan. Advertorials must be focused on a specific destination area or product sector.

For this co-operative, a destination area is defined as a geographic area with distinctive characteristics where businesses and attractions are working together to attract visitors from within and outside of Saskatchewan. This could include cities. Saskatchewan's tourism regions are too broad in scope. Corridors are not eligible.

Eligible product sectors supported include golfing, fishing, farm and ranch, canoeing or nature-based tourism. Other product segments could be considered.

This initiative is not eligible for additional support through other Tourism Saskatchewan supported programs. Eligibility is subject to the approval of Tourism Saskatchewan.

Timelines

- Bookings will be accepted on a first-served basis up until November 30, 2010 or when all four projects are booked, whichever comes first.
- Only one advertorial per edition will be supported. Each monthly edition is distributed at the start of its month. For example the January edition is in-flight on January 1 to the end of January.
- Approved editorial and photography must be provided to the publication a minimum two months in advance of publication date. (With a minimum of three month's lead time, writer support may be available from Redpoint Media or Tourism Saskatchewan. Projects committed to prior to the end of June could allow for visits by an assigned writer during the summer.)
- Advertising art must be provided a minimum of six weeks prior to publication.

Contact Information

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