
Rupert's Land News

Connecting church & community

Connecting you to new clients



Rupert's Land News is an interactive, multi-platform media source for the Anglican Church in Winnipeg and the surrounding areas.

With a website, monthly online magazine, weekly newsletter, and social media, we reach our subscribers at home and on the go in a smart-phone friendly format.

Our audience also wants to hear from you.

Your products and services are part of their everyday lives, so join us. Tell them about what's new in your business.

RLN connects church and community. It can also connect you to new customers.

Reserve your space today.

Magazine Ad Sizes	1	2-4	5+
Small square	\$50	\$44	\$40
Small horizontal	\$75	\$66	\$60
Large horizontal	\$150	\$132	\$120
Vertical	\$120	\$105	\$95
Large square	\$200	\$176	\$160
Half page	\$360	\$317	\$288
Full page	\$725	\$638	\$580

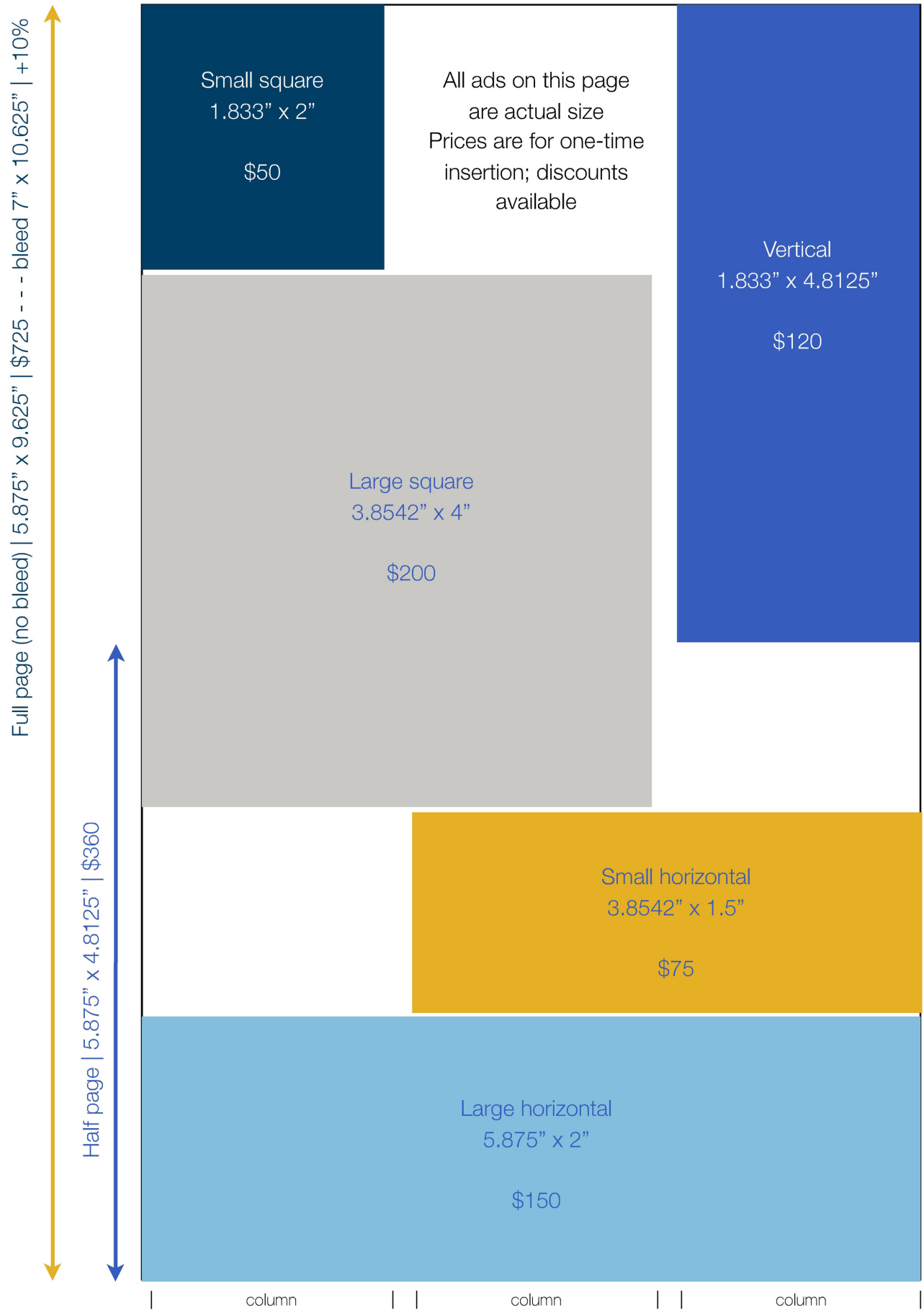
- Supply completed advertising as pdfs or jpgs: 300 dpi actual size minimum
- We reserve the right to refuse any ad that does not meet our specifications
- Frequency discounts are applied at time of booking; early cancellation will result in retroactive billing
- Advertising design available: \$50-\$100/ad
- All ads will be rotated through the weekly newsletter in addition to appearing in the monthly magazine, with links directly to your website, email, or other online information

- Rupert's Land parishes and non-profit organizations: 25% discount
- Taxes are not included

The deadline to book ads is mid-month, 2-3 weeks before the ad will appear in the magazine.

For an additional \$50, you can post a special event ad on the events page of our website or an online article about the work of your company. Our website is viewer-friendly for both desktop and mobile users.

Actual page size is 7" x 10.625"; below is the live page area 5.875" x 9.625"



Our monthly magazine features opinions, debates, news, and events of interest. Since we serve a communal and highly interactive organization, our readers care about the publication. And they get engaged.

Before we moved entirely online, subscription circulation was 4,000/mo, which delivered to a readership of almost 6,500. Now, we're reaching our long-term readers with an easy-to-print and downloadable magazine, and a new demographic accesses our content on their tablets and smart phones.

Our website includes all of the material from our magazine plus extra news pieces and links to our Twitter and Facebook accounts. Our Twitter feed pushes content and connects followers to a wider world of faith in action.



"We first started advertising in the Rupert's Land News about 15 years ago. Over the years, we have found that the advertising brought new customers into our store. They identify themselves, and mention that they saw our ad in the RLN. It has turned out to be a great opportunity to grow our business."

*Karen Watson
Watson Jewellers*

Our weekly emails use a full-colour, interactive design to deliver regional news and events every Tuesday.

Rupert's Land News readers are primarily Anglicans. Most live in Winnipeg and the surrounding area. Half are between the ages of 56 and 75, live in two-person households, and have an annual household income between \$46,000 and \$75,000.



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