

TANNER YOUNG
PUBLISHING GROUP

MEDIA KIT 2019



Edmonton's Leading
Influencer for Visitor
Spending

2.4 MILLION
Print Readership

3.4 MILLION
Digital Impressions
Annually

Tanner Young Publishing Group is an Edmonton-based publishing/communications company, which for more than 30 years has provided insider information relevant to travellers visiting in and around Edmonton or throughout Alberta.

Each of our magazines share stories and experiences that influence increased spending by encouraging and informing travellers of the many entertainment, dining, shopping, and accommodation options available.

This insightful, accurate, and timely information is easily accessible in print and on our social media and digital platforms.



Over **7.2 million** visitors spend **\$1.8 billion** in Edmonton annually



TOURISM EXPENDITURES IN EDMONTON & AREA BY SELECTED CATEGORY*

	ALBERTA	OTHER CANADA	TOTAL
Food & Beverage	\$361,496,000	\$104,084,000	\$525,180,000
Retail/Other	\$274,948,000	\$49,086,000	\$363,011,000
Accommodation	\$133,246,000	\$70,859,000	\$285,808,000
Recreation/Entertainment	\$53,133,000	\$21,420,000	\$90,401,000

* Tourism in Edmonton & Area, Tourism Region 2016, Alberta Government

Business Travellers

Leisure Travellers

Locals

WHERE Edmonton

Since 1994

Frequency: Bi-Monthly (J/F, M/A, M/J, J/A, S/O, N/D)

Circulation: Average 33,000 copies per issue + digital publication

Readership: 195,000+ per issue (1.17 million per year)

Distribution: Edmonton and area

WHERE Edmonton is the premier source of local information for visitors to Edmonton. From dining and shopping to tours, exhibitions, and top local attractions, *WHERE Edmonton* has provided comprehensive city information to travellers for more than 24 years.

WHERE Edmonton is one of 72 *WHERE* cities that serve Canada, the U.S., Europe, Australia, and Asia and is part of a trusted international brand established in 1936.

London, Paris, New York, Los Angeles, **EDMONTON**



PRINT • DIGITAL EDITION • WEBSITE • SOCIAL MEDIA



whereedmonton.com

infoedmonton.com

 Where Edmonton

  @whereedmonton

Leisure Travellers

Locals

Business Travellers

Edmonton City Guide

Since 1990

Frequency: Annual

Circulation: 75,000 copies + digital publication

Readership: 400,000+

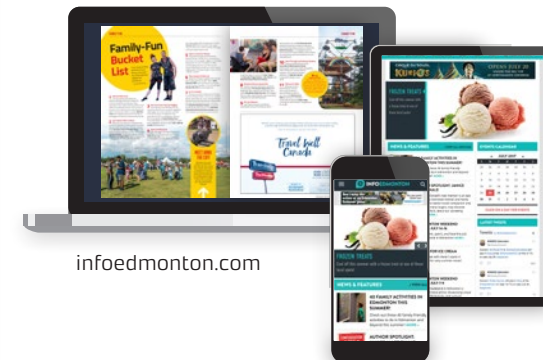
Distribution: Edmonton and area, Alberta

First published in 1990, the *Edmonton City Guide* is the #1 resource guide for visitors and those planning a trip to Edmonton. Our editorial mandate is simple: encourage travel to and experiences within Edmonton and area.

FEATURES: What's Trending, City Scene, Neighbourhoods, Arts & Culture, Festivals & Events, Kids Stuff, City Parks, Work It Out, Sports Team

GUIDES: Attractions, Eats & Drink, Shopping, Accommodation, Beyond Edmonton, Visitor Resources, Maps

PRINT • DIGITAL EDITION • WEBSITE • SHARED SOCIAL MEDIA



infoedmonton.com

Visitors Guide to Edmonton

Leisure Travellers

Locals

Business Travellers

Our Alberta Driving Guide

Since 1996

Frequency: Annual

Circulation: 75,000 copies + digital publication

Readership: Estimated 400,000+

Distribution: Alberta

Our Alberta showcases the province in all four seasons and encourages exploration of our province for both family vacationers and the more adventurous traveller. Albertans travelling within Alberta account for most of our tourism expenditures and, thus, are looking for a resource guide that covers the entire province.

Our editorial team is local, and our experience runs deep as we continue to develop stories to further inspire travel to all regions of our beautiful province. The publishers of *WHERE Calgary* and *WHERE Edmonton* have jointly published the *Our Alberta Driving Guide* since 1996.

PRINT • DIGITAL EDITION



ouralberta.ca

Leisure Travellers

Business Travellers

Locals

Go Yellowhead Travel Guide

Since 2001

Frequency: Annual

Circulation: 65,000 copies + digital publication

Readership: Estimated 350,000+

Distribution: British Columbia, Alberta, Saskatchewan, Manitoba

The *Go Yellowhead Travel Guide* is the official travel planner for the Trans-Canada Yellowhead Highway Association. Packed full of information, this guide will help you plan your trip, inspire you to explore and experience the many activities along the highway, and showcase some of the best spots to shop, eat, and stay. The comprehensive maps, road trip tips, and activities covering the entire 2,960 kilometres of the highway make this an indispensable resource for the traveller.

PRINT • DIGITAL EDITION • WEBSITE • SOCIAL MEDIA



goyellowhead.com

f Go Yellowhead

@GoYellowhead

Leisure Travellers

Business Travellers

Edmonton Mini Map

Frequency: Annual

Circulation: 100,000 copies

Distribution: Edmonton and area

The *Edmonton Mini Map* is our most popular city map. Maps of Edmonton proper, city centre, and the greater Edmonton region are featured. The map is pared down to feature major roadways and transportation corridors, plus all major attractions and shopping areas have locators.

These 11" X 17" tear-off maps are used extensively at front desks in Edmonton and area hotels, visitor information centres in and around Edmonton, the Edmonton International Airport, Edmonton City Hall, Edmonton Tourism, and all Edmonton attractions.

PRINT



Meeting & Event Planners

Venue Managers

Suppliers

Alberta Meeting & Event Guide

Since 2016

Frequency: Two times per year (spring & fall)

Circulation: Average 5,000 copies per issue + digital publication

Readership: Estimated at 25,000 per issue

Distribution: Alberta

The *Alberta Meeting & Event Guide* is written by Albertans for Alberta meeting and special event planners. Informative editorial features, tips and trends, plus Q & A interviews with industry leaders conveniently wrapped around a comprehensive resource guide make this a sought-after industry magazine. The participation from Lethbridge, Calgary, Canmore/Banff, Edmonton, Jasper, Grande Prairie, and Fort McMurray truly makes this a provincial resource.

First published in 1996 as the *Edmonton Meeting Planner*, this publication evolved into the *Edmonton Destination Planner* before transforming to its current format in 2016.

PRINT • DIGITAL EDITION • WEBSITE • SOCIAL MEDIA



meetingsalberta.com



@ABMeetingGuide



Alberta Meeting & Event Guide

Canadian Cowboy Country Magazine

Frequency: Six times per year (F/M, A/M, J/J, A/S, O/N, D/J)

Circulation: PAID. Average 13,500+ copies per issue + digital publication

Readership: 71,500+ per issue (429,000+ per year)

For 20 years, *Canadian Cowboy Country* magazine has been dedicated to the preservation of our western heritage and culture. Each issue takes our readers into the heart of the Canadian West through compelling stories of the people and places that define this unique western lifestyle. We recognize our history with the Trailblazers series and celebrate our future with profiles on the ranches, families and the working cowboys whose mark on the West is as permanent as a brand. Throughout the year we feature western vacations, fashion, homes of the West, horse training and cowboy-tested cattle tips. We invite you to come along for the ride.



Digital Edition

Pro Rodeo Canada Insider

Frequency: Six times per year (F/M, A/M, J/J, A/S, O/N, D/J)

Circulation: Average 13,500+ copies per issue + digital publication

Readership: 71,500+ per issue (429,000+ per year)

Canadian Cowboy Country magazine is very honoured to have been chosen as the "official magazine" of the Canadian Professional Rodeo Association (CPRA). The *Pro Rodeo Canada Insider* is a section within *Canadian Cowboy Country* magazine dedicated to the news and events of the CPRA. It is written for the fans of Canadian professional rodeo. Some of Canada's top rodeo writers—including Barb and Dave Poulsen, Tim Ellis and Dianne Finstad—share their rodeo knowledge and insight, in addition to guest columnists throughout the year. The *Pro Rodeo Canada Insider* is also available as a digital download on rodeocanda.com and cowboycountrymagazine.com



FREE
Digital
Edition



cowboycountrymagazine.com

cowboycountrymag

CowboyCntryMag

Canadian Finals Rodeo Souvenir Program

Frequency: Annual

Circulation: PAID. 6,000 copies

Readership: N/A

Since 2011, *Canadian Cowboy Country* magazine has been honoured to be chosen as the creator and publisher of the official *Canadian Finals Rodeo Souvenir Program*. This highly collectable souvenir program highlights the rodeo year in review, the qualifiers rodeo standings and biographies, CFR records, Rodeo Hall of Fame inductees and the CPRA's award-winning competitors and rodeo stock. Virtually sold out every year, this program is a sought-after souvenir of our country's top rodeo.

