



Prospect Magazine

Showcasing Alberta's Future
Prospects in Sport & Athletic Competition

Visit our website at www.prospectmagazine.ca



The Prospect Magazine is published quarterly, Summer Edition (June), Fall Edition (September), Winter Edition (December) and Spring Edition (March) and brings recognition entirely to athletes at the amateur level.

Since 2007, the Prospect Magazine is proud to have provided visibility and recognition *entirely* to Alberta's athletes at the *amateur* level in a publication of the highest quality.

By recognizing the efforts and achievements of athletes at the grass roots level, we hope to provide the inspiration that is needed for people of all ages, who may or may not have considered the positive benefits that they will receive from participating in any level of sports or athletic activity.

Our publication also features current and informative educational articles written by highly respected authorities on nutrition, sports injuries and prevention, sports therapy, coaching and much more.

If your business or organization is sports related in any way, or, if you wish to show the community that your company supports the efforts of these excellent role models for people of all ages and all levels of athletic ability, the Prospect Magazine provides a variety of advertising and image enhancing opportunities designed specifically to reach your target market and within your advertising budget.

Our sponsors are seen as champions of amateur sport development in our province.

Readership Profile

- Sports enthusiasts of all ages.
- People of all ages and all levels of sports participation and activity (casual to elite level athlete).
- Parents of athletes, coaches, managers, sports organizers and volunteers involved in casual, community, amateur and professional sports and athletic competition.

Prospect Magazine is free and available at the following locations...

St. Albert - Athletes Nation • Servus Place • Game On Sports, **Spruce Grove** - Tri-Leisure Centre, **Sherwood Park** - Millennium Place • Sherwood Park Arena • Glen Allan Recreation Complex, **Fort Saskatchewan** - Dow Centennial Centre, **Leduc** - Leduc Recreation Centre, **Edmonton** - William Lutsky YMCA • University of Alberta • NAIT • MacEwan Centre for Sport and Wellness • Concordia College • Kinsmen Sports Centre • United Cycle • Game On Sports W.E.M. • Foote Field • Saville Sport Centre, **Red Deer** - Collicutt Centre, **Calgary** - Talisman Centre • Cardel Place • University of Calgary • Mount Royal University.

The Prospect Magazine is also distributed to over 2,000 Edmonton Public/Edmonton Catholic students at the Junior and Senior High School level.

Circulation 10,000 Full Colour Copies

One complimentary QR Code

for any ads 1/2 page and larger.

A QR code (abbreviated from Quick Response code) is a specific matrix barcode (or two-dimensional code) that is readable by telephone cameras.



This unique bar code will provide our readers with instant information about your business or organization including website URL's, map locations, contact information, text notes, inventory of products, coupons and more.

Advertising Rates

Includes Full Color Process	1x	2x	4x
1/4 page	\$600	\$540	\$480
1/3 page	\$750	\$675	\$600
1/2 page	\$1,000	\$900	\$800
2/3 page	\$1,325	\$1,195	\$1,060
Full page	\$1,750	\$1,575	\$1,400
IBC	\$1,850	\$1,665	\$1,480
IFC	\$1,950	\$1,755	\$1,560
OBC	\$2,100	\$1,890	\$1,680
DPS	\$2,400	\$2,160	\$1,920

Ad design at additional cost

15% position placement

Prices do not include GST

All rates are gross and are subject to change without notice

Advertising Opportunities

Please contact **Terry Nistor**

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www.prospectmagazine.ca