

# THE Cottager

LAKE COUNTRY LIVING & LIFESTYLE



## Mission Statement

*Since 1992, **The Cottager** magazine has aimed to enrich the lives of cottage owners by providing informative stories to make their lake life easier and more enjoyable.*

There is a unique kinship among cottagers and *The Cottager's* publisher and editor understand these common interests because they're also cottagers. Their goal is to share that passion through the editorial content and become a trusted source of cottage-related information.

*The Cottager* ensures readers are part of the content through features about their lake homes, their experiences and the areas they cottage in, keying on stories that offer practical information and ideas readers can use.

Whether a reader owns a cottage that's old or new, small or large – or they want to become cottage owners – *The Cottager* magazine provides content that has many readers from across Canada saying they look forward to each issue, read it from “cover to cover” and save it for future reference.

## Lineup 2022

From small beginnings, *The Cottager* has become an award-winning magazine that enhances lake living across Canada, with a focus on cottaging in Manitoba, Northwestern Ontario and the West.

The editorial lineup for 2022 will bring readers their favourite stories such as features about unique cottages, their owners and the history of their special lake homes.

Educating readers and giving them ideas remains a priority through our pages, so this year watch for a new and exciting series of DIY articles.

There will also be plenty of tips on how to make the most of favourite pastimes at the lake, including fishing tips and simple recipes and food information to enhance mealtime and parties.



Readers enjoy learning how other cottagers spend their time at the lake and we'll continue to profile different lakes in our regular Cottage Country section, as well as tell you about the lake life of some celebrities in our award-winning My Cottage Life series.

A mix of fun tales and usable information – 2022 content our readers expect and look forward to from cover to cover.

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## Circulation

*50,000 issues printed per year for stores, advertisers' promotions, trade and craft shows, farmers' markets, cottage associations and door-to-door drop off in cottage country areas.*

## 2022 Newsstand Locations

Distribution of *The Cottager* is concentrated in Manitoba, Northwestern Ontario and the West, with additional availability at select newsstands across Canada, including Chapters and Indigo stores from British Columbia to Prince Edward Island.

### Some of our year-round and seasonal newsstand locations:

#### MANITOBA

##### Eastern Beaches

- Belair Store
- Grand Marais Village Store
- Hillside Resort Store
- Pine Pharmacy (Pine Falls)
- Saffie's General Store
- Traverse Bay Corner
- Victoria Beach General Store - seasonal

##### Interlake

- Grindstone General Store - seasonal
- Pharmasave (Gimli)
- Taylor Pharmacy (Gimli)
- Tip Top Foods (Gimli)

##### Lac du Bonnet

- Drifter's
- Ingham Pharmacy
- Petro Canada
- Trapper's

##### West

- Friends of Riding Mountain National Park
- Mitchell's Drug Store (Roblin)
- Reavies Pharmacy (Russell)
- Russell Inn

##### Whiteshell

- Barrier Bay Resort - seasonal
- Betula Lake Resort - seasonal
- Bereton Lake Resort
- Big Whiteshell Resort Store - seasonal
- Falcon Lake Shell Service
- Falcon Lake Lumber One - seasonal
- Keystone Resort (Westhawk Lake)
- Nutimik Lake Resort
- Prawda Shell Gas Station
- Pinewood Resort - seasonal
- White Lake Resort - seasonal

##### Winnipeg

- Chapters
- Lacoste Garden Centre - seasonal

- Lockport Grocery
- McNally Robinson
- Shelmardine's Garden Centre - seasonal
- Select Shoppers Drug Mart
- Select Sobeys Winnipeg - east
- Deacon's Corner • Prawda Shell

#### NORTHWEST ONTARIO

##### Kenora/Keewatin

- Clearwater Market
- Ho Jo's (Kenora)
- Lake-Vu Motel Co-op Dr (Kenora)
- Husky (Keewatin)
- Redden's (Longbow Lake)
- The Narrows Limited (Sioux Narrows)
- Wharf Marina - seasonal
- Keewatin Place

#### NATIONAL

- Select Chapters and Indigo stores
- Select Shoppers Drug Mart
- Select Sobeys



*"We have advertised with The Cottager since 2000 and have found it very beneficial to our business. When people tell us where they have seen our ad, The Cottager magazine is frequently mentioned. We are happy to be a part of The Cottager family!"*

**Janet Robinson. Robinson Residential Design Inc. Regina, Sask.**



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## At Your Service

*The Cottager magazine knows cottagers and what they are looking for.*

Our readers often own a cottage and another permanent residence, and are committed to maintaining both dwellings. Our readers tell us they go to advertisers' websites or call or visit advertisers when they're planning a purchase or starting a project.

If you want to reach cottagers or those who enjoy outdoor living, let us help you tailor your campaign to reach that audience.

### CUSTOM CAMPAIGNS

*The Cottager* can research and design advertising to complement the magazine's editorial environment.

### WEBSITES

Support your print campaign with sponsorships, banners, hot links and more! [www.thecottager.com](http://www.thecottager.com)

### SPECIALTY PRINTING

We can provide bind-ins and a host of other services.

### POLYBAGS

Brochures, catalogues, product samples, CDs ... what have you got?

### CONTESTS

Annual photo and book contests and subscription draws.

### E-NEWS

This year, *The Cottager* is launching a new e-newsletter bonus to all subscribers.



*"I have been involved with advertising in The Cottager with Linwood Homes and TF Leisure Marketing since 2000. The advertisements have given me business, with the never-the-same floor plans generating the most business. I like the fact that people read the magazine with local issues and keep it for some period of time and then pass it along to their friends."*

*Ted Finlay, TF Leisure Marketing, Winnipeg*

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## Product News

*The Cottager magazine goes directly into the hands of current and future cottage owners, as well as those who enjoy outdoor living.*

We are always looking for new products that may interest our readers. If you have a new or unique product you'd like cottagers to know about, please send a news release or product information, as well as a high-resolution photo, to: [editor@thecottager.com](mailto:editor@thecottager.com) or talk to your sales representative.

**Product News**  
BY SHEL ZOUKEWICH

**Safety Canopy**  
[www.genest.com](http://www.genest.com)  
A portable generator is a must for those staying in remote locations. It has to be ready when you need it, and it has to be safe. These fuel tank canopies protect generators from weather and curious children and they protect against sparks of rain and heavy snow loads. Two models are shown: one with a canopy and one without. The canopy protects the generator from weather and heavy snow loads. The canopy is made of heavy-duty vinyl and is easy to install. It is also easy to remove when you need to access the generator. The canopy is also easy to store when you are not using it.

**Pizza Box**  
[www.lanes.ca](http://www.lanes.ca)  
It's pizza night at the cottage! The secret to delicious, restaurant-style pizza is to use a pizza box. The pizza box is made of heavy-duty cardboard and is designed to keep your pizza warm and fresh. It is also easy to use and is perfect for outdoor cooking.

**Gas Fire Table**  
[www.canadastone.ca](http://www.canadastone.ca)  
Gather around for a cozy evening of conversation and a fire to keep you warm. The Canada Stone Gas Fire Table is made of natural stone and is designed to look like a real fire. It is also easy to use and is perfect for outdoor cooking.

**Ultimate Adirondack**  
[www.portcoLiving.ca](http://www.portcoLiving.ca)  
Perfectly named the "Ultimate Adirondack" because it is the ultimate in comfort. The seat is made of high-quality vinyl and is designed to be comfortable. It is also easy to use and is perfect for outdoor cooking.

**Canoe and Kayak Coating**  
[www.hemlockhairs.ca](http://www.hemlockhairs.ca)  
Give your canoe or kayak a life-time performance boost with the Natural Marine water-based, bioactive coating. It also protects the hull and bottom from staining, wear and tear. Apply it once with a soft cloth and enjoy the benefits of a new hull for the entire season. It is also easy to use and is perfect for outdoor cooking.

**LED Toilet Seat with Slow Close**  
[www.lanes.ca](http://www.lanes.ca)  
Making your way to the toilet in the middle of the night can be a bit embarrassing. The LED Toilet Seat with Slow Close is designed to be comfortable and easy to use. It is also easy to use and is perfect for outdoor cooking.

**LED Headlamp**  
[www.cobles.ca](http://www.cobles.ca)  
Have an endless use for a headlamp at the cottage. From finding your deck steps that stretch beyond darkness to navigating home from a late dinner at the neighborhood pub. The new generation of headlamps from Coleman feature a touch control. Simply wave your hand in front of the light to change the settings. They run on three AA batteries and will last up to 10 hours on the low setting. They are available in 200 or 250 lumen versions.

ATTENTION ADVERTISERS...  
**FREE**  
NEW PRODUCT  
SHOWCASE  
WHEN YOU ADVERTISE

**QUESTIONS?** Email: [magazine@thecottager.com](mailto:magazine@thecottager.com) or visit [www.thecottager.com](http://www.thecottager.com)



"This magazine covers it all. Outhouses, signs, summertime wine and BBQ recipes. Opening up a new issue of The Cottager is like opening the cottage at the beginning of the season, it's welcoming and familiar. It reminds me of why I am a cottager."

Bonnie J. Winnipeg



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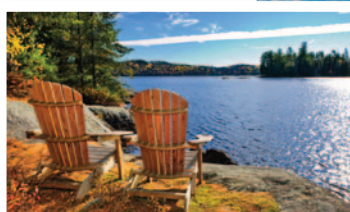


## Subscribers' Survey

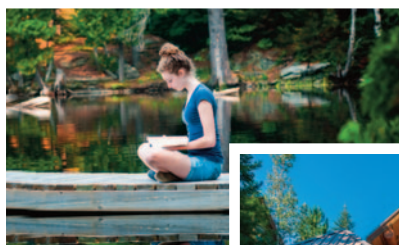


*In a past survey, readers told us....*

- 92%** own their cottage
- 44%** occasionally or often visit their cottage in the winter
- 18%** live at the lake year-round
- 50%** called or visited one of our advertisers in the previous year
- 28%** purchased a product or service shown in an ad in the previous year
- 48%** have subscribed for 1 to 5 years
- 37%** have subscribed for 6 to 10 years
- 42%** save the magazine/articles
- 45%** pass their magazine on to family or friends



- 60%** of respondents were female
- 66%** of respondents were aged 40-59
- 64%** enjoy leisure boating
- 66%** bird watch
- 61%** fish
- 60%** do DIY projects
- 58%** garden
- 58%** barbecue
- 44%** canoe or kayak
- 29%** water-ski, wakeboard or tube at their lake
- 29%** snowmobile at their cottage
- 62%** own a lakefront cottage



*"The Cottager magazine is one of the best magazines I've ever read, full of interesting local stories along with great photography" – Gabriel Fiola, Owner, Seine River Motors*



## THE COTTAGER IS GAINING EXPOSURE

*The Cottager* has continued a strategic plan to expand its distribution and exposure to gain more readership for its editorial and advertising content.

*Here are some of the ways The Cottager is enhancing its presence locally and nationally.*

### Read While You Wait

*The Cottager* will continue to distribute on a rotating basis complimentary issues to the following waiting rooms and businesses in Manitoba and Northwestern Ontario.

- Doctor, dentist, optician and physiotherapist offices
- Fishing lodges, realtors' offices
- Hair salons, veterinary offices
- Financial institutions and architect offices
- Accounting, lawyer and insurance companies
- Car dealerships and political offices

### Hitting the Target Markets

*The Cottager* has given complimentary issues and one-year subscription prizes to cottage owners' associations for their annual general meetings. Complimentary issues have also been delivered door-to-door in a number of cottage areas. *The Cottager* was also present all summer at farmers' markets in Kenora and Lac du Bonnet, giving out complimentary issues and selling subscriptions.

### Fundraising Partnerships

*The Cottager* is partnering with various organizations to have subscription sales of the magazine added to their fundraising campaigns.

Initial partners include the Lake Winnipeg Foundation and the Kevin Howie Memorial Search and Rescue Fund.

### In the Community

*The Cottager* has donated one-year subscriptions or complimentary issues at the following community events.

- Heart of the City
- Fish for Freedom women's fishing derby (Nipawin, Sask.)
- Ride for Eternity
- Manitoba Bass Club
- Lac du Bonnet Winter Fishing Derby
- Victoria Beach Yacht Club Sailing Regatta
- Mid-Canada Boat Show
- Cottage owners' association AGMs
- Fishing with Gussy TV show
- Victoria Beach Fishing Derby and VB Ladies Cancer Care Golf Tournament
- Lac du Bonnet fundraising fashion show
- Canadian Cancer Society Interlake Relay for Life
- Habitat for Humanity Springfield chapter fundraiser

### Boosting Distribution

*The Cottager* is travelling to more stores in lake country and beyond.

- Staff driver hired to target more stores and businesses in Manitoba and Northwestern Ontario.
- Distribution in chain retailers continues in Winnipeg and across Canada in McNally Robinson, select Shoppers Drug Mart, Sobeys, Chapters and Indigo stores.

*The Cottager thanks its advertisers for their continued support as we work to bring our high-quality, popular magazine to more readers*





## 2022 Advertising Rate Card

Size	1x	2x	3x	4x	5x
Double Page Spread	3250	3150	3050	2950	2850
Inside Covers	2080	1980	1880	1780	1680
Outside Back Cover	2250	2150	2050	1950	1850
Full page	1880	1750	1650	1550	1430
2/3 page	1619	1475	1422	1323	1290
1/2 page	1323	1230	1188	1125	1067
1/3 page	954	887	855	810	774
1/4 page	830	770	740	710	685
1/6 page	595	550	535	515	485
1/8 page (card size)	470	435	420	395	375

### 2022 Deadlines

Issue	Closing Date	Distribution
March/April	February 7	March
May/June	May 9	May
July/August	June 13	July
Fall	September 12	September
Winter	November 14	November

Cover and Regional Rates available on Request.



### Fast Facts

**The Cottager won a Manitoba Magazine Publishers' Association award in 2015**

for best regular column or department for its My Cottage Life series – the second consecutive year it's picked up a MMPA honour.

**2022 features will continue to involve readers through profiles of their cottages and the activities they enjoy in lake country.**

We'll also inform and educate readers whether their passion is boating, gardening, fishing, renovating, decorating or dining.



### Testimonial

"Our company has been advertising with the cottager since 2016 of which we have found to be very positive for our business and our entire team. The cottager provides excellent exposure and great opportunities. We look forward to many more years of advertising with The Cottager Magazine!"

**Brady Forbes, President, BMF Carpentry Ltd**

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## THE COTTAGE MARKET IS BOOMING! 3 WAYS TO REACH THE COTTAGE MARKET

*The Cottager continues to talk about cottage options, be it renting, leasing or buying, and keeps up to date with cottage areas and developments. The Real Estate section has become a very popular feature.*

### 2022 Real Estate Advertising Rates



### SAMPLES

#### DIRECTORY:

The directory includes your company name, agent name, address, phone number, email address, website address and cottage area you cover.

**\$65.00 per issue OR**

**Book 4x's for \$50.00 per issue**

#### SAMPSON'S REALTY GROUP

Realtor: Louise Sampson  
Address: Brereton Lake, MB  
Phone: (204) 369-5212  
Wpg. Cell (204) 794-7473  
Email: sampsons@mts.net  
Web: www.sampsonsrealty.com  
Cottage Area: Whiteshell Provincial Park

#### CLASSIFIED LISTING:

A 2 1/4" x 2 1/4" space to include a picture of cottage or property, 30-word description and email address. For agents and brokers only, your information will be included in the Real Estate Directory.

**\$100.00 per issue OR**

**Book 4x's for \$81.25 per issue**

#### Whitefish Bay, LOTW



Whitefish Bay Camp on Lake of the Woods, has been in continuous operation since the log lodge was built in 1931. The camp is the only property on Calvert Island, with the remainder being Crown Land. The owned portion is 5 acres with 1,950 feet of shoreline. This is a turnkey sale, including all boats and motors. **\$499,999**  
Contact northwoodsrealtyltd.com 807-226-1024

#### BUSINESS CARD PACKAGE – Best Deal

3 1/2" x 2" business card ad PLUS your information will be included in the Real Estate Directory PLUS one classified listing.

**\$470.00 per issue OR**

**BOOK 4x's for \$365 per issue**

**EastShore Realty Inc.**  
Whether buying or selling ... We can help.  
Local: 204-756-2419  
Toll Free: 866-831-4749  
www.eastshorerealty.ca  
Cheryl Demidiuk, BROKER  
Winnipeg REALTORS®  
REALTOR®  
MLSP  
Multiple Listing Service

*\* All Real Estate advertising are subject to the same 2022 deadlines as listed on the regular advertising rate card*



# Mechanical

## SPECIFICATIONS

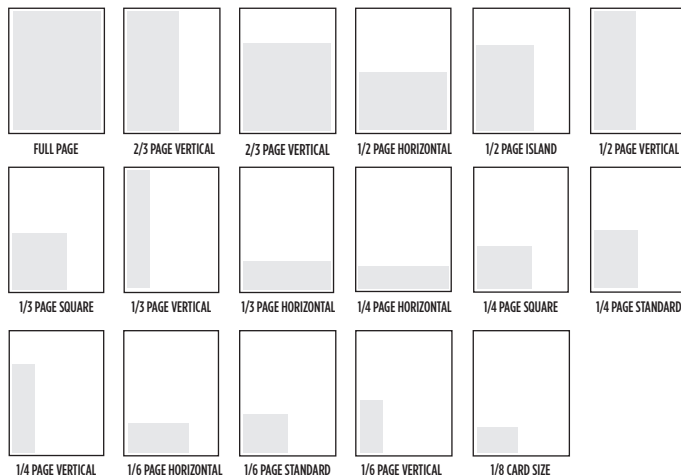
### PRINT

#### STANDARD AD SIZES IN INCHES

	WIDTH	HEIGHT
DOUBLE PAGE SPREAD (TRIM SIZE)*	16-1/4	10-3/4
FULL PAGE (WITH BLEED)	8-3/4	11-1/4
FULL PAGE (TRIM SIZE)*	8-1/8	10-3/4
FULL PAGE (LIVE AREA)	7	10
2/3 PAGE VERTICAL	4-1/2	10
2/3 PAGE HORIZONTAL	7	6-1/2
1/2 PAGE VERTICAL	3-3/8	10
1/2 PAGE ISLAND	4-1/2	7-3/8
1/2 PAGE HORIZONTAL	7	4-7/8
1/3 PAGE VERTICAL	2-1/8	10
1/3 PAGE SQUARE	4-1/2	4-7/8
1/3 PAGE HORIZONTAL	7	3-1/4
1/4 PAGE VERTICAL	2-1/8	7-3/8
1/4 PAGE STANDARD	3-3/8	4-7/8
1/4 PAGE SQUARE	4-1/2	3-3/4
1/4 PAGE HORIZONTAL	7	2-3/8
1/6 PAGE VERTICAL	2-1/8	4-7/8
1/6 PAGE STANDARD	3-3/8	3-1/4
1/6 PAGE HORIZONTAL	4-1/2	2-3/8
1/8 PAGE VERTICAL	2-1/8	3-3/4
1/8 PAGE CARD SIZE	3-3/8	2-3/8

GATEFOLD/INSERTS/COVER WRAPS SPECIFICATIONS AVAILABLE ON REQUEST

\* any ads requiring a bleed, must allow a 1/4" bleed on each side of the trim size.



### IMPORTANT

#### GENERAL REQUIREMENTS

The following guidelines are for digital material supplied to Mercury Publications Limited. Digital material can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.

Mercury Publications assumes no responsibility for content or colour accuracy where no proof has been supplied. **All files must be CMYK.**

Mercury Publications assumes no responsibility for material or content or colour trapping.

#### MEDIA COMPATIBILITY

Files can be accepted via the following media:

(Be sure to indicate name of ad, publication and issue date.)

- Via email directly to sales representative or ads@mercurypublications.ca
- For FTP Site Upload information email: ads@mercurypublications.ca

A proof of any digital ad received will be emailed to you to confirm its accuracy.

#### FILE COMPATIBILITY

### PLEASE SEND PRESS READY HIGH RESOLUTION PDF

(Be sure to indicate name of ad, publication and issue date.)

We do also accept the files created in following programs:

- Adobe Illustrator, 2021
- Adobe Photoshop, 2021

File types can be accepted in these formats:

- Illustrator EPS (fonts converted to outlines)
- Illustrator files using the transparency feature **MUST be flattened**
- Photoshop EPS (single file not DSC) / CMYK Mode
- Photoshop TIFF / CMYK Mode
- Supporting files such as placed scans or graphic elements **must be supplied in CMYK values and at 100% of final size** as placed in ad.
- Resolution of images must be at least 300dpi
- Do not supply trapped files; trapping is handled in prepress to our printer's specifications.