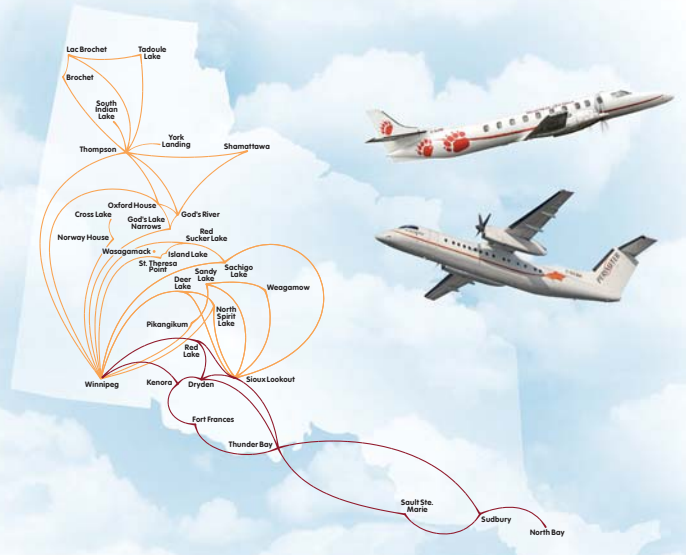


Connecting horizons

A DIGITAL MAGAZINE FOR BEARSKIN AIRLINES AND PERIMETER AVIATION PASSENGERS



Connecting Horizons is a Digital Magazine targeting the passengers of Bearskin Airlines and Perimeter Aviation. With roots dating back to 1994, the magazine has evolved continually to remain relevant to its loyal readers.

Originally named *Bear Country Magazine*, the publication was distributed in the seat back pocket on every Bearskin aircraft. Following the 2018 merger of Northern Ontario based Bearskin Airlines and Manitoba based Perimeter Aviation, the magazine was rebranded as *Connecting Horizons*, reflecting the flow of our many passengers within an increased geographical distribution.

Effective with our Summer 2021 issue, the magazine transformed into a digital format, with electronic distribution to our unique customer base.

Published quarterly, the magazine educates our readers about the cities and communities we serve promoting events, tourism and economic development reaching all levels of government employees, Indigenous groups, business owners and management personnel in a variety of sectors including forestry and mining, education, healthcare, communication, and technology, among others.

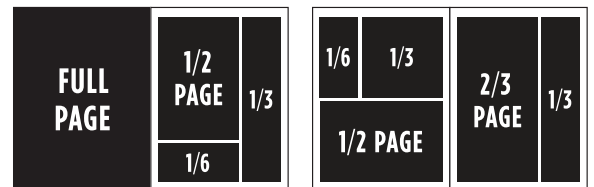
Distribution targets our frequent flyers via many forms including more than 80,000 social media followers, a substantial “opt in” email database of loyal customers, via bearskinairlines.com and perimeter.ca and starting Fall 2021 – via our new **Mobile App!** In addition, suppliers and advertisers will receive email copies. Ads will link directly to their websites.

CORPORATE PROFILES

Each **Corporate Profile** includes up to 500 words of editorial, 1-3 photos, and your logo. Your company supplies the content and *Connecting Horizons Magazine* provides a professionally designed full page layout!

Full Page **\$1,350**

	SPACE DEADLINE	AD DEADLINE
Summer 2021	May 21, 2021	May 26, 2021
Fall 2021	August 10, 2021	August 15, 2021
Winter 2021	November 10, 2021	November 15, 2021
Spring 2022	February 10, 2022	February 15, 2022



FULL COLOUR AD SIZES

		1X	2X	3X	4X
8 1/8" x 10 7/8" (2146 x 2872 pixels)	Full Page (page 3 or 5)	\$ 1,405	\$ 1,335*	\$ 1,295*	\$ 1,265*
8 1/8" x 10 7/8" (2146 x 2872 pixels)	Inside Front Cover	\$ 1,350	\$ 1,285*	\$ 1,250*	\$ 1,200*
8 1/8" x 10 7/8" (2146 x 2872 pixels)	Inside/Outside Back Cover	\$ 1,300	\$ 1,245*	\$ 1,225*	\$ 1,175*
8 1/8" x 10 7/8" (2146 x 2872 pixels)	Full Page	\$ 1,285	\$ 1,225	\$ 1,195	\$ 1,150
4 3/4" x 9 3/4" (1254 x 2574 pixels)	2/3 Page (vertical)	\$ 1,055	\$ 1,005	\$ 975	\$ 955
7 1/4" x 4 3/4" (1914 x 1254 pixels)	1/2 Page (hor or vert)	\$ 945	\$ 895	\$ 865	\$ 850
2 1/4" x 9 3/4" (594 x 2574 pixels)	1/3 Page (vertical)	\$ 655	\$ 625	\$ 600	\$ 595
4 3/4" x 4 3/4" (1254 x 1254 pixels)	1/3 Page (square)	\$ 655	\$ 625	\$ 600	\$ 595
4 3/4" x 2 1/4" (1254 x 594 pixels)	1/6 Page (hor or vert)	\$ 350	\$ 335	\$ 315	\$ 300

* Cannot be combined with any other offer. Must be consecutive. Does not apply to ad agencies.

Contact **Patti Gresham**

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2021/22 EDITORIAL



SUMMER 2021

Space Deadline: **May 21, 2021**
Copy Deadline: **May 26, 2021**

DESTINATIONS

Thunder Bay, Sioux Lookout, Sudbury,
Winnipeg, St. Theresa Point

SPECIALS

Education, Mining, Cargo/Nutrition,
Health, Perimeter's 60TH Anniversary

FALL 2021

Space Deadline: **August 10, 2021**
Copy Deadline: **August 15, 2021**

DESTINATIONS

Fort Frances, Red Lake, Sault Ste. Marie,
Thompson, Sandy Lake, Brochet

SPECIALS

Back to Business,
Ontario's Power Projects

WINTER 2021

Space Deadline: **November 10, 2021**
Copy Deadline: **November 15, 2021**

DESTINATIONS

Dryden, Kenora, North Bay,
Winnipeg, Sachigo, Tadoule

SPECIALS

Education, Mayors Outlook 2022

SPRING 2022

Space Deadline: **February 10, 2022**
Copy Deadline: **February 15, 2022**

DESTINATIONS

Fort Frances, Sioux Lookout, Thunder Bay,
Thompson, Weagamow, York Landing

SPECIALS

Mining, Health

**Subject to change.*

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