

ON THE BAY

DISTRIBUTION

Here's where *On The Bay* is distributed



- Targeted delivery to more than 60 locations including private golf & ski clubs seasonally, hotels, realtor offices and developer showrooms.

SUMMARY

- A professionally conducted survey* by Resource Management Group Inc. found that *On The Bay* magazine was the best read, most liked and longest kept among both residents and weekenders.
**conducted in 2007, 2013 & 2017*
- Today, over 300 businesses advertise their products and services in *On The Bay*, Georgian Bay's premium quality magazine.
- Visit onthebaymagazine.com for web-exclusive stories, videos and our LIVE STREAM app, Baywatch.ca (*advertisers in On The Bay magazine receive a significant discount*).
- Total circulation: 22,000 per issue
- Total readership: over 50,000 readers per issue
- Reaching 22 communities
- Select pick up locations throughout the region

MULTIMEDIA BUY

Bay Watch And The New Classical 102.9 Fm Multimedia Buy



Bay Watch is streaming in more than 25 high-traffic establishments (cafes, restaurants, hotels, waiting rooms) in Southern Georgian Bay, and our subscriber list grows daily.

The New Classical FM reaches over 25,000 listeners weekly.

onthebaymagazine.com has over 5,100 unique visitors every month and our E-Newsletter reaches 1,585 business and community leaders with a 53% open rate, supported by our robust Social Media presence.

Reach your target audience through a strong and powerful visual ad combined with a compelling audio message on Classical 102.9 FM, a video or still message on Bay Watch AND/OR an extremely cost-effective digital push online.

This multimedia buy allows readers, viewers and listeners to connect with your brand **WHEN AND WHEREVER THEY CONSUME MEDIA**. Contact your media advisor.

TO ADVERTISE CONTACT

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