

GEIST

FACT + FICTION • NORTH of AMERICA



Media Kit



Here's what our readers have to say about *Geist*!

"Canadian publisher of unpretentious literary and visual content, smart humour, delightful gleanings, quirky observations, intelligent columns, maps and cover art worth taping to the kitchen fridge.

A picnic off of the literary magazine road."

—Catherine

"Love the variety in *Geist*, the tone, and new fresh ideas offered."

—Shawna

"*Geist* is a fine collection of writing, and you will find yourself going over the magazine many times. Once I found an entire story about storytelling in the footnotes. The photographs are some of the best you will see, and there is some fine poetry to be found also."

—Cal

"*Geist* is trendy but also witty and well put together."

—Gillian

"Clever, intelligent, quirky, a little off mainstream, feels inclusive, celebrates diversity, forward thinking, sometimes a bit outré. Love your submission materials & lit lorn."

—Callista

GEIST ADVERTISING BUNDLES

PRINT BUNDLES	INSTITUTIONAL RATES	Our audience:
LARGE (Full page)	\$795 CAD	• 66,000 <i>Geist</i> magazine readers
MEDIUM (1/2 page)	\$595 CAD	• Geist.com: 143,683 visits (285,507 page views) annually
SMALL (1/3 page)	\$375 CAD	• <i>Geist</i> Newsletter: 8,000 subscribers weekly
SQUARE (1/3 page)	\$375 CAD	• A full three quarters of our readers keep their copies of <i>Geist</i> for years
COVERS		
OUTSIDE BACK	\$1,275 CAD	
INSIDE BACK	\$1,200 CAD	
INSIDE FRONT	\$1,200 CAD	

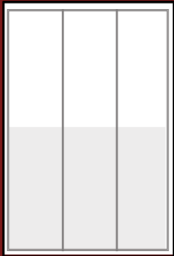
PRINT SPECIFICATIONS



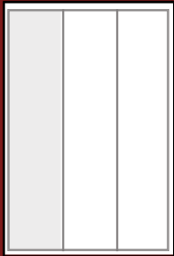
COVER
8.25 x 11"
Includes 0.125" bleed



FULL PAGE
7 x 9.5"



1/2 PAGE
7 x 4.625"



1/3 PAGE
2.125 x 9.5"



1/3 PAGE (SQUARE)
4.5 x 4.5"

Must be in:
.TIFF or .PDF • CMYK • 300dpi

GEIST AUDIENCE

DEMOGRAPHICS

- **43%** have a Graduate level education, and **38%** have a Bachelor's degree
- **41%** of our readers work in Arts & Culture, **28%** in Educational Services
- **71%** of our readers enjoy writing, **68%** enjoy visiting museums and galleries, and **63%** enjoy travelling



GEIST READERS

- On average *Geist* readers buy **13** books a year
- Of those books purchased, **79%** read **literary fiction**, **67%** read **non-fiction**, and **45%** read **poetry**

MOST READ CONTENT

- The most read sections in *Geist* are **Features** and **Notes & Dispatches**
- The most read sections on *Geist*'s website are **Fiction** and **Non-fiction**

