

Advertising & Information

– 2024 Edition –

THE WORLD-
Spectator Plain & Valley AG NEWS

www.world-spectator.com

www.world-spectator.com/ag-news

www.plainandvalley.com

ads@world-spectator.com

Phone: 306.435.2445

Why Advertise?

The World-Spectator, Plain and Valley and Ag News have you covered in southeast Saskatchewan and southwest Manitoba!

More readers than ever before

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. Our most recent audited circulation was up from the previous year and over the last two years we have gained new readers in Esterhazy and Kipling. As well, our communities are growing. Our area benefits from the constant activity at PotashCorp Rocanville and Mosaic Esterhazy, as well as pipeline expansion, oil activity, wind power, agriculture, and new businesses being established in the region. As this area grows, we are growing with it—our circulation is rising every year!

The World-Spectator has the local area covered, and our regional publication, Plain and Valley, provides total market coverage over an area from Indian Head and Montmartre in the west to Oak Lake in the east, and from the U.S. borders south to communities along the Yellowhead Highway north. It is distributed through Canada Post to 28,000 mailboxes throughout the region, an area covered by no other publication. Ag News reaches 10,000 readers in 25 communities in Southeast Saskatchewan and Southwest Manitoba, making it the largest agriculture publication in the region.

The only media that covers the whole market area

The World-Spectator covers the whole area, from the young to the old, farmers to business owners, from Esterhazy, Tantallon and Spy Hill to Redvers, Maryfield and Wawota; from Kennedy and Langbank to Elkhorn and St. Lazare. No radio station or any other media can reach all these people. The Combase media study found only 44 per cent of people in the area listened to any local commercial radio station, and those were divided among 14 different stations. Plain and Valley covers an even larger area including communities from Alameda to Yarbo, from Binscarth to Wascada, from Bienfait to Russell. No other publication covers the area Plain and Valley covers. Ag News covers an area ranging from Virden to Melita to Esterhazy to Carlyle. No other agriculture publication covers the area Ag News covers.

Circulation figures you can trust

Our most recent audited circulation figure for the World-Spectator is 4,981. Audits are performed by Canadian Media Circulation Audit. As well as having our own circulation numbers audited, we have participated in ComBase, the largest media study in North America. Combase data comes from telephone surveys of people in our market area, which gives us data that compares our readership with those of other publications in the area, daily newspapers, and listenership of radio stations. The audited circulation figures show that the World-Spectator continues to grow.

Invest in your community

The World-Spectator, Plain and Valley and Ag News provide news coverage for a wide area, and support a large number of community initiatives. The World-Spectator sponsors the annual Christmas Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events. We are able to promote our area because of the support of our advertisers, for which we are always grateful.

Covering Southeast Saskatchewan and Southwest Manitoba

Plain & Valley Distribution Area

Saskatchewan

Alameda	192	Fillmore	120	Maryfield	286
Alida	158	Fleming	54	Montmartre	340
Antler	70	Forget	33	Moosomin	1500
Arcola	301	Frobisher	104	Oxbow	599
Bellegarde	33	Grayson	180	Parkman	15
Benson	61	Gainsborough	233	Peebles	19
Bienfait	385	Gerald	105	Redvers	570
Bredenbury	242	Glen Ewen	95	Rocanville	517
Broadview	650	Glenavon	177	Spy Hill	150
Candiac	50	Grenfell	754	Steelman	23
Carievale	200	Heward	37	Stoughton	358
Carnduff	334	Indian Head	749	Stockholm	236
Carlyle	885	Kenosee Lake	140	Storthoaks	74
Churchbridge	250	Kelso	28	Tantallon	81
Corning	61	Kipling	683	Wapella	235
Cowesses	200	Kisbey	86	Wauchope	22
Creelman	110	Kennedy	173	Wawota	451
Esterhazy	1658	Lampman	476	Welwyn	80
Estevan	270	Langbank	107	Whitewood	723
Fairlight	45	Langenburg	722	Windthorst	182
		Marchwell	52	Wolseley	419
		Manor	191	Yarbo	60

Manitoba

Binscarth	300	Goodlands	48	Pierson	210
Birtle	425	Hartney	387	Pipestone	198
Beulah	100	Kirkella	21	Reston	318
Boissevain	1155	Kola	77	Russell	325
Cromer	68	Lyleton	37	Sinclair	81
Deloraine	724	McAuley	123	Souris	1140
Elkhorn	350	Manson	32	St. Lazare	190
Foxwarren	137	Melita	650	Tilston	90
		Medora	55	Virден	1600
		Miniota	194	Waskada	100
		Oak Lake	262		

Total Distribution

28,000 Households

Get more reach with the
Plain & Valley
 than with any other
 newspaper in the region!

The Plain & Valley reaches
28,000
Households
*That's more than the
 Leader-Post or Brandon Sun!*

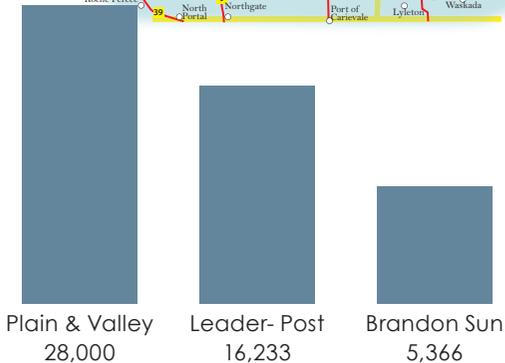


Every issue of Plain & Valley is mailed direct to readers in Southeast Saskatchewan and Southwest Manitoba

Also free to read online at www.plainandvalley.com

To discuss advertising contact:
306.435.2445
world_spectator@sasktel.net
www.plainandvalley.com

Proud to be locally owned and independent!





Reach 10,000 Households!

Mailed direct to farm and business boxes, plus inserted into all 5,000 copies of the World-Spectator each month!

Color charge:
\$120 extra

AG NEWS

Published the last Monday of each month



1/8 Page
\$200

1/4 Page
\$335

1/3 Page
\$455

1/2 Page
\$575

Full Page - \$775
Size: 10.25" x 15.5

Two Pages - \$1450
Size: 21" x 15.5

2024 Distribution Dates

January 29, 2024

Deadline: January 25, 2024

April 29, 2024

Deadline: April 25, 2024

July 29, 2024

Deadline: July 25, 2024

October 28, 2024

Deadline: October 24, 2024

February 26, 2024

Deadline: February 22, 2024

May 27, 2024

Deadline: May 23, 2024

August 26, 2024

Deadline: August 22, 2024

November 25, 2024

Deadline: November 21, 2024

March 25, 2024

Deadline: March 21, 2024

June 24, 2024

Deadline: June 20, 2024

September 30, 2024

Deadline: September 26, 2024

December 30, 2024

Deadline: December 19, 2024

The Market Analyzer is a national web-based geographic information system created for Canada's community newspapers. This technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, socio-economic and readership data. The Market Analyzer taps into the most current Statistics Canada and Generation 5 databases. With over 5,000 fields of information available, this tool plays a key role in building successful advertising plans.

Market Analyzer

Top 5 Industries

Agriculture and resources	26%
Mining, oil and gas	14%
Health and education	13%
Retail trade	11%
Construction	7%

(Numbers represent percentage of population that work in the newspaper area's labor force.)

Profile

Total population	12,064
Total number of households	4,658
Average household income	\$89,642

Population by Age:

0-14	1,988
15-24	1,265
25-34	1,685
35-44	2,059
45-64	3,127
65 & over	1,941

Consumer Spending (2016)

Food	\$39,026,000
Housing	\$54,516,000
Household operations	\$11,227,000
Household furnishings and equipment	\$8,766,000
Clothing	\$9,858,000
Transportation	\$36,995,000
Health care	\$8,316,000
Personal care	\$3,814,000
Recreation	\$14,803,000
Reading materials and other printed matter	\$989,000
Education	\$2,260,000
Tobacco products and alcoholic beverages	\$5,788,000

People - Marital Status

Single	2,732
Married	5,672
Separated	285
Widowed	735
Divorced	485

Household Structure

H/W family with child	2,039
H/W no child	2,486
Average number of persons per household	3

Family Structure (Married)

No children	1,086
1 child	482
2 children	529
3 plus children	294

Employment/Education

Employment in labor force

Unemployed	5%
Employed	95%

Education

(Population 15+)	10,365
Less than Grade 9	207
Grade 9 -12	2,871
Other university	1,934
Trade certificates	1,940
University degree	2,301

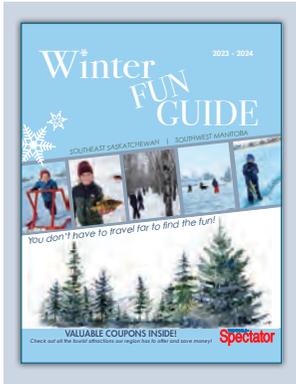
Housing

Total number of dwellings	4,649
Single detached	4,164
Owned dwellings	3,980
Rented dwellings	663

Agricultural data

Total farm count	1,019
Acres under cultivation	1,693,766
Total farms receipts	\$263,533,744
Total expenses	\$230,777,000
Livestock and poultry market value	\$189,450,359
Fertilizer purchases	\$18,852,000
Chemical purchases	\$15,067,000

2024 Tourist Guides



The World-Spectator produces summer and winter tourist guides that are distributed across the region for free distribution to newcomers and visitors to the area.



1/8 Page
\$180

1/8 Page

Size
3.375"
x 2.25"

1/4 Page
\$310

1/4 Page

Size
3.375"
x 4.7"

1/3 Page
\$440

1/3 Page

Size
3.375"
x 7.125"

1/3 Page

Size
6.8" x 3.5"

1/2 Page
\$540

1/2 Page

Size
6.8" x 4.7"

1/2 Page

Size
3.375"
x 9.5"

Full Page
\$650

Size
6.8" x 9.5"

Two Pages
\$1100

Size
15.4" x 9.5"

Color Charge

\$110

Summer Tourist Guide
Scheduled Publication Date: May 13, 2024

Winter Fun Guide
Scheduled Publication Date: November 4, 2024

Advertising Features

January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <i>New Year's Day</i> Newspaper Edition 140 Week 14	2	3	4	5	6
7	8 ■ Financial Planning Newspaper Edition 140 Week 15	9	10	11	12 	13
14	15 ■ Home Design of the Month Newspaper Edition 140 Week 16	16	17	18	19	20
21	22 ■ Restaurant Guide ■ Post-Secondary Education Newspaper Edition 140 Week 17	23	24	25	26	27
28	29  ■ Wedding/Graduation Feature Newspaper Edition 140 Week 18	30	31			

February 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <ul style="list-style-type: none"> RRSP Feature Valentine's Day Feature Love to Shop Local draw starts Newspaper Edition 140 Week 19	6	7	8	9  Post-Secondary Education RRSP Feature Wedding/Grad	10
11	12 <ul style="list-style-type: none"> RRSP Feature Financial Planning Newspaper Edition 140 Week 20	13	14 <i>Valentine's Day</i>	15	16	17
18	19 <ul style="list-style-type: none"> RRSP Feature Minor Hockey/ Figure Skating Tribute Home Design of the Month Newspaper Edition 140 Week 21 <i>Family Day</i>	20	21	22	23	24
25	26 AG NEWS <ul style="list-style-type: none"> Restaurant Guide Tribute to Local Professionals Newspaper Edition 140 Week 22	27	28	29		

Advertising Features

March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 <ul style="list-style-type: none"> Pharmacist Awareness Month Fraud Prevention Month Newspaper Edition 140 Week 23	5	6	7	8	9
10	11 <ul style="list-style-type: none"> Financial Planning Newspaper Edition 140 Week 24	12	13	14	15 	16
17 <i>St. Patrick's Day</i>	18 <ul style="list-style-type: none"> I Do Business Locally Home Design of the Month Newspaper Edition 140 Week 25	19	20	21	22	23
24	25  <ul style="list-style-type: none"> Restaurant Guide Spring Agriculture 	26	27	28	29	30
31 <i>Easter Sunday</i>	<i>Easter Monday</i> Newspaper Edition 140 Week 26				<i>Good Friday</i>	

April 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Newspaper Edition 140 Week 27	2	3	4	5	6
7	8 ■ Spring Car Care Newspaper Edition 140 Week 28	9	10	11	12  Spring Agriculture	13
14	15 ■ Financial Planning ■ Get Involved Newspaper Edition 140 Week 29	16	17	18	19	20
21	22 ■ Home Design of the Month Newspaper Edition 140 Week 30	23	24	25	26	27
28	29  ■ Tribute to Administrative Professionals ■ Restaurant Guide Newspaper Edition 140 Week 31	30				

Advertising Features

May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
	<ul style="list-style-type: none"> Occupational Health & Safety Week Spring Home & Garden Newspaper Edition 140 Week 32					
5	6	7	8	9	10	11
	<ul style="list-style-type: none"> Financial Planning National Nursing Week Mother's Day Feature Stay Safe on the Road Newspaper Edition 140 Week 33				 Development Feature	
12	13	14	15	16	17	18
<i>Mother's Day</i>	<ul style="list-style-type: none"> Home Design of the Month Summer Tourist Guide Newspaper Edition 140 Week 34					
19	20	21	22	23	24	25
	<ul style="list-style-type: none"> Restaurant Guide Newspaper Edition 140 Week 35 <i>Victoria Day</i>					
26	27	28	29	30	31	
	AG NEWS <ul style="list-style-type: none"> Mining, Energy & Manufacturing Newspaper Edition 140 Week 36					

June 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 <ul style="list-style-type: none"> Graduation 2023 Newspaper Edition 140 Week 37	4	5	6	7	8
9	10 <ul style="list-style-type: none"> Financial Planning Father's Day Feature Minor Sports Newspaper Edition 140 Week 38	11	12	13	14  Mining Energy Manufacturing/	15
16 <i>Father's Day</i>	17 <ul style="list-style-type: none"> National Aboriginal Day Home Design of the Month Newspaper Edition 140 Week 39	18	19	20	21	22
23	24 AG NEWS <ul style="list-style-type: none"> Restaurant Guide Summer Activities Page begins Newspaper Edition 140 Week 40	25	26	27	28	29
30						

Advertising Features

July 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <ul style="list-style-type: none"> ■ Summer Shopping Spree begins ■ Moosomin Rodeo Feature <i>Canada Day</i> Newspaper Edition 140 Week 40	2	3	4	5	6
7	8 <ul style="list-style-type: none"> ■ Financial Planning Newspaper Edition 140 Week 41	9	10	11	12  Summer Events & Moosomin Lake feature	13
14	15 <ul style="list-style-type: none"> ■ Home Design of the Month ■ Maryfield Fair Feature Newspaper Edition 140 Week 42	16	17	18	19	20
21	22 <ul style="list-style-type: none"> ■ Restaurant Guide ■ Elkhorn Rodeo Feature Newspaper Edition 140 Week 43	23	24	25	26	27
28	29  <ul style="list-style-type: none"> ■ Back To School Newspaper Edition 140 Week 44	30	31			

August 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <ul style="list-style-type: none"> Financial Planning Spy Hill Sports Days Feature <i>Civic Holiday</i> Newspaper Edition 140 Week 45	6	7	8	9	10
11	12 <ul style="list-style-type: none"> Home Design of the Month Newspaper Edition 140 Week 46	13	14	15	16  Back To School	17
18	19 Newspaper Edition 140 Week 47	20	21	22	23	24
25	26  <ul style="list-style-type: none"> Restaurant Guide Labour Day Feature Summer Activities Page ends Newspaper Edition 140 Week 48	27	28	29	30	31

Advertising Features

September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <ul style="list-style-type: none"> ■ Summer Shopping Spree Ends <i>Labour Day</i> Newspaper Edition 140 Week 49	3	4	5	6	7
8	9 <ul style="list-style-type: none"> ■ Financial Planning ■ Salute to Local Heroes Newspaper Edition 140 Week 50	10	11	12	13  Fall Agriculture/ Truth and Reconciliation	14
15	16 <ul style="list-style-type: none"> ■ Home Design of the Month Newspaper Edition 140 Week 51	17	18	19	20	21
22	23 <ul style="list-style-type: none"> ■ ND for Truth & Reconciliation ■ Restaurant Guide Newspaper Edition 140 Week 52	24	25	26	27	28
29	30  <ul style="list-style-type: none"> ■ Fall Agriculture ■ Get Involved! <i>National Day for Truth & Reconciliation</i> Newspaper Edition 140 Week 53					

October 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 <ul style="list-style-type: none"> Women In Business Christmas Party Planning Newspaper Edition 141 Week 1	8	9	10	11 	12
13	14 <ul style="list-style-type: none"> Financial Planning Thanksgiving Newspaper Edition 141 Week 2	15	16	17	18	19
20	21 <ul style="list-style-type: none"> Home Design of the Month Small Business Week Co-op Week Newspaper Edition 141 Week 3	22	23	24	25	26
27	28  <ul style="list-style-type: none"> Restaurant Guide Winter Car Care Mining, Energy & Manufacturing Winter Fun Guide Newspaper Edition 141 Week 4	29	30	31 Halloween		

Advertising Features

November 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 <ul style="list-style-type: none"> Remembrance Day Feature Newspaper Edition 141 Week 5	5	6	7	8	9
10 <ul style="list-style-type: none"> Financial Planning Christmas Draw begins Newspaper Edition 141 Week 6 <i>Remembrance Day</i>	11	12	13	14	15  Mining, Energy & Manufacturing	16
17 <ul style="list-style-type: none"> Home Design of the Month Newspaper Edition 141 Week 7	18	19	20	21	22	23
24	25 AG NEWS <ul style="list-style-type: none"> Restaurant Guide Christmas Gift Guide Newspaper Edition 141 Week 8	26	27	28	29	30

December 2024

Advertising Features

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Newspaper Edition 141 Week 9	3	4	5	6	7
8	9 Newspaper Edition 141 Week 10	10	11	12	13  Christmas Shopping	14
15	16 ■ Financial Planning ■ Last-Minute Gift Guide Newspaper Edition 141 Week 11	17	18	19	20	21
22	23 ■ Home Design of the Month ■ Christmas Greetings ■ Don't Drink & Drive Newspaper Edition 141 Week 12	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26 <i>Boxing Day</i>	27	28
29	30 AG NEWS ■ Restaurant Guide ■ New Year Greetings Newspaper Edition 141 Week 13	31 <i>New Year's Eve</i>				

Custom Printing

For 140 years The World-Spectator has been your source to get your message out
Make sure it's professional.
Make sure it's seen.
Make sure it's
The World-Spectator!

Logo Design



Sign Design & Printing

Come see us first for all your sign needs!
COROPLAST SIGNS • METAL SIGNS
VINYL BANNERS & MORE!



Booklets & Programs

We can design and print small books and programs for any event in a quick and efficient manner.

Large quantities or small – we can have your printed programs ready in a matter of days!



Custom Printing

We can design and print in-house posters, forms, business cards, letterheads, envelopes and so much more!

Call today for a custom quote



Advertising

Locally



Regionally



Provincially



Nationally



Online



Place your ad in all of Saskatchewan for only **\$209+GST**

Blanket Classifieds

Above price is for 25 words or less. \$5 per word over 25 words.

SASKATCHEWAN WEEKLY NEWSPAPERS INCLUDE:

- Assiniboia Times
- Battlefords Regional News-Optimist
- Biggar Independent
- Canora Courier
- Carlyle Observer
- Creighton Flin Flon Reminder
- Davidson Leader
- Eagle Feather News
- Estevan Mercury
- Foam Lake Review
- Fort Qu'Appelle Times
- Gravelbourg Tribune
- Herbert Herald
- Indian Head Woloseley News
- Ituna News
- Kamsack Times
- Kerrobert Chronicle
- Kindersley Your West Central News
- L'Eau Vive
- Langenburg Four-Town Journal
- Lanigan Advisor
- Lloydminster Meridian Source
- Maple Creek & Southwest Advance Times
- Maple Creek News
- Martensville Messenger
- Meadow Lake Northern Pride
- Melfort/Nipawin The Journal
- Melville Advance
- Moosomin World-Spectator
- Northern Advocate
- NWT News/North
- Outlook (The)
- Preeceville Progress
- Prince Albert Rural Roots
- Regina QC
- Rosetown Eagle
- Saskatchewan Senior (The)
- Saskatoon Bridges
- Saskatoon, Your Saskatoon News
- Shaunavon Standard
- Shellbrook Chronicle
- Spiritwood Herald
- Strasbourg/Lumsden Last Mountain Times
- Swift Current Prairie Post
- Swift Current Southwest Booster
- Unity/Wilkie Press Herald
- Vibank Quad Town Forum
- Wadena News
- Wakaw Recorder
- Warman Clark's Crossing Gazette
- Watrous Manitou
- Weyburn Review
- Weyburn This Week
- Whitewood / Grenfell Herald Sun
- Wynyard Advance/Gazette
- Yorkton This Week

Blanket all or part of Canada with your ad!

All ads are subject to 5% GST. All classified prices are based on 25 words or less.

British Columbia/Yukon

Deadline: Wednesday
Circulation: 1,923,139
Papers: 123
Basic Charge: \$395.00
Extra Words: \$9.00

Alberta/NWT

Deadline: Wednesday
Circulation: 900,460
Papers: 118
Basic Charge: \$269.00
Extra Words: \$8.00

Saskatchewan

Deadline: Wednesday
Circulation: 345,518
Papers: 83
Basic Charge: \$209.00
Extra Words: \$5.00
1 Zone: \$86.00
2 Zones: \$123.00

Manitoba

Deadline: Wednesday
Circulation: 383,429
Papers: 43
Basic Charge: \$189.00
Extra Words: \$5.00

Manitoba Breakdown

Westman
Circulation: 78,903
Papers: 24
Basic Charge: \$119.00
Extra Words: \$5.00

Eastman
Circulation: 304,526
Papers: 19
Basic Charge: \$119.00
Extra Words: \$5

Québec (English)

Deadline: Tuesday
Circulation: 391,241
Papers: 25
Basic Charge: \$160.00
Extra Words: \$6.00

Québec (French)

Circulation: 4,383,685
Papers: 146
Basic Charge: \$1,097.00

Montreal (English)

Circulation: 274,126
Papers: 10
Basic Charge: \$80.00
Extra Words: \$6.00

Atlantic Canada

Deadline: Tuesday
Circulation: 504,211
Papers: 63
Basic Charge: \$179.00
Extra Words: \$5.00

All Canada (including French)

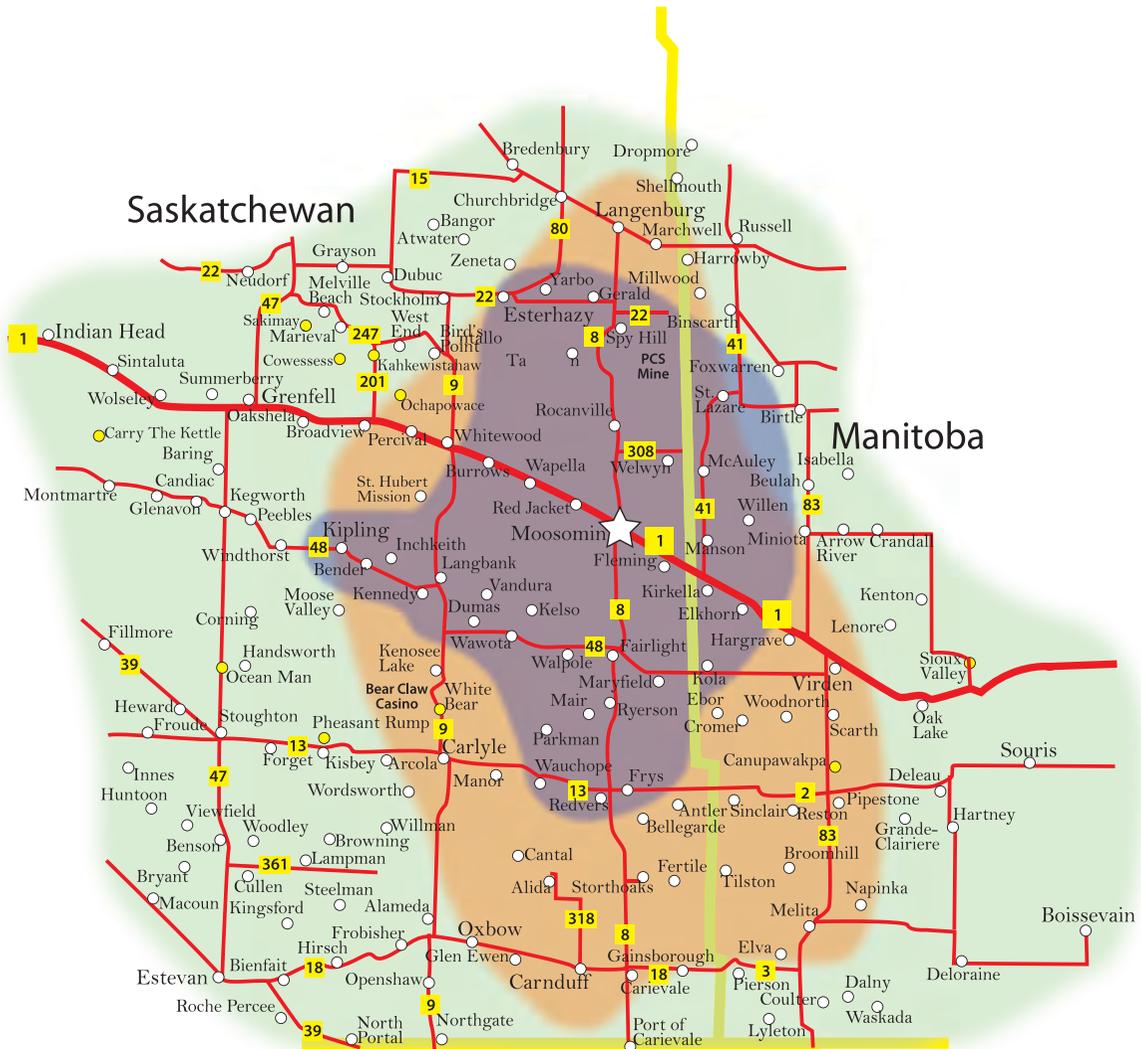
Circulation: 11,359,001
Papers: 801
Basic Charge: \$2,973.00

All Canada (English Only)

Circulation: 6,975,316
Papers: 655
Basic Charge: \$1,876.00



Coverage Area



Entire Area Shown:
Plain & Valley Distribution
28,000 Households

Orange Area:
AG News
Circulation: 10,000 Households

Purple Area:
The World-Spectator
Circulation: 4,981 Households

THE WORLD-
Spectator
Plain & Valley
AG NEWS