

What is The Buzz?

PEI's Guide to What's Going On

The Buzz is a free monthly magazine with a focus on arts, entertainment, community, culture, and events on Prince Edward Island.

The first issue was published in June of 1993.

Why advertise in The Buzz?

Reach tens of thousands of people

Organizers, restaurants and businesses regularly use the great advertising opportunities in The Buzz to promote their events or offerings.

Buzz readers pay attention to ad content as well as the editorial.

Be a part of what's going on

The day that The Buzz comes out each month is itself a cultural event on PEI. Buzz readers just can't wait to get their hands on the newest issue.

What are our rates?

The best bang for your buck

We are committed to keeping our rates low, so everyone has access to effective advertising for their business or event.

Our advertisers often tell us that we are "the best bang for your buck," when it comes to advertising on PEI.

Where is The Buzz distributed?

Coffee Shops • Cafés • Restaurants • Lounges • Hotels • Resorts • Golf Courses • Grocers
Corner Stores • Events • Community Centres • Theatres • Retailers • Beauty Salons
Wellness Centres • Hospitals • Holland College • UPEI • DVA • Airport • Visitor Centres

Who's reading The Buzz?

Everyone, from students to seniors

The Buzz has **25,000–50,000 readers** each month (depending on the season).

We are the go-to for both locals and visitors who are interested in arts, entertainment, community, culture, and events on PEI.

What is our distribution?

Island-wide, from Souris to Tignish

Each month, we distribute **13,000–25,000 copies** of The Buzz through **350–550 locations** across Prince Edward Island.

Distribution increases in the shoulder season and doubles in the summer to accommodate all our readers from away.

98% get picked up voluntarily

Many get taken into homes and offices to be shared with family, roommates and co-workers.

Convention and meeting organizers regularly request copies for delegate packages.

How can we help?

Just ask – we'll do what we can

Call or email with your questions or requests.

Rates are per issue - before tax.

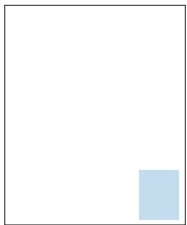
INSIDE PAGES

Regular Rates (September–June)

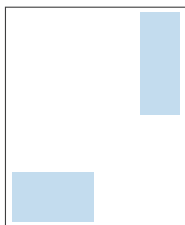
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1/8 pg	horiz/vert	\$170	\$230
3/16 pg	horiz/vert	\$250	\$310
1/4 pg		\$320	\$380
3/8 pg	horiz/vert	\$465	\$555
1/2 pg	horiz/vert	\$590	\$680
9/16 pg		\$650	\$770
3/4 pg	vertical	\$800	\$920
full pg		\$950	\$1100

Summer Rates (July–August)

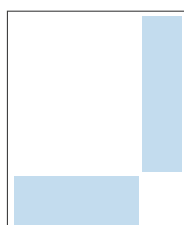
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3/16 pg	horiz/vert	\$305	\$365
1/4 pg		\$395	\$455
3/8 pg	horiz/vert	\$570	\$660
1/2 pg	horiz/vert	\$725	\$815
9/16 pg		\$800	\$920
3/4 pg	vertical	\$980	\$1100
full pg		\$1200	\$1350



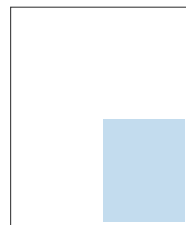
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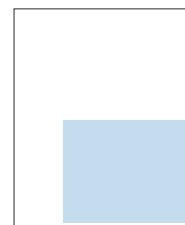
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w: 2.4" h: 6.25"



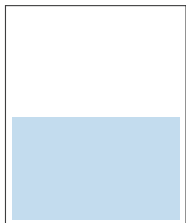
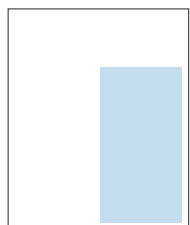
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w: 2.4" h: 9.5"



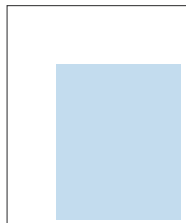
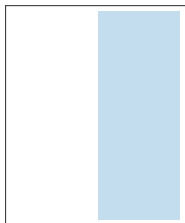
1/4 page
w: 5.0" h: 6.25"



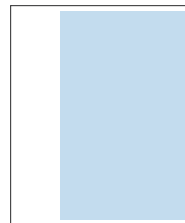
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w: 5.0" h: 9.5"



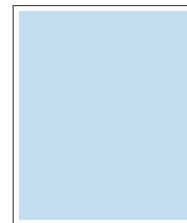
1/2 page
w: 10.25" h: 6.25"
w: 5.0" h: 12.75"



9/16 page
w: 7.625" h: 9.5"



3/4 page
w: 7.625" h: 12.75"



full page
w: 10.25" h: 12.75"

Rates are per issue - before tax.

COVER PAGES

Regular Rates (September–June)		
page	position/size	colour
front cover [A section]	top banner	\$350
	bottom banner	\$750
back cover [A section]	1/8 pg	\$425
	1/4 pg	\$815
	3/8 pg	\$1165
	1/2 pg	\$1475
front cover [B section]	top banner	\$325
	bottom banner	\$675
inside fold	1/4 pg	\$500
	1/2 pg	\$890
	full pg	\$1500

Summer Rates (July–August)		
page	position/size	colour
front cover [A section]	top banner	\$450
	bottom banner	\$979
back cover [A section]	1/8 pg	\$550
	1/4 pg	\$1000
	3/8 pg	\$1435
	1/2 pg	\$1820
front cover [B section]	top banner	\$425
	bottom banner	\$875
inside fold	1/4 pg	\$675
	1/2 pg	\$1195
	full pg	\$2000



front cover - A
top banner
w: 6.25" h: 0.75"



front cover - A
bottom banner
w: 6.25" h: 2.0"



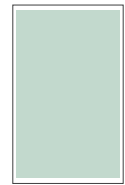
back cover - A
1/8 page
w: 6.25" h: 3.0"



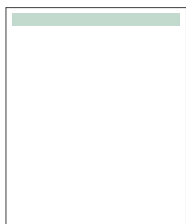
back cover - A
1/4 page
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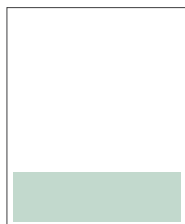
back cover - A
3/8 page
w: 6.25" h: 7.625"



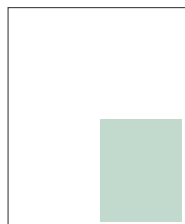
back cover - A
full
w: 6.25" h: 3.0"



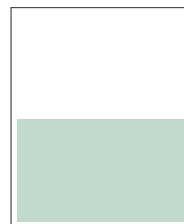
front cover - B
top banner
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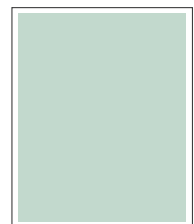
front cover - B
bottom banner
w: 10.25" h: 3.0"



inside fold
1/4 page
w: 5.0" h: 6.25"



inside fold
1/2 page
w: 10.25" h: 6.25"
w: 5.0" h: 12.75"



inside fold
full page
w: 10.25" h: 12.75"

Deadline

The deadline is usually the **15th of the month prior** to publication.

*In months where the 15th falls on a weekend or holiday, the deadline is moved to the Friday before.

Readership & Distribution

Each month, The Buzz is delivered to **25,000–50,000 readers** (depending on the season) through **350–550 location across the Island**.

October to May: 13,000–13,500 copies

June and September: 16,000 copies

July and August: 25,000 copies

Website Advertising

The Buzz website is getting a face-lift!

Information on new website advertising options will be available soon...

BUZZifieds

Our classified ads (BUZZIFIEDS) are available for \$18/month (tax included) for 30 words. Place it for 6 months for \$80 (tax included).

BUZZIFIEDS must be submitted (in person or by email) and paid for by the deadline.

Inserts

Insert your printed material into The Buzz for \$75 per thousand. Minimum of 10,000. Call to inquire about size and weight restrictions.

Payment Options

Visa or Mastercard (by phone or in person—please do not email you credit card #)

Email Money Transfer (to info@buzzon.com)

Cheque (made out to The Buzz)

Cash (in person—please do not mail cash)