

2004 marketing planner

the Commuter



Changing the way the world looks at Saskatchewan — and maybe even the way Saskatchewan looks at itself.

REGULAR COLUMNS



"Recipe"

A plate from our Feature Destination !



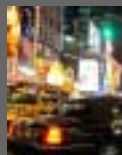
"Marketplace"

Tips, trends and advice for your investments from experts in the field.



"Vintage"

Reds and whites in all their glory. Featuring profile wines and taste-testing.



"What's out West"

The events, festivals and happenings in major centres around western Canada.

the Commuter

business • lifestyle • travel

people on the move

The Commuter launches a unique blend of business, lifestyle and travel. It's for people on the move – both literally and figuratively. Whether we're travelling for business or pleasure, or just looking for the next new thing in home fashions, the Commuter is the definitive travel guide for Saskatchewan up-and-comers – and those already there.

come on board

The Commuter is distributed through:

Transwest Air is Saskatchewan's carrier of choice for Canadian, American, Asian & European visitors heading north to hunt, fish and vacation. Reach: 23,000 travellers a month.

Ramada Hotels in Saskatoon and Regina. The magazine is given prime placement in each room. Reach: 47,000 visitors a year.

Delivered directly to leading businesses across Saskatchewan, from Crowns, to corporations, to SMEs. Reach: 2,500 businesses & climbing.

Saskatoon's most affluent neighborhoods get the Commuter six times a year in their homes. Reach: over 5,800 homes.

NEXT ISSUE Summer 2004

Travel with us and explore people, culture and beauty.

Advertising Deadline May 11

BUSINESS

Real stories about real people - the Commuter profiles Saskatchewan leaders and entrepreneurs.



business

FASHION

Better homes, grander gardens, niftier gadgets, and haute couture - tongue-in-cheek or trendy.

CULTURE

From First Nations artists to small town rodeos - we cover all things "Saskatchewan."



lifestyle

TRAVEL

Photographer-at-large Sean Martin travels and photographs a different Destination each issue. It's somewhere a little bit different, a little out of the way - somewhere we're sure you'd like to be.



travel

grow your business

The Commuter is distributed as the inflight magazine for Transwest Air and as the in-room magazine for the Ramada Hotels in Regina and Saskatoon. It is also direct mailed to leading Saskatchewan businesses and delivered to over 5,800 of Saskatoon's most affluent homes.

Reach Saskatchewan's most active and influential consumers

- 395,340 residents between the ages of 25-54
- 265,240 residents with post-secondary degree, diploma or certificate
- 204,955 residents with household incomes between \$60,000 - \$100,000

Business people are reading the Commuter

- 71% read some, most or all of the Commuter
- 83% are professionals, business owners or CEOs
- 84% find the magazine informative & entertaining
- 88% travel (or have employees who travel) in western Canada

We've got connections — in province and worldwide

- Transwest Air - 23,000 travellers a month
- Westwind Aviation - Corporate Charter Service
- Ramada Hotels in Saskatoon & Regina - 47,000 visits a year
- Direct delivery - 2,500 businesses across Saskatchewan
- Mail drops - over 5,800 homes in Saskatoon and Regina
- Available for purchase at McNally Robinson & Readers Nook in Saskatoon

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Charter Service**
westwind aviation

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visits per year
ramada hotels, saskatoon & regina

2,500
direct delivery to saskatchewan businesses

over **5,800**
to Saskatoon and Regina's most
affluent neighborhoods



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i n c o r p o r a t e d

www.thecommuter.ca
Back issues of the Commuter are available
on our website in PDF format.

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