



2010 Advertising Planner

Rune Stone Publications Inc. Box 1320, Gimli, MB, R0C 1B0
Office: 204-642-7424 fax: 204-642-7855

Gimli & Beaches Adventure Guide

About H2O and its Loyal Readers

H2O is an annual tourism magazine targeting the affluent visitor, cottage owner, retiree, and resident of the Gimli & Beaches region - Manitoba's largest and fastest growing resort destination and cottage/retirement community. Our readers enjoy outdoor adventure and exploring. The H2O Guide is a BIG, FUN, COLOURFUL magazine. Its well-crafted articles are informative and entertaining, and are written by some of Manitoba's best known writers, most of whom reside in the Interlake area itself.

The H2O Guide covers every aspect of the Gimli and Beaches region - its colorful history, talented artists, scrumptious dining and unique shopping. Readers say that they read the magazine from cover to cover, and archive it for future reference. They also share their copies with friends.

NEW! THE H2O GUIDE IS NOW ON-LINE at www.h2oguide.ca

Being digital means that readers have instant access to their favourite shops and restaurants in the Interlake area with links to Advertisers, Maps and Event Listings. Our **interactive maps** allow potential customers to link directly with businesses and services throughout the Gimli & Beaches area.

Our first **Photo Contest - Outdoor Adventure In The Interlake** was a huge success. Click on "Contest Winners" and "Sponsors and Prizes" to see the winning entries along with a list of the generous prizes, valued at over \$1500, donated by our loyal advertisers. The submission process is all digital and designed to be user-friendly. Be sure to enter your photos in our upcoming **2010 Photo Contest**.



Furthermore, the **H2O Guide is now available on-line** in it's entirety, in full-screen views. Click on "**Back Issues**" on our website, to view the edition you wish to read. Send the link to a friend who lives close by, or half-way around the world! Instant access to all issues of the H2O Guide brings Gimli and Beaches alive all season long, at the click of a mouse.

TOURISM MEDIA AWARD WINNER!

As the publisher and editor of **H2O Gimli & Beaches Adventure Guide**, I would like to welcome back all readers and advertisers to the most widely read tourism publication in the Interlake Region. The **H2O Guide** is published by **Rune Stone Publications Inc.** Located in Gimli, we are truly a "local" business. We are proud to announce that the **H2O Guide** was awarded



the highly prestigious **Manitoba Tourism Media Award**. For our advertisers the award represents a vote of confidence and means that leaders in the industry have recognized the value and high production qualities of the **H2O Guide**. If you're seeking an Interlake market for your service or product, look no further than the pages of **H2O**. It's truly a "win-win" situation for all!

ADVERTISING SALES

Kerri Taverner 204-642-4646
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Circulation & Distribution

A great deal of energy is spent in targeting readers who find the H2O Guide relevant to their needs. H2O's distribution strategy has built a loyal reader base, with little wasted circulation.

Circulation is 28,000 copies.

Readership is estimated at 84,000 people (based on a conservative average of 3 readers per copy).

Distribution

The Gimli & Beaches Region encompasses: Matlock to Winnipeg Beach, Sandy Hook to Gimli, and Gimli to Arnes.

H2O is distributed FREE, in three different ways:

- 60 Newsstands** 17,000 copies
H2O newsstands are kept replenished throughout the summer months.
- Canada Post Mail Delivery** 6,000 copies
Delivery is scheduled for just before the May long weekend.
- Travel Manitoba/CAA Manitoba** 3,000 copies
Seven (7) Visitor information centres (including all major border crossings) and four (4) CAA Manitoba locations.
- McNally Robinson Booksellers - Grant Park, Wpg.** 2,000 copies

Ad Booking Deadline

March 1, 2010

(for all ads smaller than 1/2 page)

NEW!!! Please see below for ad booking dates and material deadlines for ads 1/2 page in size & larger.