



2011 Ad Planner

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ADVERTISING SALES

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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.

VISIT US ON THE WEB 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 second annual **Photo Contest - Manitoba's Magnificent Interlake** was a huge success. Click on "Latest Winners" and "Sponsors and Prizes" to see the winning entries along with a list of the **generous prizes, valued at over \$2500**, 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 **2011 Photo Contest**.

Furthermore, the **H2O Guide is now available on-line** in it's entirety and in full-screen views, no less. Click on "**Back Issues**" on our website, to view past issues. 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 ONCE AGAIN for 2009!

The **H2O Gimli & Beaches Adventure Guide** is the largest & most widely read tourism publication in the Interlake Region. The **H2O Guide** is published annually by **Rune Stone Publications Inc.** Located in Gimli, we are truly a "local" business. We are proud to announce that for 2009 the **H2O Guide** was once again awarded the **Manitoba Tourism Media Award**.



(The first award was in 2004). For our advertisers the award represents a vote of confidence and means that leaders in the industry have recognized the tourism 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 the **H2O Guide**. It's truly a "win-win" situation for all!

Circulation & Distribution Info

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 thvve 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 - Winnipeg **2,000 copies**
1120 Grant Avenue, Grant Park, Winnipeg

DON'T MISS OUT!!! Book before January 28, 2011 and enter to win \$340 worth of ad space.

Early Bird Booking Deadline
Jan 28, 2011
(Enter to win \$340 worth of ad space!)
Final Ad Booking Deadline
March 1, 2011