

MEDIA KIT.



MUSKRAT
MAGAZINE.COM

WHO WE ARE.

MUSKRAT Magazine (est. 2010) is an Indigenous owned and operated national on-line Indigenous arts, culture, and news magazine that embraces rural and urban settings. MUSKRAT publishes Indigenous literary works, critical commentary, and traditional knowledge using media arts, the Internet, and wireless technology.

OUR AUDIENCE.

MUSKRAT readers are predominantly aged 25-55 from varying demographics. They are interested in arts, culture, education, health, and stories told from Indigenous perspectives, and through social media, prove to be loyal and growing in numbers by the day.



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ACCOMPLISHMENTS.

Our past issues have engaged readers with important stories told from Indigenous perspectives. Our multi-media platform includes video, articles, a blog, and photography, with the planned addition of podcasts. We have had published articles, interviews and work from a wide range of contributors, including professors, artists, chefs, authors, actors, activists, politicians, and other leaders.



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Recent articles



The Words and Music Show: Erilankara's Torment - Let Me Tell You A Story

22 November 2019



Jerry Evans: "Welpo"

22 November 2019



Shelagh O'Leary: A Sea-Change

22 November 2019



The Last

22 November 2019



South Before Reconciliation in Peace

22 November 2019



The Last

22 November 2019



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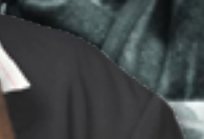
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LOOKING FORWARD.

MUSKRAT has established a loyal readership and built strong community partnerships across Turtle Island. Recently, we have partnered with Rez 91.3 out of Wasauksing First Nation—an Indigenous owned and operated radio station. As well, we have partnered and co-sponsored events with the Bold As Love Collective, First Nations House at University of Toronto, and many other Indigenous organizations. Our recently launched website features a weekly audio recap of First Nations news from across the country, media releases from the Indigenous community, and news feeds from some of the country's top Indigenous news sources.



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WEBSITE STATS & DEMOGRAPHICS.

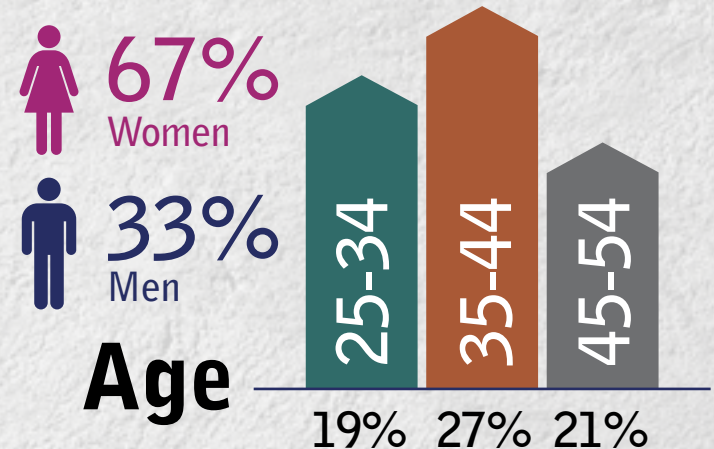
Total Pageviews **558,971**

Avg. pageviews per month **16,754**

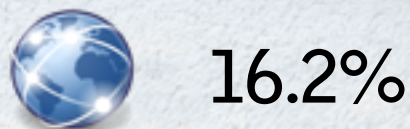
Avg. new visitors per month **12,749**

75.2%
New Visitors

24.8%
Returning Visitors



TRAFFIC SOURCES



Referrals 4.8%

SOCIAL MEDIA REACH



776,352 Total Reach

10,160 likes

654 shares / week

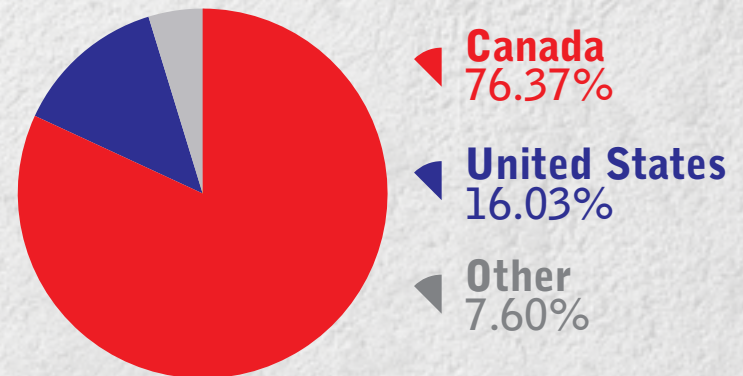


26,100 Impressions

5,144 followers

881 profile visits / 27 mentions

GEOGRAPHY



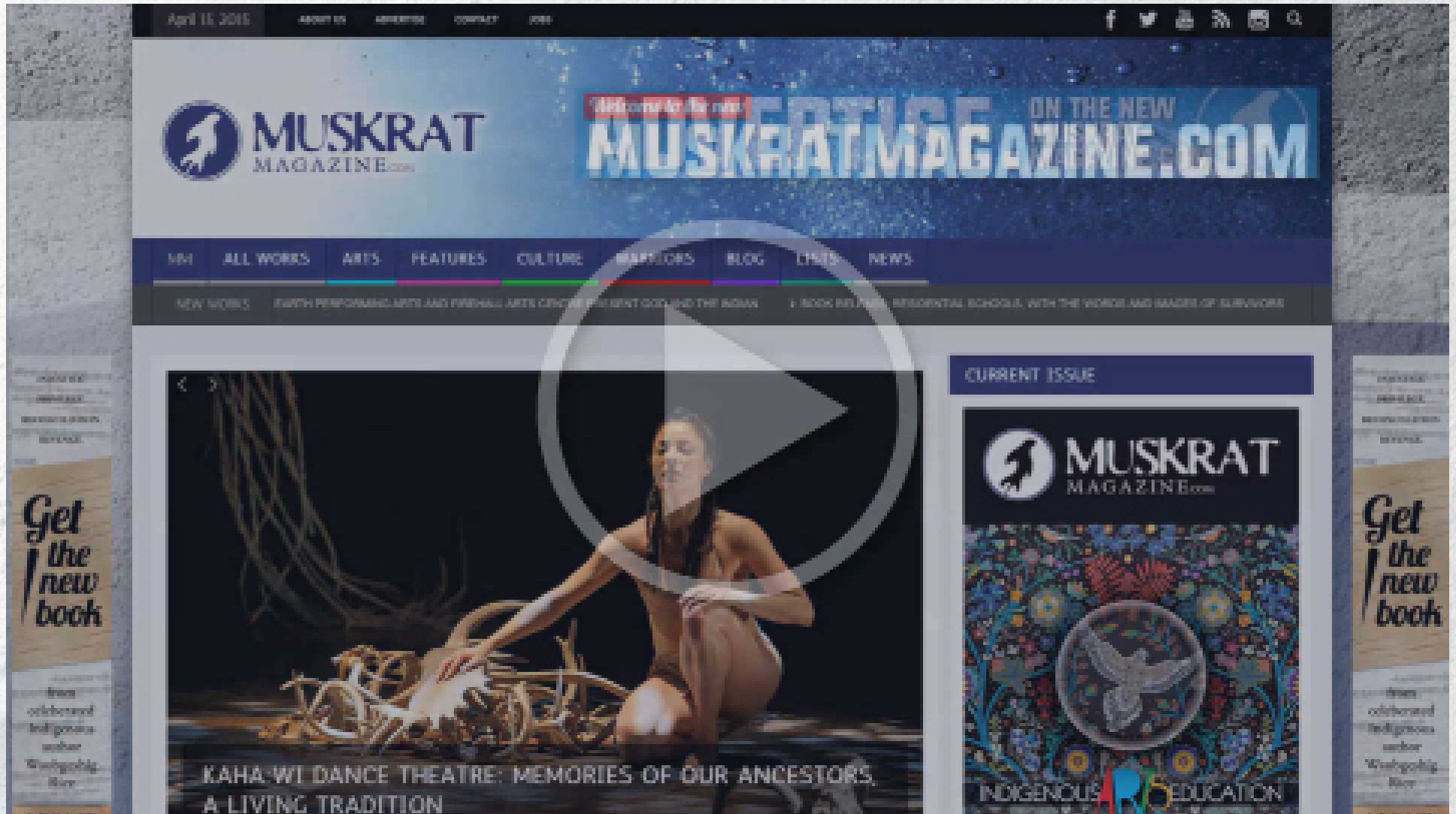
MOBILE VISITORS

43.2% of visitors
mobile phone + tablet



AD SPOTS.

CLICK ON IMAGE TO SEE AD SPOTS.



1

**Leader.
Prime Banner**
728x90px

2

**Left & Right.
Vertical Banner Float.**
100x600px

3

**Top & Bottom.
Content Banner.**
758x90px

4

**Sidebar.
Top.**
336x280px

5

**Sidebar.
Bottom.**
336x280px

AD RATES & DESIGN SERVICES.

	2 WEEKS	2 weeks (non-rotating**)	1 MONTH	1 month (non-rotating**)	Description
1. Leader. Prime Banner. 728x90* px	\$150	\$375 check for availability	\$225	\$565 check for availability	Appears on the top of the site, all pages, and mobile.
2. Vertical Banner Float (x2) Pair. (desktop only) 90x575 px	-	\$315 check for availability	-	\$440 check for availability	Appears on the sides of the desktop site only. Fixed, non- rotating ads only. Sold in pairs.
3. Content Banner (x2) Top & Bottom. 758x90* px	\$125	\$315 check for availability	\$175	\$440 check for availability	Appears above and below content on all pages, except News Roundup and Events. Appears on mobile site.
4. Sidebar. Top. 336x280* px	\$100	\$300 check for availability	\$150	\$425 check for availability	Appears on all pages in sidebar close to top, and on mobile site.
5. Sidebar. Bottom. 336x280* px	\$100	\$300 check for availability	\$150	\$425 check for availability	Appears on all pages in sidebar at bottom, and on mobile site.
Design Let us take care of the design for you.	\$35 per ad	FREE	\$35 per ad	FREE	FREE AD DESIGN with the purchase of any non-rotating ad spot.

***Each ad space is placed with up to 3 other ads (4 total), rotating at any given time. Ads rotate automatically.**

****Non-rotating ads (premium, dedicated ad spots) are available and can be purchased at rates indicated in the above chart.**

PAYMENT OPTIONS.

So many ways to pay! **EASY, SECURE, FAST.**



All credit card payments are invoiced and processed using the Square Payment System:

- ✓ Safe and secure online payment
- ✓ Accepting most major credit cards
- ✓ Serving millions of small businesses
- ✓ Never have to give your credit card number over the phone
- ✓ Option to pay by cheque or money order



- Certified Cheque
- Money Order



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