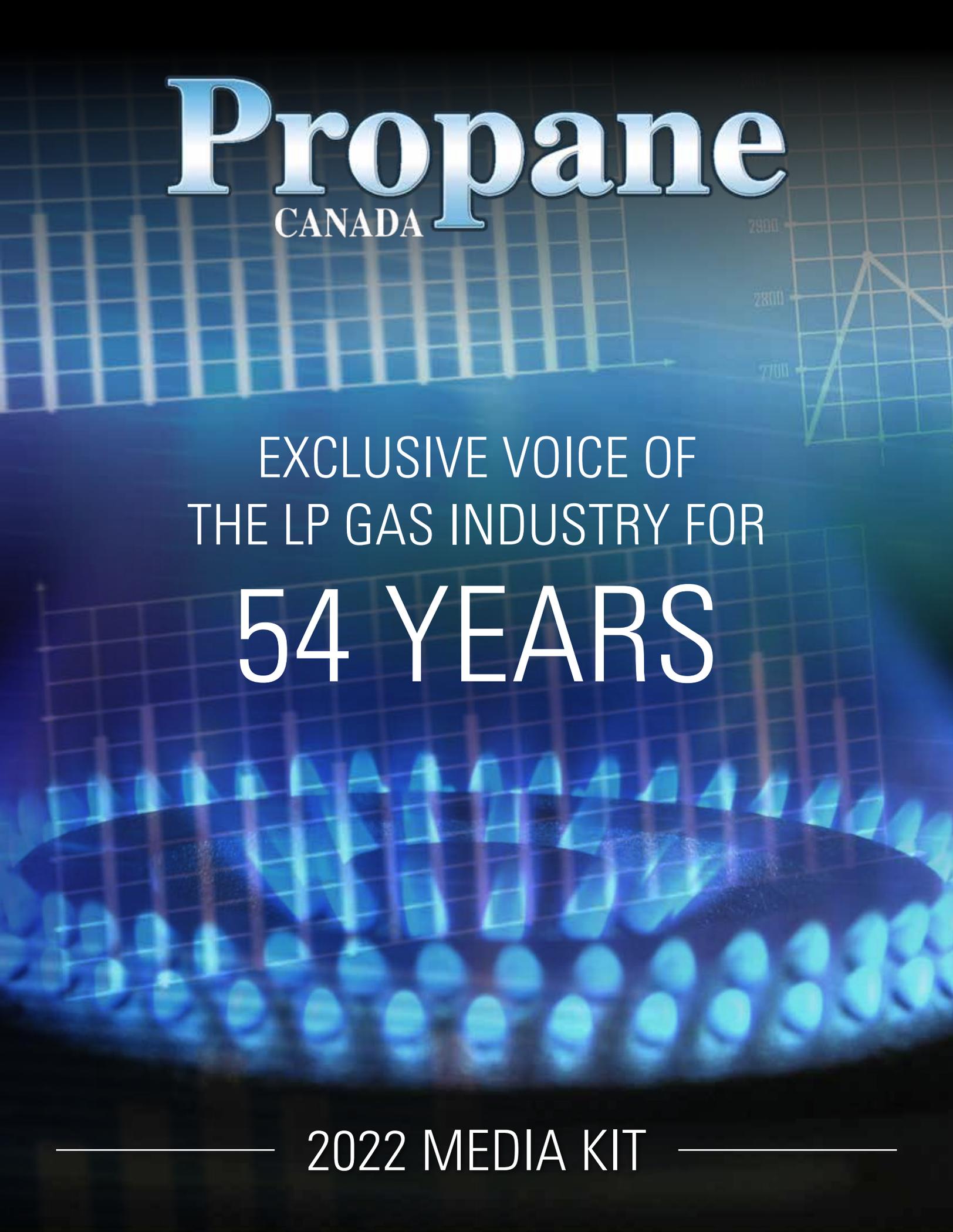


# Propane

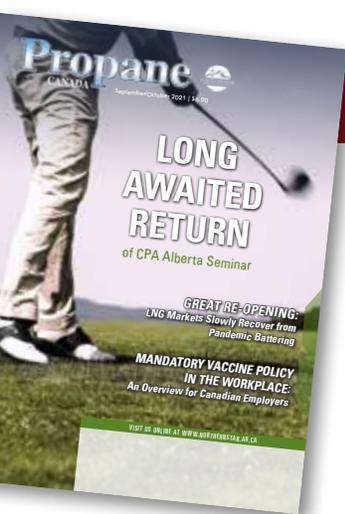
CANADA



EXCLUSIVE VOICE OF  
THE LP GAS INDUSTRY FOR

54 YEARS

— 2022 MEDIA KIT —



# WELCOME TO PROPANE CANADA MAGAZINE

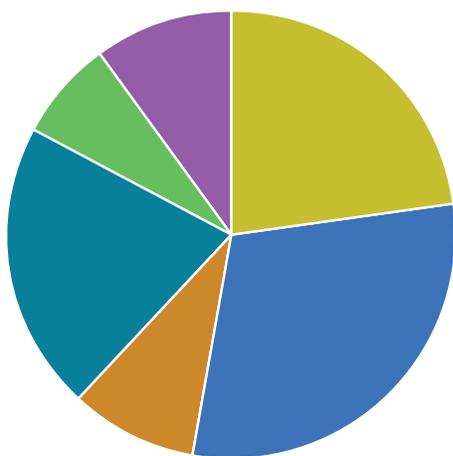
*Propane Canada* has been the exclusive voice of the LP Gas industry since 1968. We reach the entire gamut of the natural gas liquids sector, from the producer, and midstreamer, to the propane equipment supplier, to the ultimate end user at the burner tip.

With thousands of readers, this bi-monthly publication reaches the ready-to-buy decision-makers. *Propane Canada* can provide an economical media option.

## CIRCULATION

November 2021

### GEOGRAPHICAL BREAKOUT OF CIRCULATION



- 23%** AB/NWT
- 28%** NL/PEI/NS/NB/QC/ON
- 9%** SK/MB
- 22%** USA/Other Foreign
- 8%** Trade Show Distribution
- 10%** BC/YK

### TRADE DISTRIBUTION

AVERAGE BI-MONTHLY CIRCULATION IS APPROX.

**4,014** Copies broken down as follows

	PERCENT OF TOTAL	TOTAL QUALIFIED
LP Gas Dealers, Distributors & Marketers	35.2%	1412
LP Gas Producers Including Gas Plant Producing LPG's	5.1%	206
LP Gas Transporters	4.2%	170
Major LP Gas Users, Gas Utilities, Town Plants, etc	10.8%	435
Roofing Contractors	4.1%	166
Operating Mines & Refineries	5.1%	206
LP Gas Design, Construction & Engineering Companies	1.4%	58
Fleet Owners, Auto Manufacturers, Carburetion, Conversion & Services	11.4%	459
Manufacturers & Distributors of Appliances Containers & Related Equipment and Services	8.2%	331
Fleet Supervisors, Fleet Maintenance	1.3%	54
Truckers, Heavy Construction, Road Builders	7.2%	291
Government Officials, Financial & Investment Consultants, Research Departments, Schools, Libraries, Other allied to the Field	4.5%	182
Advertising, Media	1.1%	44

### FIELDS SERVED

**Production | Storage Facilities | Transportation | Distribution and Sales of LP-Gases and Manufacturers of Appliances | Containers and LP-Gas Equipment**

**METHOD OF DISTRIBUTION:** Canada Post Corporation

### SUBSCRIPTIONS & INFORMATION

**FREQUENCY:** 6 Times Yearly

**CANADIAN:** \$35 for 1 year | \$56 for 2 years | \$82 for 3 years **ONLINE:** \$25 for 1 year (prices include GST)

**USA:** \$37 USD per year. **FOREIGN:** \$62 per year. **SINGLE COPY:** \$6 plus applicable taxes and shipping.

For more information on subscriptions as well as online subscription options visit our website at [www.northernstar.ab.ca](http://www.northernstar.ab.ca).

All advertising accepted subject to approval by publisher. Publisher assumes no liability for error in or failure to include any advertisement beyond the value of the space used.

**HEAD OFFICE & MAILING ADDRESS:** Propane Canada 500-900 6 Ave SW, Calgary, AB T2P 3K2



## INDUSTRY OVERVIEW

Over 50 years ago, it was decided that there was a need for a magazine that dealt exclusively with the challenges and triumphs of the Canadian LPG industry. After meetings with producers and suppliers, Propane Canada was born. We have not looked back since.

Although LPG is a multi-billion dollar sector of the natural gas industry, this clean, economical, and safe fuel has been an integral product in the development of the hydrocarbon, agricultural, industrial, construction, and manufacturing industries of the world.

What was once a by-product has now become a mainstay of many companies that can enhance the value of their BOE through the marketing of wet gas.

Because the propane industry is also very social, we cover golf tournaments, Stampede barbecues, industry seminars, and conventions. Everyone likes to see and be seen.

As a manufacturer, your product reaches the end user of propane, whatever the sector, and we do it in a cost-effective and timely fashion.

We can get your message out with a unique combination of editorial and advertising that is guaranteed to reach your audience.

**READ ON AND ENJOY!**

# 2022 EDITORIAL LINEUP

## JANUARY-FEBRUARY

### FOCUS ON THE U.S.

The United States celebrated the 100th year of the propane industry in 2012, and U.S. innovation, combined with a can-do attitude, have led to many ground-breaking discoveries which have advanced the industry over the past 109 years.

We will focus on companies who have made a difference in the propane business, with particular emphasis on manufacturers who have been in the forefront of technological advances and supply chain management. This is a chance to display your company's proud history in a dynamic and important industry sector.

### PRODUCER FEATURE

Canada is a major producer of natural gas liquids, from propane to ethane and butane, from C2 all the way to C5+. We are exporters of raw products, but we are also refiners, taking products like ethanol and producing end user products from world-class facilities.

This is a feature dedicated to the producer. We want to tell your story, whether you have a new loading facility, a new control system, have added a deep-cut expansion, or simply want to talk about the overall capabilities of your LPG producing division. This a must-read issue for your colleagues and the downstream end of the propane business.

**SPACE AND MATERIAL DEADLINE: JANUARY 26**

## MARCH-APRIL

### RECREATIONAL VEHICLES/BARBECUES AND ACCESSORIES

There is almost no one in North America who doesn't use propane fired products in one form or another. Two of these uses are the home barbecue and the recreational vehicle. We will look at the diverse product range offered by the manufacturers, enough to give our readers a choice when they take their leisure, either at home, at the cottage, or on the road

### MANUFACTURING - INNOVATION AND NEW PRODUCTS/ NEW TECHNOLOGY

The propane business is a mature industry, but that doesn't mean that it sits still. Innovations to existing products, and new products to do the job better, are constantly being put on the market. For those manufacturers or suppliers with a new product or new way of doing things, we offer a product section in this issue. We bring this issue to the NPGA Nashville Show, April 24-26, 2022.

**SPACE AND MATERIAL DEADLINE: MARCH 25**

## MAY-JUNE

### TRANSPORTATION AND STORAGE

Propane needs to get to the customer, whether it's by pipeline, rail, or truck, and we will focus on this vital sector of the industry. Liquids-rich gas plants move product through their loading racks or via pipeline, and terminals keep inventory so that the trucker can fill and deliver to their end user base.

We will look at all aspects of the transportation story, and invite you to show off your expertise and efficiency in getting product to market.

### TANKS AND GAUGES

Whether it is stationary storage in a gas plant or terminal facility, we will look at the tanks and equipment that get the product to its ultimate destination safely and on time. Whether you make tanks or gauges or related products, this is the issue you want to focus on.

**SPACE AND MATERIAL DEADLINE: MAY 25**

## JULY-AUGUST

### MINING, CONSTRUCTION, HEAVY INDUSTRY

Much of the mining sector would be without heat and power if it wasn't for propane. Mines are located in the more remote areas of our country, and propane is the fuel of choice. Commercial construction uses vast amounts of propane as they build the infrastructure of the country. Heavy industry, including crushers and road builders, as well as oil sands complexes, use LPG in both industrial and camp applications.

### THE AGRICULTURAL SECTOR

From crop drying to weed eradication, to remote farm site use, both for work and for the home, the agricultural sector is a major user of product. We will focus on these applications, and on the products they use to make it happen.

**SPACE AND MATERIAL DEADLINE: JULY 27**

# 2022 EDITORIAL LINEUP

## SEPTEMBER-OCTOBER

### MIDSTREAM AND LPG

The midstream natural gas liquids sector has grown by leaps and bounds in the past two decades. Rather than entrain LPG in the gas stream, innovative companies started extracting the liquids, and a whole new industry segment was created. With a liquids-rich mcf as valuable as a barrel of oil, many producers have become midstream operators in their own right.

An important part of this equation is the role of the LPG trader/broker, those who aggregate the product from various midstreamers, find customers, and sell product on behalf of their clients to their downstream clients. The all-important role of the broker is to free up each industry segment to do what they do best.

### THE RETAIL SECTOR- PROPANE AND PRODUCT DISTRIBUTORS/SUPPLIERS

The independent propane retailer is a vital part of the industry, supplying their local customer base with propane, and also with all manner of propane related products. They build load in their respective regions, and continually try to expand their reach, often against big odds. Natural gas, electricity, even wood - they all compete with propane, and the retailer is on the front line.

We tell their story, with regional vignettes that speak of challenges in the diverse regions of our country.

**SPACE AND MATERIAL DEADLINE: SEPTEMBER 26**

## NOVEMBER-DECEMBER

### WHO'S WHO IN THE LP GAS BUSINESS

Promote your company in our 54th Annual directory, a handy reference piece you will refer to again and again over the course of 2022. This issue lasts for a year, as your customers refer to the directory time and time again.

We also take the Who's Who to every propane show and convention, both in Canada and the United States. This includes the NPGA Southeastern Show, where we distribute hundreds of copies to customers from all over the world. You also get a free listing for your company, and the opportunity of an enhanced listing at very little cost.

### AUTO PROPANE

When we talk about building load, auto propane is a natural choice. We have the technology, but are fighting natural gas, electricity, and even hydrogen. Many companies have come up with unique programs to build load for their companies, and we'll talk to them, sharing insights that will be of great value to the entire industry.

**SPACE AND MATERIAL DEADLINE: NOVEMBER 25**

## ADDITIONAL SERVICES

### NORTHERN STAR PUBLICATIONS LTD.

Northern Star Publications (NSP) is a privately owned publishing company founded in 1990. All together our publications have a publishing history of close to 150 years.

### CUSTOM PRINT SOLUTIONS

Northern Star can also print sales brochures, act as a broker for its subscriber base, design all manner of print and advertising material, and assist in the marketing efforts of all companies related to the oil and gas industry. Call and talk to our sales rep about how we can make our custom print division work for you.



### DIGITAL BANNER AD OPTIONS

Have your company banner ad advertising on our websites. This gives you added exposure and click throughs to your website.

# RATE CARD #154

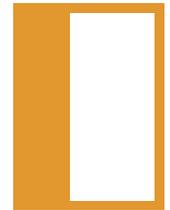
## GENERAL DISPLAY ADVERTISING RATE (all rates are subject to GST)

AD SIZE	1X		3X		6X	
	4 COLOUR	BW	4 COLOUR	BW	4 COLOUR	BW
FULL PAGE	\$3005	\$2055	\$2920	\$1970	\$2870	\$1920
2/3 PAGE	\$2600	\$1650	\$2550	\$1600	\$2500	\$1550
1/2 PAGE ISLAND	\$2470	\$1520	\$2420	\$1470	\$2370	\$1420
1/2 PAGE	\$2240	\$1290	\$2180	\$1230	\$2130	\$1180
1/3 PAGE	\$1920	\$970	\$1870	\$920	\$1840	\$890
1/4 PAGE	\$1710	\$760	\$1650	\$700	\$1630	\$680
1/6 PAGE	\$1500	\$550	\$1450	\$500	\$1400	\$450
1/12 PAGE	\$1240	\$290	\$1240	\$290	\$1240	\$290

1 COLOUR (Added to B/W base price)    \$450 (Red, blue, green, or yellow)    \$500 (Pantone® and Match colours)



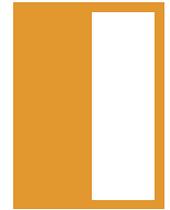
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Please keep all text within the image area 7.118" x 9.333"



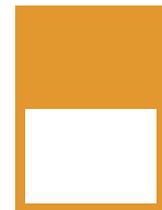
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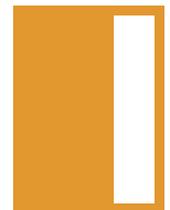
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1/2 Page Vertical  
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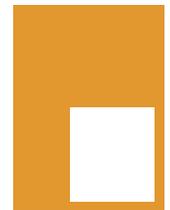
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1/3 Page Vertical  
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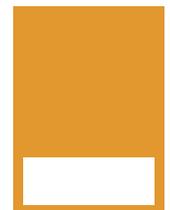
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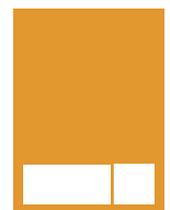
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1/4 Page Horizontal  
7.118" x 2.333"



1/6 Page Vertical  
2.617" x 4.67"



1/6 Page Horizontal  
4.69" x 2.333"  
1/12 Page Square  
2.617" x 2.617"

## COVERS & SPECIALTY OPTIONS

(non-cancellable; includes 4 color process)

PLACEMENT	1X	3X	6X
INSIDE FRONT COVER	\$3650	\$3565	\$3500
INSIDE BACK COVER	\$3525	\$3450	\$3375
OUTSIDE BACK COVER	\$3800	\$3700	\$3650
2 PAGE SPREAD	\$5710	\$5540	\$5440

## PLACEMENT

PLACEMENT	1X
GATE FOLD COVER	\$5000
CUSTOM POSTER	\$4000
MARKET PLACE <small>(NO DISCOUNT) 1/6 PAGE VERTICAL</small>	\$450

## AGENCY COMMISSION 15%

### SPECIAL POSITIONS:

Guaranteed position 25% extra on earned space rate

### COMPUTER SPECIFICATIONS APPLICATIONS:

Adobe InDesign CS4, Adobe Photoshop CS4, Adobe Illustrator CS4.

**\*\* WE DO NOT ACCEPT Microsoft Word, Publisher, Excel or PowerPoint files.**

### POSSIBLE FORMATS:

EPS, TIFF, JPG (min. 300 dpi), PDF (CMYK, 300 dpi, fonts embedded)

*Please note: GIF files and other images designed for online use are not high enough resolution for printing. For the best quality for your ads, please supply original photos or high resolution images.*

*A pdf is considered camera ready and cannot be altered in anyway. For best ad quality make sure the pdf is made according to our mechanical requirements.*

### PRODUCTION CHARGES (if not supplied camera ready)

Full Page B/W.....\$150      Half Page.....\$75

Full Page 4 COLOUR ....\$250      Quarter Page ..\$65

**GENERAL:** All advertising accepted subject to approval by publisher. Publisher assumes no liability for error in, or failure to include any advertisement beyond the value of the space used. Existing contracts honoured at old rates. No contract to exceed a one year period.

## WEBSITE BANNER AD RATES

(all banner ads are full colour, 72 dpi, jpg format and are displayed at random for each refresh of a page)

CONTRACT	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR	SIZE (pixels)
TOP BANNER <small>top right side of each web page</small>	\$350	\$950	\$1700	\$3000	380 X 75
SIDE BANNER <small>lower right side of each web page</small>	\$300	\$800	\$1400	\$2600	191 X 300
PRODUCTION RATES <small>(if not supplied camera ready or on disk)</small> \$150					