



Arctic Development  
Library

***Travel Arctic - Fy 1987-1988 Media Plan***  
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11-10-4

# TRAVELARCTIC

## FY 1987-1988

### Media Plan

Prepared by:  
Camp Associates Advertising Limited  
Revised November 6, 1987



CANADA'S NORTHWEST TERRITORIES

*Within reach, yet beyond belief*

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TravelArctic  
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SECTION I

TravelArctic  
FY 1987/1988 Outdoors /Adventure/Culture/Touring  
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MARKETING/ADVERTISING OBJECTIVES

The advertising objectives as outlined in the Strategic Marketing Plan for Tourism (Government of the Northwest Territories) April 1986, are as follows:

1. To create optimum levels of awareness, **image**, interest, **positive** attitudes/perceptions, and motivations **within** the U.S. market to provide maximum benefits to the private sector **in** the Northwest Territories.
2. To work with partners to increase the **number of U.S.** tourists and travel receipts.
3. To generate high quality leads.
4. To achieve exposure **in** the Canadian market place.

MEDIA OBJECTIVES

- \* To direct advertising to the target group(s) defined as:
  - a) Sportsfishing  
 Male 35-54 years  
 HHI \$40M+  
 High School Graduate+
  - b) Outdoors/Adventure/Culture/Touring  
 Adults 25-54 years  
 (Male 70%, Women 30%)  
 HHI \$30M+  
 High School Graduate+
  - c) Spoorthunting  
 Male 35-54  
 HHI \$50M+  
 Some College
  
- \* To concentrate advertising in the United States, with some support in Canada then spill over exposure.
  
- \* To advertise at the most opportune time to reach the target, either prior to or during peak vacation planning periods.
  
- \* To reach a maximum 70% of the target audience, with concentrated efforts on frequency of message.
  
- \* To utilize media vehicles which:
  - a) reach the target audience
  - b) are response oriented
  - c) compatible with Creative message.

**TravelArctic**  
FY 1987/1988 **Outdoors/Adventure/Culture/Touring**  
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**MEDIA STRATEGY**

Role of Advertising

In adhering to the Government of the Northwest Territories mandate to facilitate and promote the healthy development and prosperity of the tourism industry, the role of advertising is to communicate effectively, **TravelArctic's** message. To achieve this objective, the advertising must:

- generate and maintain awareness
- generate a positive image
- help to increase visitations  
    help to increase travel receipts during visitations

Target Group Definition

The Outdoors/Adventure **Category** encompasses three distinctive **target** groups.

- a) **Sportsfishing** - Males 35-54 years who are avid **sportsfishing** enthusiasts, who fish often as a lifestyle and are constantly looking for new environments and challenges.
- b) **Outdoors/Adventure/Culture/Touring** - **Adults** 24-54 (Males 70%, Females 30%) who are lovers of nature and the outdoor environment, looking for unique destinations and experiences.
- c) **Sporthunting** - Males 35-54. There is little research **defining** this **target** audience. Field & Stream, through Beta **Research**, conducted a study for their Trophy Edition. It was found that while hunting is a hobby started early **in life**, with father and son, the big **game** hunting is confined to Males 35-54, **HHI \$50M+**, with some college education; who hunt often as a lifestyle and are constantly looking for unique environments and challenges.

The above demographics with exception of **Sporthunting**, are based on the Study conducted by Briar International Business Resources Limited, titled "A Strategic Marketing Plan for Tourism For the Government of the Northwest Territories, 1986" .

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MEDIA STRATEGY (Cont'd)

Geographic Coverage

The launch campaign will concentrate in the United States with emphasis on geographical regions of greatest potential for **Spothunting Sportsfishing** and Outdoors/Adventure/Culture/Touring. **These** regions are the Mid-Atlantic, **E.N. Central, W.N. Central, Pacific and New England** (Source: Briar International 1986, and U.S. Pleasure Travel Study, 1986). Some support will be provided in Canada", through exposure to U.S. Advertising.

Timing/Duration

Due to the late start it is imperative that the market entry time frame be collapsed as much as possible. Therefore, it is recommended that the launch campaign be scheduled between December 1987 and March 31, 1988.

Weight Levels

In order to achieve TravelArctic's goals, Camp recommends that frequency of message not be sacrificed for extensive reach. At the launch stage of the campaign it is better to reach a smaller group effectively than spread the message ineffectively over a larger group. Therefore a maximum of 70% reach of the target group has been determined in the media objectives.

Given the time frame, the message should be received at a minimum of 10 occasions by the **Sportsfishing** target group.

For the Outdoors/Adventure group, it is recommended that a minimum frequency of 3 exposures **will be** effective for the launch.

For the **Spothunting** Group, it is recommended that a minimum frequency of three exposures will be effective for the launch.



Tra ve l Arctic  
FY 1987/1988 Outdo ors/Advent ure/Cul ture/Touring  
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MEDIA STRATEGY (Cent'd)

Media Selection

Adhering to the Government of the Northwest Territories mandate to achieve the advertising objectives, the media selected will be required to meet a list of criteria. These criteria are:

- good target group coverage
- cost efficiency and effectiveness
- compatible with creative message
- to have geographical flexibility
- to have the ability to create a credible environment
- ability to generate responses

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MEDIA RECOMMENDATION

An overview of the recommendation follows:

Market: United States - emphasis on geographical regions of Mid Atlantic, **E.N.** Central, **W.N.** Central, Pacific and New England, with some exposure in Canada through spill over.

Media: **Sportsfishing:**  
Television - Al Lindner & Jerry **McKinnis** Fishing Specials  
Magazines - In-Fisherman, Angling Adventures, Fly Fisherman, Natural History

**Sporthunting:**  
Magazines - Field & Stream, Shooting Sports Retailer, **F.S.** Trophy Edition, Petersen's Hunting, Safari, American Hunter, North American Hunter.

**Outdoors/Adventure/Culture/Touring**  
Magazines - Travel and Leisure, Travel Holiday, Sunset, Smithsonian, Outside Magazine, Audubon **World**

Unit Size: Television - 30 seconds & 5 seconds billboards  
Magazines - 8 Pge. 4/C Insert, 4 Page 4/C Insert, FP B/W, DPS 4/C BL

Campaign Dates: December 1, 1987 to March 31, 1988

Estimated Gross Person Impressions:  
(Total number of **people** exposure to an advertising schedule)

<b>Sportsfishing</b>	-	134,676,264
<b>Sporthunting</b>	-	12,440,778
Outdoors/ Adventure	-	33,959,573

# CAMP ASSOCIATES ADVERTISING LIMITED

Travel Arctic  
FY 1987/1988 Sportsfishing  
Advertising Schedule

DATE:

CLIENT:

**MEDIA SCHEDULE**  
Monda, ..x..

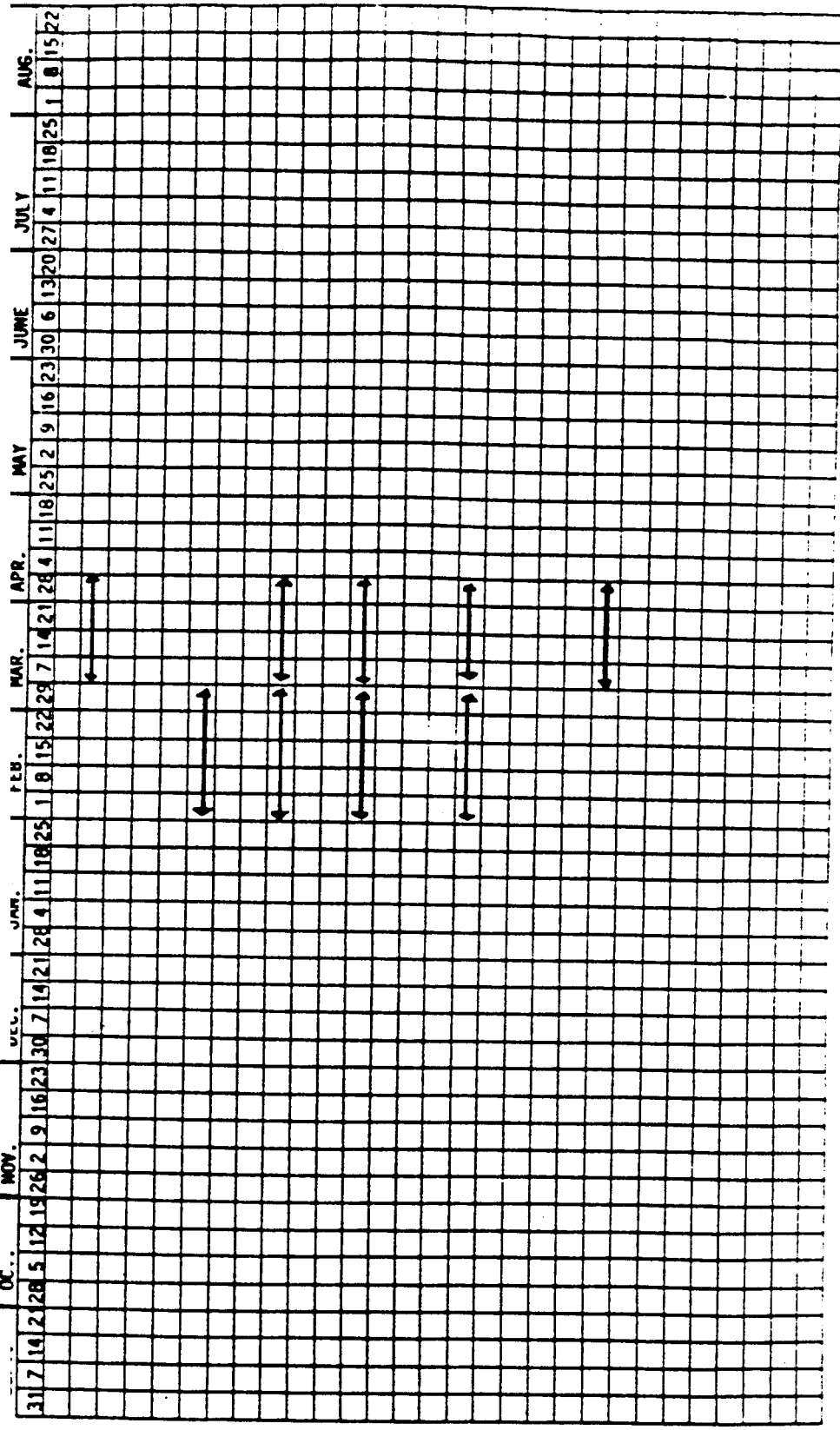
OCT.			NOV.			DEC.			JAN.			FEB.			MAR.			APR.			MAY			JUNE			JULY			AUG.						
31	14	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	1	8	15	22

- TELEVISION-306
- + WGN Super Channel
- + 70 Select Stations
- + CBN Cable Network
- ++ ESPN Cable Network
  
- ANGLING ADVENTURE:  
8 pg. 4/C Insert  
C.D. Oct. 5/87
  
- ♦♦ IN-FISHERMAN  
♦ 4 Pg. 4/C Insert  
C.D. Nov. 15/87
  
- FLY FISHERMAN  
DPS 4/C BL  
C.D. Nov. 6/87  
(May Ed. on news-stands in January)
  
- NATURAL HISTORY  
DPS 4/C BL  
C.D. 15th of 2nd  
Month prec.
  
- ♦ IN-FISHERMAN  
PRODUCING INSERT
  
- ♦♦ LIFT FROM 6  
PAGE INSERT IN  
ANGLING ADVENTURES
  
- + AL LINDNER  
FISHING SPECIALS
  
- ♦♦ JERRY MCKINNIS  
FISHING SPECIALS

# CAMP

ASSOCIATES ADVERTISING LIMITED FY 1987/1988 **TravelArctic** **Outdoors/Adventure/Culture/ouring**  
 CLIENT: **Advertising Schedule** DATE:

## MEDIA SCHEDULE W/O



# CAMP

ASSOCIATES ADVERTISING LIMITED

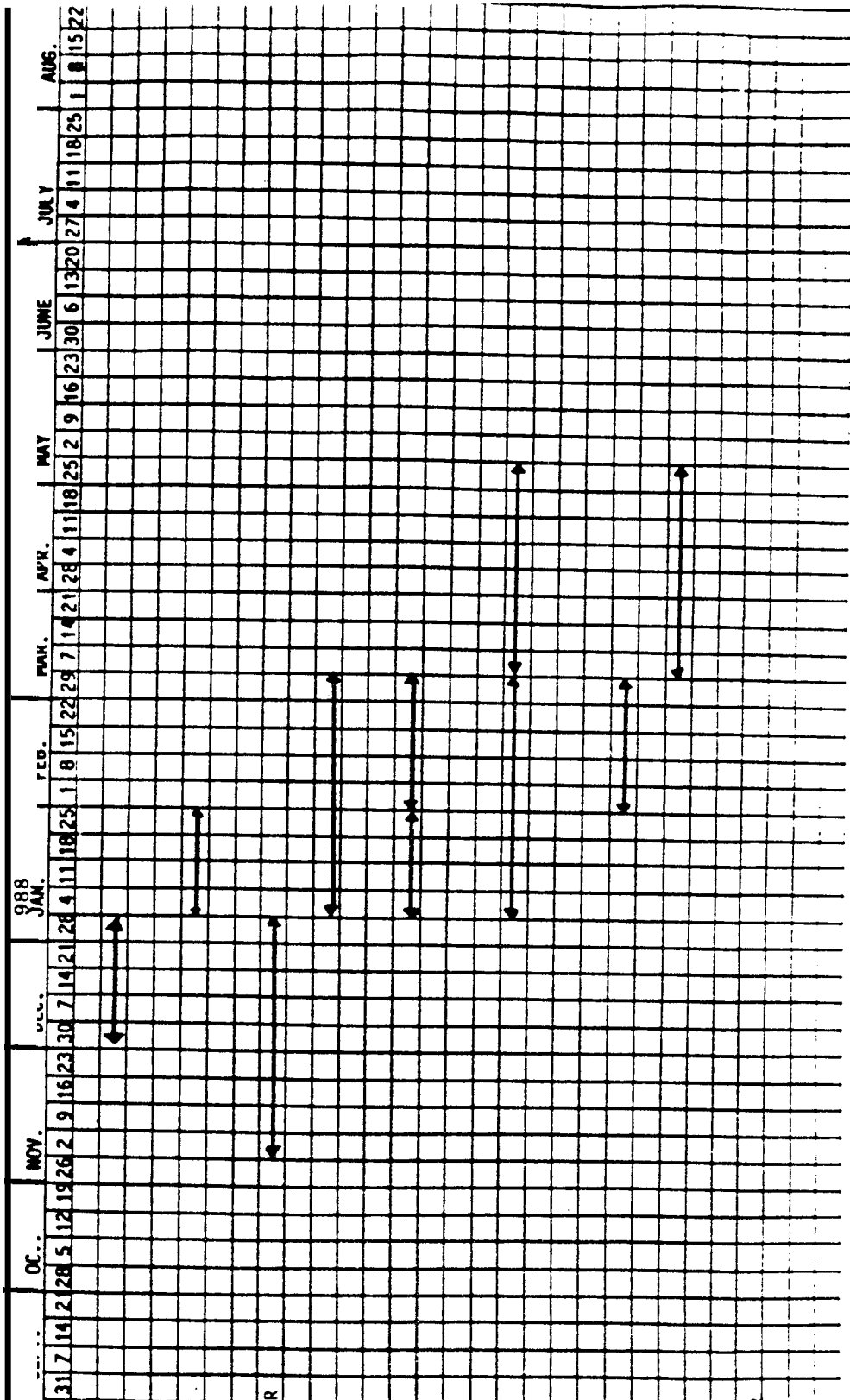
TravelArctic  
 FY 1987/1988 - Sporthunting  
 Advertising Schedule

DATE:

CLIENT:

## MEDIA SCHEDULE FOR

(Monday to Friday)



\*THIS IS THE START OF A 2-YEAR HUNTING PROGRAMME WITH ADVERTISEMENTS PLANNED FOR 1988/89 AND CULMINATING IN AN EXCLUSIVE HUNTING GUIDE TO THE NORTHWEST TERRITORIES TO BE...

TravelArctic  
 FY 1987/1988 Outdoors/Adventure/Culture/Touring  
 Media Plan

ADVERTISING CLOSING DATES

<u>PUBLICATION</u>	<u>SCHEDULE DATE</u>	<u>INSERTION CLOSING DATE</u>	<u>MATERIAL CLOSING</u>
<u>SPORTSFISHING</u>			
Natural History (DPS 4/C BL)	Feb. '88 Mar. '88	Dec. 15/87 Jan. 15/88	Dec. 18/87 Jan. 15/88
Fly Fisherman (DPS 4/C BL)	May/June '88	Jan. 8/88	Jan. 8/88
<u>OUTDOORS/ADVENTURE/CULTURE/TOURING</u>			
outside Magazine (DPS 4/C BL)	Mar.	Dec. 18/87	Dec. 29/87
Sunset (DPS 4/C BL.)	Feb. '88 Mar. '88	Dec. 8/88 Jan. 8/88	Dec. 8/88 Jan. 8/88
Smithsonian (DPS 4/C BL)	Feb. '88	Dec. 15/87	Dec. 20/87
Travel Holiday (DPS 4/C BL)	Feb. '88 Mar. '88	Dec. 1/87 Jan. 1/88	Dec. 10/87 Jan. 10/88
Travel & Leisure (DPS 4/C BL)	Feb. '88 Mar. '88	Dec. 10/87 Jan. 10/88	Dec. 15/87 Jan. 15/88
Audubon World	Mar. '88	Jan. 4/88	Jan. 4/88
<u>TELEVISION</u>			
In-Fisherman Specials (30 seconds)	Jan. 1/88	Nov. 15/87	Nov. 15/87

TravelArctic  
 FY 1987/1988 Outdoor s/Adventure/Culture/Touring  
 Media Plan

ADVERTISING CLOSING DATES

<u>PUBLICATION</u>	<u>SCHEDULE DATE</u>	<u>INSERTION CLOSING DATE</u>	<u>MATERIAL CLOSING</u>
<u>SPORTHUNTING</u>			
Field & Stream (FP B/W)	Dec. '87	Oct. 10/87	Oct. 19/87
Trophy Edition (FP B/W)	Jan. '88	Nov. 1/87	Nov. 10/87
Shooting Sports Retailer (Front Cover, 2nd Cover & FP) (Spread)	Jan. '88 Feb. '88	Oct. 10/87 Nov. 10/87	Nov. 6/87 <b>Nov.</b> 25/87
Petersen's Hunting (FP B/W)	Jan. '88 Feb. '88	Oct. 15/87 Nov. 1/87	Nov. 3/87 Dec. 3/87
Safari (FP B/W)	Jan. '88 Feb. '88	Nov. 1/87 Dec. 1/87	Nov. 10/87 Dec. 21/87
American Hunter	Feb. '88	Dec. 21/87	Dec. 21/87
North Amer. Hunter (FP B/W)	Mar./Apr. '88	Jan. 10/87	Jan. 10/87

**TravelArctic**  
FY 1987/1988 Outdoors/Adventure/Culture/Touring  
Media Plan

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MEDIA RATIONALE

The Government of the Northwest Territories mandate is to facilitate and promote the healthy development and prosperity of the tourism industry. In keeping with the mandate, the **following** media are recommended to create optimum levels of awareness, image and positive attitudes/perceptions.

1. SPORTSFISHING

A media mix of national television and magazines are recommended as the most effective vehicles to reach the **target** audience in the shortest period of time.

A) TELEVISION

Two of the highest rated U.S. fishing programmed have been selected to communicate **TravelArctic's** message to this specialized target audience.

- 1) In-Fisherman's Al Lindner Specials
- 2) Jerry **McKinnis'** Fishing Hole.

The two personalities are leading authorities in the U.S. on fishing and fishing locales and have established a strong credibility over the years.

Participation in the programmed open many avenues of promotional opportunities for **both TravelArctic** and partners to receive tremendous exposure. Promotional opportunities will be discussed more thoroughly in Co-op Opportunities (please see Exhibit I). The fishing programmed **will** be carried on over 125 non cable stations and on all cable TV Networks in the United States, reaching an audience of well over two million **sportsfishing** enthusiasts.



**TravelArctic**  
FY 1987/1983 Outdoors /Adventure/Culture/Touring  
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MEDIA RATIONALE

B) MAGAZINES

To provide added impact against the target, an Eight Page Four **Colour** insert is planned for Angling Adventures, to **be followed** by a Four Page, Four **Colour** insert in the In-Fisherman publication.

Impact against the target audience will be further maximized through the use of Double Page Four **Colour** Bleed spreads in Fly Fisherman and Natural History.

These publications have been selected for their ability to draw responses from action driven advertising. The audience of these publications are achievers, active in community affairs and have a great propensity to travel. (Source: SMRB 1986, Subscriber Studies) .

2. **SPORTHUNTING**  
Magazines

A Full Page Black and White advertisement is being scheduled in a regional edition of Field and Stream to launch a **Sport hunting** programme, consisting of advertisements planned for 1988/89, and culminating with an exclusive Hunting Guide to the Northwest Territories. The Hunting Guide will be published in September 1989.

Shooting Sports Retailer, the voice of the manufacturing and product distribution industry is recommended to launch the marketing program with a prime consecutive position (front cover, pages 2 & 3) preceding the Shot Show in January 1988. During the Shot Show, a spread **will** be featured in the Shooting Sports Retailer.

To maximize **impact** against a prequalified audience, publications reaching the elite of big game hunter's are recommended. The publications provide in-depth coverage of the hunting sport as well as an excellent forum for **TravelArctic** to launch the hunting marketing program. Magazines selected are Safari, **Petersen's** Hunting, Field & Stream Trophy Edition, American Hunter and North American Hunter. All magazine advertisements will be coded to determine origination of responses for tracking purposes.

**TravelArctic**  
FY 1987/1988 Outdoor s/Adventure /Culture /Touring  
Media Plan

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MEDIA RATIONALE (Cent'd)

3. OUTDOORS/ADVENTURE/CULTURE/TOURING

Magazines

The ~~target~~ group for Outdoor s/Adventure /Culture /Touring are heavy magazine readers according to SMRB 1986 (see Exhibit II). In addition, those people who have the potential to travel to Canada are also heavy magazine readers. Therefore magazines are recommended as the key vehicle to reach this audience.

Magazines with very defined audiences **allow TravelArctic** to reach their desired target with little or no wastage.

Travel magazines in particular have a favorable editorial environment and according to the U.S. Pleasure Travel Study are important sources of information when planning for travel. (see Exhibit III)

**Through** the use of spectacular images and informative copy, **TravelArctic's** message will effectively reach the primary target audience in the following publications:

Travel & Leisure  
Travel Holiday  
Outside Magazine  
Sunset  
Smithsonian  
Audubon World

In addition to reaching the primary target audience, the magazines selected will also reach the very important senior citizens' market.

During the launch year, the Canadian market will receive some coverage from selected U.S.. magazines through spillover exposure.

**PROGRAM DETAILS**

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Travel Arctic  
 FY 1987/1988 Outdoor/Adventure/Culture/Touring  
 Media Plan

PROGRAM DETAILS - TELEVISION

COMMITTED MEDIA - SPORTSFISHING

<u>STATION</u>	<u>UNIT SIZE</u>	<u># OF OCCASIONS/ WEEK</u>	<u># OF WKS.</u>	<u># OF Occ.</u>
In-Fisherman* Al Lindner Specials WGN (Super Station)	30 sees.	1	4	4
Al Lindner Specials* 70 Select Stations	30 sees.	1	4	4
Al Lindner Specials* CBN Cable Network	30 sees.	1	5	5
Angling Adventures* Nashville Network	30 sees.	1 - 2	4	20
Jerry McKinnis** The Fishing Hole ESPN Sports Network	30	1 every other week	26	13

●Note: TravelArctic to receive rolling billboard credits on all specials.

●\* Program dates are January 11 - July 10. Six occasions will air in 1987/88.

Travel Arctic  
FY 1987/1988 Outdoors/Adventure/culture/Touring  
Media Plan

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PROGRAM DETAILS - MAGAZINES

COMMITTED MEDIA - SPORTSFISHING

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u># OF INS.</u>
Angling Adventures 8 pge. 4/C Insert	200,000	1
The In-Fisherman 4 pge. 4/C Insert	218,649	1

T r a v e l A r c t i c  
 FY 1987/1988 Outdoors/Adventure/Culture/Touring  
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PROGRAM DETAILS - MAGAZINES

RECOMMENDED MEDIA - SPORTSFISHING

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u># OF INS.</u>
Fly Fisherman DPS 4/C BL.	140,545	1
Natural History DPS 4/C BL.	502,751	2

PROGRAM DETAILS - MAGAZINES

RECOMMENDED MEDIA - SPORThUNTING

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u># OF INS.</u>
Field & Stream Full Page <b>B/W BL.</b> (Regional)	771,174	1
Shooting Sports Retailer	14,000	1
Fr. <b>Cov. &amp; Spread</b> Spread (2nd <b>Cov. &amp; Pg. 3</b> )	14,000	<b>1</b>
Field & Stream Trophy Edition FP <b>B/W BL.</b>	500,000	<b>1</b>
Petersen's Hunting FP <b>B/W BL.</b>	317,865	2
Safari FP <b>B/W BL.</b>	14,000	2
<b>American Hunter</b> FP <b>B/W BL.</b>	1,504,000	1
North Amer. Hunter FP <b>B/W BL.</b>	87,604	1

FY 1987/1988      Travel Arctic  
 Outdoors/Adventure/Culture/Touring  
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PROGRAM DETAILS - MAGAZINES

RECOMMENDED MEDIA - OUTDOORS/ADVENTURE/CULTURE/TOURING

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u># OF INS.</u>
Audubon World DPS 4/C BL.	404,695	1
Outside Magazine DPS 4/C BL.	255,386	1
Smithsonian DPS 4/C BL.	2,310,970	1
Travel Holiday DPS 4/C BL.	805,232	2
Travel & Leisure DPS 4/C BL.	1,118,132	2
Sunset Magazine DPS 4/C BL.	1,442,478	2



TravelArctic  
FY 1987/1988 Outdoors /Adventure/Culture /Touring  
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EXHIBITS

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EXHIBIT I

CO-OP PROMOTIONAL OPPORTUNITIES

SPORTSFISHING

1. Jerry McKinnis Fishing Special Sweepstakes Promotion - On an exclusive basis the Northwest Territories will be the **sportsfishing** travel destination prize in a national U.S. sweepstakes promotion. In addition to strong cross-merchandising of the television series, the sweepstakes will be used as a national traffic builder in the retail outlets, distributorships and dealerships of corporate sponsors of The **Fishing Hole**.

Sponsors include Winnebago, Mercury Marine Outdoors, **Dupont** Ranger Boats, Eagle Claw Fishing Tackle.

One trip for two to the Northwest Territories will be part of the multi-component Grand Prize.

The Sweepstakes will be promoted through the properties of Jerry **McKinnis** Associates, plus all the corporate sponsors who are manufacturers. The manufacturers will undertake their own additional promotions through TV, radio, newspapers, magazines and their own distribution channels.

Negotiations are **underway** with the World's largest manufacturer of fishing tackle, lures and rods for the development of an exclusive **N.W.T.** product line.

Recognition on posters to be displayed in all outlets of participating suppliers.

2. Al Lindner & Jerry McKinnis Fishing Specials  
Television fishing programmed suggest a "donut" opening on the 30 second commercial to rotate operator listings.
3. Angling Adventures  
**Operators** will be listed on the inside back cover of the **Angling Adventures'** eight page insert. Should the insert be continued in 1988/89 **Operators** can buy into small space advertisements using identifying logos etc.

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EXHIBIT I (Cent'd)

CO-OP PROMOTIONAL OPPORTUNITIES

SPORTSFISHING Cont'd

4. Fly Fisherman  
One to two Double Page Spreads purchased in Fly Fisherman offers 1/3 page B/W vertical, free for operator listings to run adjacent to the spread. **TravelArctic** will have a free listing in Fly Fisherman's Source Directory.
5. Natural History offers 2 x 1/3 B/W vertical pages for operators **listings**, to run adjacent to the double page spreads.
6. Natural History offers to run **reprints** of the advertisement for **\$953.00** (gross) CDN. per 1000, featuring operator listings on the back. Sample is enclosed.

OUTDOORS/ADVENTURE

2. Travel & Leisure, Travel Holiday, Smithsonian and Outside offer Reader Response cards at no charge. All **inquiries** will be submitted to **TravelArctic** for follow through.

Note: All magazine advertisements will be coded to determine origination of responses for tracking purposes.

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EXHIBIT II

BUY-IN OPPORTUNITIES

OUTFITTERS, LODGE/CAMP OPERATORS, HOTELS, MOTELS, ETC...

MAGAZINES

<u>PUBLICATION</u>	<u>UNIT SIZE</u> Including logo	<u>PER OCCASION</u>			<u>CLOSING DATE</u>	<u>SECTION TITLE</u>
		<u>1X</u> (\$Net) U.S.	<u>3X</u> (\$Net) U.S.	<u>6X</u> (\$Net) U.S.		
<u>SPORTSFISHING</u>						
In-Fisherman/ Angling Adventure#	1 1/2"x1 1/2" 1 1/2"x3 1/2"	400.00 775.	375.00 725.00	325.00 625.00	Dec. 1/87	Going Places
Note: Publication includes a small map showing location of Outfitter, Lodge/Camp, Hotel, Motel, etc.						
Fly-Fisherman	1" 2" 3" 4" 5"	183.00 341.00 501.00 650.00 776.00	159.00 304.00 445.00 566.00 673.00	131.00 248.00 365.00 435.00 604.00	Jan. 8/88	On Stream

Natural History      Min. 16 words      2.90 per word      Dec. 15/87      The Market

SPORTHUNTING

Petersen's Hunting	1" 2" 3" 4" 6" 8"	---	408.00 816.00 1,224.00 1,632.00 2,448.00 3,264.00	792.00 1,584.00 2,376.00 3,168.00 4,752.00 6,336.00	Nov. 1/87	Where To Go
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Minimum Purchase: 3 insertions - (12 x contract in advance earns additional 10% discount).

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EXHIBIT II (Cont'd)

BUY-IN OPPORTUNITIES

OUTFITTERS. LODGE/CAMP OPERATORS, HOTELS, MOTELS, ETC...

MAGAZINES

<u>PUBLICATION</u>	<u>UNIT SIZE</u> (Including logo)	<u>PER OCCASION</u>			<u>CLOSING DATE</u>	<u>SECTION TITLE</u>
		<u>1X</u> (Net) U.S.	<u>3X</u> (Net) U.S.	<u>6X</u> (Net) U.S.		
<u>SPORTHUNTING (Cont'd)</u>						
Safari	1"	45.00	---	---	Nov. 1/87	Where to Go
	2"	90.00	---	---		
	3"	135.00	---	---		
America Hunter	2 1/4" x 1"	---	90.00	1,860.00	Dec. 21/87	Services for Hunters
	2 1/4" x 2"	---	1,900.00	3,720.00		
	2 1/4" x 3"	---	2,900.00	5,580.00		
	2 1/4" x 4"	---	3,900.00	7,440.00		

Minimum order is 1" for 3 issues

North Amer. Hunter

75  
 per word

NOTE: PAYMENT MUST ACCOMPANY ORDER IN ALL CASES.

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EXHIBIT II (Cont'd)

BUY-IN OPPORTUNITIES

OUTFITTERS, LODGE/CAMP OPERATORS, HOTELS, MOTELS, ETC....

MAGAZINES

<u>PUBLICATION</u>	<u>UNIT SIZE</u> Including logo	<u>PER OCCASION</u>			<u>CLOSING DATE</u>	<u>SECTION TITLE</u>
		<u>1X</u> (\$Net) U.S.	<u>3X</u> (\$Net) U.S.	<u>6X</u> (\$Net) U.S.		
<u>OUTDOORS/ADVENTURE</u>						
Audubon World	1/2 page	714.00	474.00	638.00	Jan. 4/88	Adjacent to Market Place
Outside Magazine	1"	365.00	290.00	275.00	Dec. 18/87	
	2"	00.00	560.00	525.00		
	4 1/4"	1,180.00	945.00	890.00		
	5 lines	165.00	OR			
Smithsonian		72.25 per line			Dec. 15/87	Exped. Services Directory Adjacent to GNW advertisement o back of book.
Travel Holiday	1"	460.00	---	---	Dec. 1/87	Travel Showcase
	2"	920.00	---	---		
	3"	1,380.00	---	---		
	4"	1,840.00	---	---		
Minimum is 1", Maximum is 4"						

TRAVELARCTIC  
 FY 1987/1988  
 MEDIA PLAN

EXHIBIT II (Cont'd)

BUY-IN OPPORTUNITIES

OUTFITTERS, LODGE/CAMP OPERATORS, HOTELS, MOTELS, ETC...

MAGAZINES

<u>PUBLICATION</u>	<u>UNIT SIZE</u> Including logo)	<u>PER OCCASION</u>			<u>CLOSING DATE</u>	<u>SECTION TITLE</u>
		<u>1X</u> (\$Net) U.S.	<u>3X</u> (\$Net) U.S.	<u>6X</u> (\$Net) U.S.		
<u>OUTDOORS/ADVENTURE (Cont'd)</u>						
Travel & Leisure	1"	720.00	---	---	Dec. 10/87	Travel & Leisure Emporium
	2"	1,440.00	---	---		
	3"	2,160.00	---	---		
	4"	2,880.00	---	---		
	Minimum 1", Maximum 4"					
Sunset Magazine Entire Edition (Circ. 1,442,478)	1"	617.00	555.00		Dec. 8-87	Sunset Travel Directory
	2"	1,235.00	1,111.00	1,		
	3"	1,851.00	1,666.00	1,		
	4"	2,468.00	2,221.00	2,		
Northwest Edition Oregon, Washington, Idaho, Montana, Wyoming & Alaska (Circ. 345,633)	1"	185.00	167.00		Dec. 8/87	Sunset Travel Directory
	2"	371.00	334.00			
	3"	556.00	501.00			
	4"	742.00	667.00			
Central Edition Includes Northern & Central California, Nevada (ex. Clark County), Utah & Colorado, (Circ. 548,990)	1"	282.00	254.00		Dec. 8/87	Sunset Travel Directory
	2"	566.00	509.00			
	3"	849.00	764.00			
	4"	1,131.00	1,018.00			

TRAVELARCTIC  
 FY 1987/1988  
 MEDIA PLAN

EXHIBIT II (Cont'd)

BUY-IN OPPORTUNITIES

OUTFITTERS, LODGE/CAMP OPERATORS, HOTELS, MOTELS, ETC....

MAGAZINES

<u>PUBLICATION</u>	<u>UNIT SIZE</u> Including logo	<u>PER OCCASION</u>				<u>CLOSING DATE</u>	<u>SECTION TITLE</u>
		<u>1X</u> (\$Net) U.S.	<u>3X</u> (\$Net) U.S.	<u>6X</u> (\$Net) U.S.			
Sunset Cont')							Sunset Travel Directory
Southwest Edition	1"	297.00	594.00	891.00	Dec. 8/87		
Southern California,	2"	268.00	534.00	802.00			
Arizona, New Mexico,	3"	252.00	504.00	758.00			
Hawaii, Clark County,	3"	238.00	475.00	712.00			
Nevada	3"						
(Circ. 547,854							

Note: Rates are maximum. Additional negotiations possible on group purchases.



EXHIBIT 111

INDICES OF PRINT EXPOSURE BY  
SELECTED DEMOGRAPHIC GROUPS

<u>ALL ADULTS</u>	<u>MAGAZINES</u>	<u>NEWSPAPERS</u>
<u>SEX</u>	<u>100</u>	<u>100</u>
Male	<u>95</u>	<u>103</u>
Female	105	97
<u>AGE</u>		
18-24	156	59
25-34	125	77
35-44	102	98
45-54	75	119
55-64	66	131
65+	50	138
<u>EDUCATION</u>		
College Grad	89	108
* Attended College	115	93
High School Grad	104	108
Attended High School	91	88
<u>OCCUPATION</u>		
Professional/Managerial	93	107
Clerical/Sales/Technical	110	99
Crafts/Formen	106	92
Other	115	86
Unemployed	90	106

SOURCE: 1986 **SMRB**

\* READ AS FOLLOWS: ATTENDED COLLEGE - MAGAZINE READERSHIP IS 15% HIGHER THAN THE NATIONAL AVERAGE IN THE GROUP WHO HAVE ATTENDED COLLEGE.

EXHIBIT 111 (Cont'd)

PRINT **USAGE** - TRAVELERS TO CANADA

	<u>TOTAL</u> <u>U.S.</u>	<u>TRAVELLED TO CANADA IN</u> <u>THE LAST 3 YEARS</u>			<u>INDEX</u>
		<u>(000)</u>	<u>%</u>	<u>%</u>	
TOTAL ADULTS	169,460	6,731	100.0	4.0	100
<b><u>Magazines</u></b>					
Quintile 1	31,709	1,644	24.4	5.2	131
Quintile 2	36,823	1,599	<b>23.8</b>	4.3	109
Quintile 3	29,136	1,235	18.3	4.2	107
Quintile 4	35,659	1,400	20.8	3.9	99
Quintile 5	36,133	853	12.7	2.4	<b>59</b>
<b><u>Newspapers</u></b>					
Quintile 1	32,367	1,745	25.9	5.4	136
Quintile 2	<b>45,475</b>	1,918	28.5	4.2	106
Quintile 3	24,126	859	12.8	3.6	90
Quintile 4	35,013	1,410	20.9	4.0	101
Quintile 5	32,480	799	11.9	2.5	<b>62</b>
<b><u>Daily Newspapers</u></b>					
Read Any	108,812	4,725	70.2	4.3	109
Read One	<b>84,651</b>	3,413	50.7	4.0	102
Read Two+	24,161	1,311	19.5	5.4	137
<b><u>Weekend/Sunday Newspapers</u></b>					
Read Any	110,255	4,916	73.0	4.5	112
Read One	<b>96,020</b>	4,147	61.6	4.3	109
Read Two+	14,235	769	11.4	5.4	136

SOURCE: 1986 **SMRB-TRAVEL**

READ AS FOLLOWS: **V%** IS THE MAGAZINE READER AS A PERCENT OF THE TOTAL ADULT POPULATION WHO TRAVELLED TO CANADA IN PAST THREE YEARS.

**H%** IS THE MAGAZINE READER AS A PERCENT OF THE TOTAL U.S. ADULT POPULATION.

SUBJECT IV

6  
INFORMATION SOURCES USED WHEN PLANNING TRIP

	TOTAL	CLOSE-TO-HOME	TOURING	CITY TRIP	OUTDOOR	RESORT	CRUISE	THREE	OTHER
TOTAL	1142	286	180	175	195	213	23	71	0
Recommendation of Acquaintances/Friends/Relatives	576 50.4	138 48.2	92 *51.3	85 48.5	110 56.6	99 46.4	13 56.7	39 54.5	0 0.0
Newspapers	94 8.2	27 9.4	14 7.9	25 14.3	4 1.9	9 4.4	3 13.8	11 15.7	0 0.0
General Magazines	41 3.6	10 3.6	6 3.6	5 3.0	5 2.7	6 2.8	3 14.8	4 6.0	0 0.0
Travel Magazines	78 6.8	10 3.6	23 13.0	9 5.2	7 3.8	19 9.0	1 4.0	8 10.7	0 0.0
Books	36 3.2	6 2.1	11 6.3	5 2.6	5 2.6	5 2.2	1 4.2	3 4.9	0 0.0
T.V.	61 5.4	16 5.8	12 6.9	10 6.0	5 2.6	4 1.8	4 15.8	9 13.4	0 0.0
Radio	40 3.5	13 4.5	4 2.3	9 5.2	3 1.5	1 0.5	2 6.9	8 11.2	0 0.0
Documentary Travel Films	6 0.5	0 0.0	5 2.6	0 0.0	0 0.0	1 0.3	1 4.0	0 0.0	0 0.0

SOURCE:- U.S. PHASE OF TRAVEL STUDY 1985 (LONGFOODS)

\* LEAD AS FOLLOWS 51.3% OF THE TOTAL TOURING (180) USE THE RECOMMENDATION OF ACQUAINTANCES, FRIENDS AND RELATIVES AS THEIR SOURCE WHEN PLANNING A TRIP. (CONTINUED)

EXHIBIT IV (Cont'd)

	INFORMATION SOURCES USED WHEN PLANNING TRIP (CONT'D)								
	TOTAL	CLOSE-TO-HOME	TOURING	CITY TRIP	OUTDOOR	RESORT	CRUISE	THEME	OTHER
<u>TOTAL</u>	1142	286	80	175	195	213	23	71	0
Travel Agent	144 12.6	5 1.7	54 30.1	21 11.9	2 1.0	44 20.8	7 30.3	11 15.2	0 0.0
Tourist Office	50 4.3	8 2.7	17 9.4	4 2.1	9 4.7	9 4.1	2 10.2	1 1.6	0 0.0
Airline or Other Commercial Carrier	44 3.9	3 1.0	13 7.3	10 5.8	3 1.3	13 6.3	0 0.0	2 3.4	0 0.0
None of the Above	272 23.8	90 31.3	23 13.0	46 26.2	51 26.0	47 22.0	3 11.1	13 18.5	0 0.0
Other	161 14.1	34 11.8	31 17.3	23 13.5	25 12.8	37 17.4	2 10.4	10 13.5	0 0.0
No Answer	12 1.1	3 1.2	1 0.5	1 0.5	5 2.5	1 0.4	0 0.0	1 2.0	0 0.0

SOURCE: U.S. PLEASURE TRAVEL STUDY 1985 (LONGWOODS)

TravelArc tic  
 FY 1987/1988 Outdoors /Adventure/Culture/Touring  
 Media Plan

EXHIBIT V

CIRCULATION ANALYSIS

SPORTSFISHING

<u>TERRITORIAL DISTRIBUTION</u>	<u>IN FISHERMAN</u>	<u>ANGLING ADVENTURES</u>	<u>FLY FISHERMAN</u>	<u>NATURAL HISTORY</u>
New England	6,541	N/A	11,501	33,196
Mid-Atlantic	29,978	N/A	20,152	183,320
<b>E.N.</b> Central	76,218	N/A	15,042	51,333
<b>W.N.</b> Central	50,574	N/A	7,250	24,826
S. Atlantic	12,310	N/A	13,225	56,567
<b>E.S.</b> Central	4,898	N/A	3,617	12,705
<b>W.S.</b> Central	4,172	N/A	7,150	30,788
Mountain State	8,407	N/A	20,264	26,166
Pacific State	6,334	N/A	29,614	72,281
<u>CANADA</u>	<u>15,647</u>	<u>N/A</u>	<u>9,628</u>	<u>2,617</u>
Newfoundland	25	N/A	174	27
Nova Scotia	114	N/A	593	88
Prince Edward Is.		N/A	81	8
New Brunswick	42	N/A	498	38
Quebec	598	N/A	627	309
Ontario	11,500	N/A	2,556	1,084
Manitoba	1,214	N/A	393	113
Saskatchewan	777	N/A	284	96
Alberta	1,156	N/A	1,921	333
British Columbia	202	N/A	2,424	501
Northwest Territories	14	N/A	38	11
Yukon	5	N/A	39	<b>10</b>
FOREIGN	1 0 9	N/A	2,429	3,095
OTHER		N/A	181	981
<b>TOTAL CIRC.</b>	<b>215,199</b>	<b>N/A</b>	<b>140,064</b>	<b>498,569</b>

TravelArctic ,  
 FY 1987/1988 Outdoors/Adventure/Culture/Touring  
 Media Plan

EXHIBIT VI

CIRCULATION ANALYSIS

OUTDOORS/ADVENTURE/CULTURE/TOURING

<u>TERRITORIAL DISTRIBUTION</u>	<u>TRAVEL &amp; LEISURE</u>	<u>TRAVEL HOLIDAY</u>	<u>SMITHSONIAN</u>	<u>SUNSET</u>	<u>OUTSIDE</u>
New England	73,663	42,582	177,071	4,503	15,167
Mid Atlantic	210,846	127,279	402,119	7,228	30,019
<b>E.N.</b> Central	129,955	146,018	341,299	12,286	37,249
<b>W.N.</b> Central	47,032	59,965	138,336	7,328	18,649
S. Atlantic	178,048	154,987	490,608	8,074	31,917
<b>E.S.</b> Central	40,566	36,810	77,278	1,307	8,500
W.S. Central	132,289	65,493	187,523	7,009	19,668
Mountain State	50,202	46,269	138,908	204,016	37,142
Pacific State	182,259	125,829	461,623	1,171,089	50,559
<u>CANADA</u>	<u>47,649</u>	<u>13,766</u>	<u>7,513</u>	<u>2,406</u>	<u>9,632</u>
Newfoundland	569	N/A	N/A	N/A	58
Nova Scotia	1,214	N/A	N/A	N/A	229
Prince Edward Is.	150	N/A	N/A	N/A	15
New Brunswick	914	N/A	N/A	N/A	233
Quebec	2,891	N/A	N/A	N/A	857
Ontario	21,272	N/A	N/A	N/A	2,852
Manitoba	1,997	N/A	N/A	N/A	696
Saskatchewan	1,763	N/A	N/A	N/A	515
Alberta	8,689	N/A	N/A	N/A	2,159
British Columbia	7,282	N/A	N/A	N/A	1,999
Northwest Terr.	247	N/A	N/A	N/A	28
Yukon	108	N/A	N/A	N/A	11
FOREIGN	5,531	-	13,746	2,966	2,278
OTHER	3,034		6,126	995	1,407
<b>TOTAL CIRC.</b>	<b>1,119,074</b>	<b>805,232</b>	<b>2,433,687</b>	<b>1,429,929</b>	<b>262,391</b>

TravelArctic  
 FY 1987/1988 Outdoors/Adventure/Culture/Touring  
 Media Plan

EXHIBIT VII  
CIRCULATION ANALYSIS  
SPORTHUNTING

<u>TERRITORIAL DISTRIBUTION</u>	<u>FIELD &amp; STREAM REGIONAL EDITION</u>
<u>MID WEST</u>	
Illinois	75,734
Indiana	53,709
Iowa	36,683
Kansas	32,185
Michigan	87,849
Minnesota	57,795
North Dakota	11,703
Ohio	82,407
South Dakota	12,273
Wisconsin	61,909
<u>FAR WEST</u>	
Alaska	8,356
California	149,104
Oregon	33,170
Washington	40,126
<u>CANADA</u>	
Manitoba	2,100
Ontario	13,880
Saskatchewan	2,169
Northwest Territories	89
Alberta	5,718
British Columbia	4,182
Yukon	43
 TOTAL CIRCULATION	 <u>771,174</u>

TRAVELARCTIC  
 FY 1987/1988 OUTDOORS/ADVENTURE/CULTURE/TOURING  
 MEDIA PLAN

EXHIBIT VII (Cont'd)

CIRCULATION ANALYSIS

SPORTHUNTING

<u>TERRITORIAL DISTRIBUTION</u>	<u>SHOOTING SPORTS * RETAILER</u>	<u>FIELD &amp; STREAM TROPHY EDITION</u>	<u>PETERSON'S HUNTING</u>	<u>*SAFARI</u>	<u>*AMERICAN HUNTER</u>	<u>N. AMERICAN HUNTER</u>
NEW ENGLAND	871			442		
Maine			1,847		9,174	700
New Hampshire			1,602		8,398	792
Vermont			1,559		6,318	607
Massachusetts		N/A	4,231		21,027	1,692
Rhode Island			624		2,313	304
Connecticut			2,791		14,698	1,047
MID ATLANTIC				1,571		
New York	2,215		17,375		83,273	7,287
New Jersey			6,688		34,563	2,416
Pennsylvania			20,680		106,802	6,902
E.N. CENTRAL				2,085		
Ohio	3,030		11,886		54,093	4,243
Indiana			6,525		27,442	2,257
Illinois			8,350		45,954	2,669
Michigan			12,709		54,801	4,909
Wisconsin			11,320		48,787	3,382
W.N. CENTRAL				892		
Minnesota	1,840		10,101		41,958	3,706
Iowa			4,378		14,971	1,052
Missouri			7,961		35,267	1,718
N. Dakota			2,661		8,444	914
S. Dakota			2,513		8,168	825
Nebraska			3,287		11,123	973
Kansas			4,215		16,057	1,304



TRAVELARCTIC  
 FY 1987/1988 OUTDOORS/ADVENTURE/CULTURE/TOURING  
 MEDIA PLAN

EXHIBIT VII (Cont'd)

CIRCULATION ANALYSIS

SPORTHUNTING

<u>TERRITORIAL DISTRIBUTION</u>	<u>SHOOTING SPORTS * RETAILER</u>	<u>FIELD &amp; STREAM TROPHY EDITION</u>	<u>PETERSON'S HUNTING</u>	<u>*SAFARI</u>	<u>*AMERICAN HUNTER</u>	<u>N. AMERICAN HUNTER</u>
SOUTH ATLANTIC	2,883			1,442		
Delaware			917		3,069	296
Maryland			5,810		22,163	2,119
D. C.			480		485	67
Virginia			9,522		36,439	2,651
W. Virginia			4,639		25,928	1,568
N. Carolina			8,006		27,942	914
S. Carolina			2,785		12,737	825
Georgia			7,043		29,237	1,250
Florida			8,991		39,844	2,379
E.S. CENTRAL	1,214			424		
Kentucky			5,213		19,761	1,213
Tennessee			5,832		23,514	1,034
Alabama			4,921		20,718	766
Mississippi			3,512		19,494	856
W.S. CENTRAL	2,368			1,734		
Arkansas			3,581		18,169	804
Louisiana			5,719		28,471	1,504
Oklahoma			5,370		19,157	1,414
Texas			22,089		83,475	5,556
MOUNTAIN	1,073			1,855		
Montana			3,726		12,898	940
Idaho			3,108		12,474	786
Wyoming			2,459		9,574	1,039
Colorado			6,508		23,061	1,798
New Mexico			2,813		10,096	893
Arizona			4,788		17,805	1,765
Utah			3,776		8,448	824
Nevada			1,856		8,030	853

TRAVELARCTIC  
 FY 1987/1988 OUTDOORS/ADVENTURE/CULTURE/TOURING  
 MEDIA PLAN

EXHIBIT VII (Cont'd)

CIRCULATION ANALYSIS

SPORTHUNTING

<u>TERRITORIAL DISTRIBUTION</u>	<u>SHOOTING SPORTS * RETAILER</u>	<u>FIELD &amp; STREAM TROPHY EDITION</u>	<u>PETERSON'S HUNTING</u>	<u>*SAFARI</u>	<u>*AMERICAN HUNTER</u>	<u>N. AMERICAN HUNTER</u>
PACIFIC	1,645			2,288		
Alaska			2,381		8,383	1,104
Washington			7,902		29,686	2,220
Oregon			5,793		24,750	1,281
Cal fornia			23,171		91,955	7,684
Hawaii			1,008		1,705	241
CANADA			9,704	480	452	62
<b>TOTAL:</b>	<b>18,076</b>	<b>509,000</b>	<b>387,572</b>	<b>14,383</b>	<b>1,343,745</b>	<b>96,669</b>

\* State Breakdown of circulation not available.

EXHIBIT VI 11

MEDIA BRIEFING

To:

Request Date:

From:

Due Date:

Media Response:

Client:

Campaign/product:

Marketing Objectives:

Marketing Strategy:

Advertising Objectives:

Target Audience:

Market/Product/Service Data:

Seasonality/Regionality:

Creative Considerations: .

Campaign Budget:

MEDIA BRIEFING  
Page 2

Timing:

Other Considerations:

NOTE: Example follows.

EXHIBIT VIII (Cent'd)

MEDIA BRIEFING

To: Request Date:  
**From:** Due **Date:**  
**Media Response:** Media Costing; Media Outline; Full Plan  
**Client:** Campaign/product:

Marketing Objectives: Such as 1) to reduce travel deficit.. .  
2) to sell 150 Icon...

Marketing Strategy: To implement a number of projects such as public relations, put on seminars, advertise, . . . especially for current users or potential travelers who now **travel elsewhere**; therefore, increasing our share.. .

Advertising Objectives: To generate awareness of the destination. . . or . . . to educate current users of added value . . . **or... to change** the attitude of the general public toward the use of nuclear power **as** an energy alternative . . .

Target Audience: Primary Audience: age, sex, education, income . . . Is this based on the client's knowledge or outside research source? Is there a secondary audience **and how important are they? Are lifestyle characteristics important?**

Market/Product/Service Data: Is travel (or sales) up *or* down from year previous. Is it a long term attitude change faced with other contradictions? How big a voice does the alternate attitude have? **Is** the product or trip purchased regularly or only once? Indicate time and location of purchase . . . Give promotional details if available. Is the product or idea new?

Seasonality/Regionality: English/French; year round vs. summer only . . .; quarterly objectives; urban vs. rural distribution or **sales** . . .

Creative Considerations: **State** likely creative units if known or suggest **if** discussion with creative team is appropriate. Is creative new or established. When will creative/production be ready?

Campaign Budget: Do you know the media budget or is a spending recommendation required? Are there any special instructions like earliest approval dates or cancellation realities to be identified?

MEDIA BRIEFING

Page 2

**Timing:** Start **date**, end date. Any time **the** client does not want to be advertising or any time it is most important to be advertising.

**Other Considerations:** Is advertising allowed in all places or media **vehicles (ie)** beer and wine regulations; or has CTV but not CBC approval? Is client trying to develop an environment for his product (ie) developing **awareness of market** first and then product second (like moderation first and **Labatt's** as a sponsor second) or is it product development in an established **market** (like GNWT pushing the fishing and hunting of their area to people who are already anglers and hunters)?

TravelArctic  
**FY** 1987/1988  
MEDIA PLAN

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SECTION II

TravelArctic  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

---

**TRAVELARCTIC**

**FY 1987/1888**

**TRAVEL TRADE**

MEDIA PLAN



**TravelArctic**  
**FY 1987/1988 - TRAVEL TRADE**  
**MEDIA PLAN**

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ADVERTISING OBJECTIVES

The advertising objectives as outlined, in the **Strategic Marketing** Plan for Tourism (Government of Northwest Territories) April 1986, are as follows:

1. To create a positive image and increase product awareness, in the Travel Trade industry, of the Northwest Territories as a world-class destination for the outdoor/adventure experience.
2. To communicate the key selling features of the Northwest Territories, to the travel trade industry.
3. To support the 1987/1988 **TravelArctic's** product campaign.
4. To provide some support in Canada.

TravelArctic  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

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MEDIA OBJECTIVES

1. Target Audience

To direct advertising to the target audience defined as:

"The Travel Trade Industry"

2., Geographic Coverage

To advertise on a national basis with specific emphasis placed against regions representing maximum potential.

3. Timing/Duration

To advertise at the most opportune time to reach the target audience prior to and during peak vacationing planning periods.

4. Reach/Frequency

To provide maximum reach of the target audience.

5. Creative Considerations

To utilize media vehicles that reach the target audience and are compatible with the creative message.

**TravelArctic**  
FY 1987/ 1988 - TRAVEL TRADE  
MEDIA PLAN

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MEDIA STRATEGY

Role of Advertising

In adhering to the Government of Northwest Territories mandate to facilitate and promote the healthy development and prosperity of the tourism industry; the role of advertising is to communicate effectively **TravelArctic's** message to the Travel Trade. To achieve this objective, the advertising must:

- generate and maintain "top-of-mind" awareness
- create a positive image
- help to increase visitations to the Northwest Territories
- help to increase travel receipts during visitations
- provide minimal coverage in Canada.

Target Audience Definitions

The target audience in the Travel Trade Industry is defined as follows:

- Tour Operators/Wholesalers
- Travel Agents
- Motor Coach Operators
- Carriers & suppliers

Geographical Coverage

During the launch year, advertising will be concentrated in the primary market of the United States, with emphasis on Mid-Atlantic, **E.N.** Central, **W.N.** Central, Pacific & New England. Canada as a secondary market will **receive** some exposure from U.S. advertising.

Timing/Duration

The campaign will be scheduled to commence mid January 1988 to March 31, 1988, prior to, and during the peak vacation **planning** period.

Travel Arctic  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

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MEDIA STRATEGY (Cont'd)

Reach/Frequency

Full Page Four **Colour Bleed** advertisements, interspersed with 1/4 Page Black and White advertisements, will be scheduled to provide maximum reach and frequency against the target audience. In addition, the proposed schedule will provide a constant presence in the market place.

Media Selection

The media selection will be based on the following criteria:

- impact** against the target audience
- high** awareness
- geographic flexibility
- creative compatibility
- cost efficiency
- circulation in Canada

TravelArctic  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

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MEDIA RECOMMENDATION

An overview of the recommendation follows:

MARKET:                    **Primary:** United States  
                                 **emphasis** on the geographical regions  
                                 of Mid-Atlantic, **E.N.** Central.  
                                 **W.N.** Central, Pacific, and New England  
  
                                 Secondary: Canada

MEDIA :                    Magazines - Travel Weekly, Travel Agent,  
                                 Tour & Travel News, Travel **Age** (West), **ASTA** Agency  
                                 Management (formerly **ASTA Travel News**)

UNIT SIZE:                Full Page 4/C BL.  
                                 1/4 Page B/W  
                                 Business Reply Card

# OF INS.:                2 -8 ins. per publication  
                                 2 Business Reply Cards

TOTAL # INS.:            26 insertions

CAMPAIGN DATES:        January 11/88 - March 31/88

GROSS IMPRESSIONS: 1,834,921  
(Based on **1.9** readers per copy)

NOTE: Advertising schedule follows.

# CAMP ASSOCIATES ADVERTISING LIMITED

TRAVELARCTIC  
 FY 1987/1988  
 TRAVEL TRADE ADVERTISING SCHEDULE

DATE:

CLIENT:

MEDIA SCHEDULE W/O 1988  
 (Monday Start)

JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	
4	11	18	25	1	8	15	22	29	5	12	19	26
5	12	19	26	2	9	16	23	30	6	13	20	27
6	13	20	27	3	10	17	24	31	7	14	21	28
7	14	21	28	4	11	18	25		8	15	22	29
8	15	22	29	5	12	19	26		9	16	23	30
9	16	23	30	6	13	20	27		10	17	24	31
10	17	24	31	7	14	21	28		11	18	25	
11	18	25		8	15	22	29		12	19	26	
12	19	26		9	16	23	30		13	20	27	
13	20	27		10	17	24			14	21	28	
14	21	28		11	18	25			15	22	29	
15	22	29		12	19	26			16	23	30	
16	23	30		13	20	27			17	24	31	
17	24	31		14	21	28			18	25		
18	25			15	22	29			19	26		
19	26			16	23	30			20	27		
20	27			17	24				21	28		
21	28			18	25				22	29		
22	29			19	26				23	30		
23	30			20	27				24			
24				21	28				25			
25				22	29				26			
26				23	30				27			
27				24					28			
28				25					29			
29				26					30			
30				27					31			
31				28								

MAGAZINES

- Travel Weekly
- FP 4/C BL. (Mon.)
- CD-11 bus. days prec.
- JR. 1/4 Pge. B/M (Thurs.)
- CD-11 bus. days prec.
- Business Reply Card
- Travel Agent
- FP 4/C BL. (Mon.)
- CD-17 days prec.
- 1/4 Pge. B/M (Thurs.)
- CD-15 days prec.
- Travel Age West
- FP 4/C BL. (Mon.)
- CD-9 bus. days prec.
- 1/4 Pge. B/M
- CD-9 bus. days prec.

Asta Travel News

- FP 4/C BL.
- CD-1st of mo. prec.

Tour & Travel News

- FP 4/C BL.
- CD-2 weeks prior to issue date.

NOTE: Schedule dates subject to change on receipt of publication's editorial calendar.

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TravelArctic  
 FY 1987/1988 - TRAVEL TRADE  
 MEDIA PLAN

ADVERTISING CLOSING DATES

<u>PUBLICATION</u>	<u>UNIT SIZE</u>	<u>INS. DATE</u>	<u>INS. ORDER CLOSING DATE</u>	<u>MATERIAL CLOSING DATE</u>
Travel Weekly	FP 4/C BL	Jan. 11/88	Dec. 23/87	Dec. 23/87
	1/4 P B/W	Jan. 21/88	Jan. 6/88	Jan. 6/88
	" "	Jan. 28/88	Jan. 13/88	Jan. 13/88
	" "	Feb. 11/88	Jan. 27/88	Jan. 27/88
	" "	Feb. 25/88	Feb. 10/88	Feb. 10/88
	FP 4/C BL	Feb. 29/88	Feb. 12/88	Feb. 12/88
	1/4 P B/W	Mar. 10/88	Feb. 24/88	Feb. 24/88
	" "	Mar. 24/88	Mar. 9/88	Mar. 9/88
	● BRC	Jan. 11/88	Dec. 24/87	Dec. 24/87
	*BRC	Feb. 29/88	Feb. 10/88	Feb. 10/88
Travel Agent	FP 4/C BL	Jan. 18/88	Dec. 31/87	Dec. 31/87
	1/4 P B/W	Jan. 28/88	Jan. 11/88	Jan. 11/88
	" "	Feb. 4/88	Jan. 15/88	Jan. 15/88
	" "	Feb. 11/88	Jan. 25/88	Jan. 25/88
	FP 4/C BL	Feb. 22/88	Feb. 5/88	Feb. 5/88
	1/4 P B/W	Mar. 3/88	Feb. 15/88	Feb. 15/88
	" "	Mar. 17/88	Mar. 1/88	Mar. 1/88
	" "	Mar. 24/88	Mar. 7/88	Mar. 7/88
Travel Age West	FP 4/C BL	Feb. 1/88	Jan. 19/88	Jan. 19/88
	1/4 P B/W	Feb. 15/88	Feb. 2/88	Feb. 2/88
	" "	Feb. 29/88	Feb. 16/88	Feb. 16/88
	" "	Mar. 21/88	Mar. 8/88	Mar. 8/88
ASTA Agency Management	FP 4/C BL	Feb. 1988	Dec. 31/87	Dec. 31/87
	" "	Mar. 1988	Feb. 1/88	Feb. 1/88
Tour & Travel News	Jr 4/C BL	Jan. 11/88	Dec. 28/87	Dec. 28/87
	" "	Feb. 29/88	Feb. 15/88	Feb. 15/88

**TravelArctic**  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

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MEDIA RATIONALE

The Government of the Northwest Territories mandate is to facilitate and promote the healthy development and prosperity of the tourism industry. To complement **GWNT's** mandate, the **following media are** recommended to create optimum levels of awareness? image and positive perceptions, of the Northwest Territories as would class destination.

**Magazines**

A selection of leading U.S. National and Regional Travel Trade publications, featuring editorial directed to specific travel trade target groups, have been recommended. We will endeavour, when possible, to schedule advertisements in issues featuring Canadian editorial.

Advertisements scheduled on a co-ordinated flight basis will generate high awareness and provide a constant presence in the market place.

Travel Weekly, combined with Travel Agent, will provide the base of the campaign to achieve instant reach of the target audience. **As an** added incentive, a Business Reply Card will be scheduled with the Full Page insertions to generate response.

The regional edition, Travel Age West has **been** recommended to provide added impact in the Pacific Region. While the two leading publications have coverage in the Pacific Region, the concentration of circulation is in the Eastern Seaboard, S. Atlantic, **E.N.** Central and **W.N.** Central (See Exhibit I).

ASTA Agency Management and Tour and Travel News will extend the reach of the target audience and increase the frequency of **TravelArctic's** message.



**PROGRAM DETAILS**

Travel Article  
FY 1987/1988 - TRAVEL TRADE  
MEDIA PLAN

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<u>PUBLICATION</u>	<u># OF INS .</u>
Travel Weekly	2 6
	2
	2 6
	1 3
	2
	2

\* Formerly ASTA Travel News

TRAVELARCTIC  
 FY 1987/1988  
 MEDIA PLAN

EXHIBIT I

TRAVEL TRADE  
 CIRCULATION ANALYSIS

<u>TERRITORIAL DISTRIBUTION</u>	<u>TRAVEL WEEKLY</u>	<u>TRAVEL AGENT</u>	<u>TRAVEL AGE WEST</u>	<u>*ASTA AGENCY MANAGEMENT</u>	<u>TOUR &amp; TRAVEL NEWS</u>
New England	3,521	2,985	---	1,138	2,848
Mid Atlantic	10,548	10,722	---	3,788	8,092
E.N. Central	6,993	6,372	---	2,073	5,942
W.N. Central	2,424	1,897	---	769	2,586
S. Atlantic	7,822	7,731	---	2,538	5,672
E.S. Central	962	756	---	323	1,060
W.S. Central	2,100	3,202	---	1,247	3,146
Mountain State	1,914	2,023	4,674	867	2,600
Pacific State	6,429	8,435	26,919	3,986	8,355
Canada	1,144	260	576	288	3,103
Foreign	265	238	---	2,952	---
Other	196	132	---	58	---
<b>TOTAL</b>	<u>42,252</u>	<u>42,461</u>	<u>32,374</u>	<u>20,087</u>	<u>43,000</u>

\* Formerly ASTA Travel News