



GLOBAL VENTURES

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

2026 MEDIA KIT

Global Marketing Opportunities for Print,
Digital, Special Supplements and Web

www.sasktrade.sk.ca



MAKE GLOBAL VENTURES PART OF YOUR INTERNATIONAL MARKETING EFFORTS



ABOUT GLOBAL VENTURES

Global Ventures is the voice of Saskatchewan's export community. Published quarterly by the Saskatchewan Trade & Export Partnership (STEP) in partnership with Benchmark Public Relations Inc., it combines international trade insight with dynamic marketing opportunities for exporters and service providers.

WHY ADVERTISE IN GLOBAL VENTURES?

- **Profile-raising exposure:** Be featured in a trusted publication that promotes Saskatchewan exporters to international markets.
- **Longevity of content:** Digital issues remain accessible year-round on STEP's website and are searchable by global audiences.
- **Multi-platform visibility:** Extend your message across print, email, web, and social channels simultaneously.

REACH & DISTRIBUTION

Global Ventures is a multi-media marketing tool offering both print and digital distribution opportunities.

- **STEP Members and Key Provincial Stakeholders:** Each member receives a printed copy for long-term reference along with critical stakeholders in the province including key Cabinet Ministers, Members of the Legislative Assembly (MLAs) and Members of Parliament (MPs).
- **Global Audience:** The total print run is 500. Every issue is emailed directly to all STEP members and more than 5,820 vetted international contacts, identified through STEP's trade missions, as well as trade offices, consulates and embassies.
- **Website:** Each issue is housed on the STEP website (sasktrade.com/global-ventures) for on-demand access by businesses worldwide.
- **Social Media:** Featured prominently on STEP's LinkedIn platform reaching 8,500 followers and a monthly growth rate of 1.5%.



STEP Members and key stakeholders, including Cabinet Ministers, MLAs, and MPs, receive printed copies.



Each issue is available on the STEP website for global access.



Each issue is emailed to STEP members and 5,820+ vetted international contacts, including trade offices, consulates, and embassies.



Featured on LinkedIn with 8,500+ followers, growing 1.5% monthly.

ADVERTISING OPPORTUNITIES



MEMBER SECTOR SPECIAL | \$500

- One-page feature (up to 650 words + photos)
- Quarter-page contact ad
- Highlighted on front cover & table of contents
- Archived on STEP's website for ongoing visibility
- Social media promotion across STEP platforms
- Print-ready PDF provided for your own marketing

FRONT COVER FEATURE | \$2,500

- Minimum 2-page professional article (up to 1,250 words)
- Quarter-page colour ad included
- Company photo highlighted on cover and distributed to all STEP members & contacts
- Promoted via STEP's digital channels and e-blasts

BUSINESS ADVISOR COLUMN

- **Two-page column** – \$1,250/issue (up to 750 words + half-page colour ad)
- **One-page column** – \$795/issue (up to 550 words + quarter-page colour ad)
- Ideal for STEP Members providing legal, financial, or professional services to exporters

TERMS AND CONDITIONS

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue payments will be charged 1.4% interest per month. Make cheques payable to Benchmark Public Relations Inc. Payments can also be made by EFT, credit card and e-transfers to info@benchmarkpr.ca.



30th Anniversary Special
1/4 page Horizontal for only \$300
(Fall Issue Only)



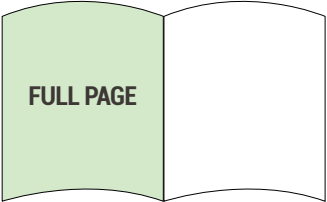
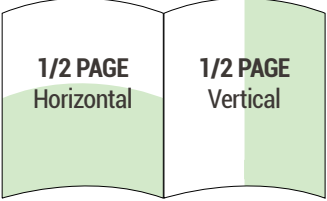
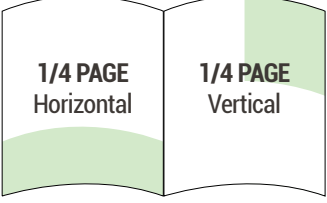
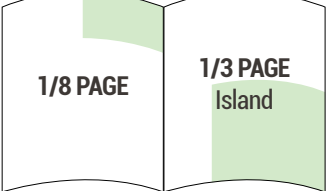
Reach SASKATCHEWAN exporters through
Global Ventures magazine

2026 ADVERTISING RATES | DEADLINES



ADVERTISING RATES

NOTE: All full bleed ads must include a minimum of 0.375" margin around all edges.

	SIZE	1X	2X	4X
 FULL PAGE	Back Cover Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,250	\$2,750	\$2,500
	Inside Covers Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,585	\$2,385	\$1,995
	Full Page Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,100	\$1,815	\$1,500
 1/2 PAGE Horizontal 1/2 PAGE Vertical	1/2 page Horizontal Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"	\$1,510	\$1,250	\$1,000
	1/2 page Vertical Full bleeds: 4.25" x 11.25" OR No bleeds: 3.875" x 10.5"	\$1,510	\$1,250	\$1,000
 1/4 PAGE Horizontal 1/4 PAGE Vertical	1/4 page Horizontal Full bleeds: 8.75" x 2.75" OR No bleeds: 8" x 2.5"	\$905	\$750	\$600
	1/4 page Vertical Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"	\$905	\$750	\$600
 1/8 PAGE 1/3 PAGE Island	1/8 page Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	\$750	\$600	\$475
	1/3 page Island Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	\$1,210	\$1,000	\$800

Submit ads to info@benchmarkpr.ca or through [Dropbox.com](https://www.dropbox.com) or [Wetransfer.com](https://www.wetransfer.com). Supply files in print optimized PDF format with all fonts and 300 dpi (minimum) CMYK images embedded. **NO CROP MARKS.** All full bleed ads (bleeds are already factored into the full bleed ad sizes) must include a minimum margin of 0.375" around all ad edges. Do not include text or graphics that you do not want cut off during the printing process in this area.

Need help creating your ad? Please talk to our sales representative for more details on how we can help.

ADVERTISING DEADLINES

SPRING 2026

Agri-Value

Distribution: March 27

Insertion Orders: February 23

Ad Copy Deadline: February 27

SUMMER 2026

Manufacturing,
Defence & Technology

Distribution: June 19

Insertion Orders: May 15

Ad Copy Deadline: May 19

FALL 2026

Energy & Mining

Distribution: September 18

Insertion Orders: August 10

Ad Copy Deadline: August 14

WINTER 2026

Export Development
(Associate Members)

Distribution: December 11

Insertion Orders: November 2

Ad Copy Deadline: November 6

NOTE: deadlines for publication produced ads are **ONE WEEK** earlier than these dates.

Contact Account Executives:

Pat Rediger

T: 306-522-9326

E: prediger@benchmarkpr.ca

Angela Prawzick

T: 306-522-0923

E: aprawzick@benchmarkpr.ca

2026



GLOBAL VENTURES

CLIENT INFORMATION

Client _____ Contact Person _____

 Address _____ Authorized Signature _____
 City _____ Postal Code _____ Email Address _____
 Phone _____
 Fax _____ Purchase Order Number _____

SPECIFICATIONS & PRODUCTION

Global Ventures is an 8.5"x11" glossy magazine, with 5,820 copies distributed electronically to international contacts and 550 copies printed and distributed to Saskatchewan businesses by the Saskatchewan Trade and Export Partnership. The 2026 production schedule is:

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*Manufacturing,
Defence & Technology*

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*Export Development
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Distribution: December 11

Insertion Orders: November 2

Ad Copy Deadline: November 6

ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices based on digitally supplied artwork in full color. Submit ads to info@benchmarkpr.ca or by Dropbox.com or WeTransfer.com – free file sharing sites. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded. **NO CROP MARKS.** Full bleed ads must include a 0.375" margin on all edges. Do not include text or graphics you do not want cut off in this area.

Note: to determine the live sizes of full bleed ads simply minus 0.25" from the full bleed ad sizes provided in the media planner (for example, 0.25" minus the full bleed ad size of 8.75"x11.25" results in an 8.5"x11" live ad size).

Check the ad size to the right that you wish to order.



Member Sector Special

Full Page Business Feature for only \$500

Pricing

	1X	2X	4X
<input type="checkbox"/> Back Cover	\$3,250	\$2,750	\$2,500
<input type="checkbox"/> Inside Cover	\$2,585	\$2,385	\$1,995
<input type="checkbox"/> Full Page	\$2,100	\$1,815	\$1,500
<input type="checkbox"/> 1/2 Page Vertical	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 1/2 Page Horizontal	\$1,510	\$1,250	\$1,000
<input type="checkbox"/> 1/3 Page Island	\$1,210	\$1,000	\$800
<input type="checkbox"/> 1/4 Page Horizontal	\$905	\$750	\$600
<input type="checkbox"/> 1/8 Page Vertical	\$750	\$600	\$475
<input type="checkbox"/> Member Sector Special	\$500		
<input type="checkbox"/> 1/4 page Horizontal 30th Anniversary Special (Fall Issue Only)	\$300		

SUMMARY

_____ Display Space _____
 _____ Special Placement _____
 _____ GST (5%) _____
 _____ Subtotal _____
 Subtotal x _____ number of issues _____
 _____ Multiple Insertion Discount _____
GRAND TOTAL _____

Contract currently in place _____

Currently committed advertising issues: (check below)

<input type="checkbox"/> SPRING ISSUE	Insertion Order Deadline: Feb. 23
<input type="checkbox"/> SUMMER ISSUE	Insertion Order Deadline: May 15
<input type="checkbox"/> FALL ISSUE	Insertion Order Deadline: Aug. 10
<input type="checkbox"/> WINTER ISSUE	Insertion Order Deadline: Nov. 2

CONTACT TERMS & CONDITIONS

BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street
Regina, SK S4P 2R9

T: 306-522.9326

E: info@benchmarkpr.ca

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