

FREEFALL

FAST FACTS

Advertisements have the option of appearing on our social media platforms for up to **two years**, which ensures **maximum visibility** to potential customers and clients.

With over 25 years of experience in business, advertising, marketing, publishing, and design; *FreeFall* Magazine is proud to be a representative of the literary voice in Canada.

FREEFALL
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FREEFALL

Canada's Magazine of Exquisite Writing



Volume XXXV Number 2
Spring / Summer 2014

FreeFall is designed to have the beauty and feel of a book. Our focus on **new, emerging, and distinguished** writers ensures that physical copies of our magazine are treated like **artifacts**.

We offer some of the industries **best advertising rates**. At no extra charge we offer our **design services** to all our clients to create custom ads that fit their **company brand**.

"We cannot underestimate how important it is for a flourishing literary journal such as FreeFall to be publishing emerging writers' work." Kyle Kinaschuck—Writer

"The format and high print quality make FreeFall a collectible, not a magazine to be discarded." Rebecca Lesser—AMPA

Meet the 2014 Prose and Poetry Contest Judge
Over \$1700.00 in Prizes

John Vigna



FREEFALL is pleased to announce that **John Vigna** will be the guest editor/judge for this contest. John's first book, *Bull Head*, a collection of linked stories about the peculiar failings of rural men, was published to critical acclaim in Canada and the US this past year. It was selected by *Quill & Quire* as an editor's pick of the year and was a finalist for the Danuta Gleed Literary Award. John was named one of "10 writers to watch" by CBC Books. He lives in Vancouver with his wife, the writer Nancy Lee.

Contest Entry Deadline December 31, 2014
Enter by mail or online at www.freefallmagazine.ca



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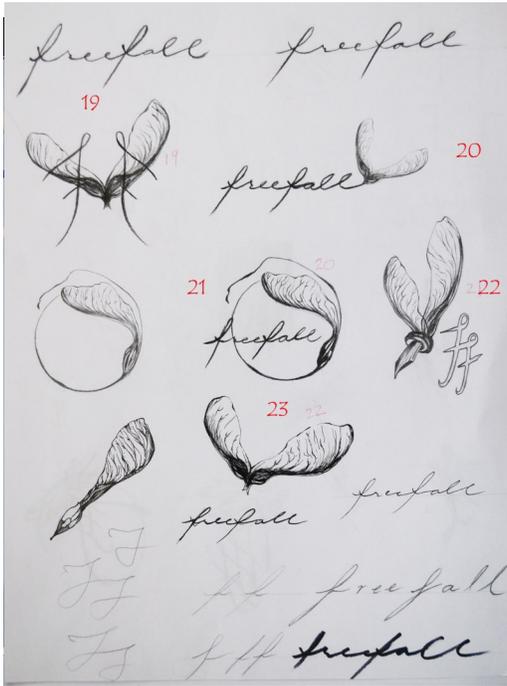


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\$12.95
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until
September
2014



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About Us

FreeFall is a literary magazine based in Calgary, AB. It was published by the Alexandra Writer's Centre Society until 2008 when Micheline Maylor and Lynn Fraser created the FreeFall Literary Society of Calgary, a non-profit group, and took over publication of the magazine.

Today, *FreeFall* publishes three issues a year with one issue dedicated to the annual prose and poetry contest winners.

We publish poetry, fiction, creative non-fiction, literary reviews, author interviews, and visual arts in the form of a stunning black and white cover.

Our Mission has always been to encourage the voices of new, emerging, and experienced Canadian writers and provide a platform for their quality work. Although we accept work from all over the world we maintain a commitment to 85% Canadian content.

"We publish poetry, fiction, creative non-fiction, literary reviews, author interviews, and visual arts in the form of a stunning black and white cover."

Volunteer Work

- We have given publishing lectures at Mount Royal University.
- Our team workshops with a community of young writers.
- *FreeFall* sends a team of volunteers to literary events held in Calgary such as Calgary Spoken Word Festival.
- We employ Canadian artists for all our design work.
- Our team regularly attends seminars, workshops, and conferences in an effort to stay current within our evolving industry.

Our Mandate

We believe that our greatest marketing tool is our product—our magazine; thus, our approach is to publish only the most exquisite writing available to us.

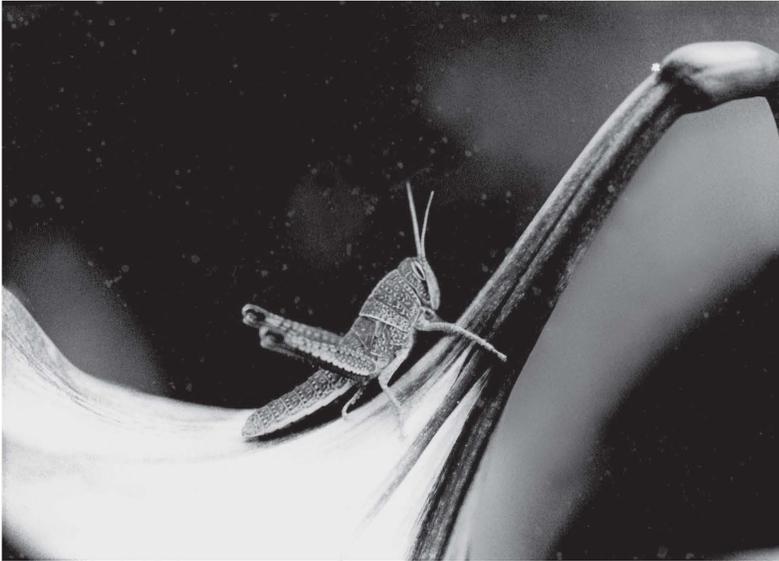
For 25 years we have maintained the same focus: bring together new, emerging, and established writers on one beautiful platform that all artists would be proud to call home to their work.

We are committed to developing writers at all stages of their careers, and we employ a group of volunteers that have been dedicated to correspond and educate the community in any way possible, whether it's volunteering for events, organizing writers workshops, engaging our staff with our training programs, or merely returning a friendly email.

FREEFALL

Canada's Magazine of Exquisite Writing

Featuring: Prose and Poetry Contest Winners
and an interview with Zachariah Wells



Cricket Riding on a Lily

Advertising Deadlines

April 30th for our Fall issue

August 31st for our Winter Issue

December 31st for our Spring Issue

Distribution

- We publish three issues per year.
- We have over 500 subscribers to each issue.
- We print 100 0 copies of our magazine for each issue.
- We save 100 issues for back issue sales.
- We donate around 250 magazines per issue to festivals and events around Calgary.
- We send representatives to Alberta based literary events throughout the year.
- Our issue launch events rotate through Calgary's independent bookstores.
- We have distributed FreeFall in ten countries and across four continents.

FREEFALL

FreeFall Magazine

We believe in a communal relationship with our advertisers. Not only are we willing to help in the process and creation of your ad, but we are willing to work within content. Want a book reviewed and advertised on the same spread? No problem. We believe in the community between reader, publisher, and advertiser. Ask us today about pairing content with your advertisement.

Editors@freefallmagazine.ca

Advertising Rates

All advertisement prices shown are based on one insertion.

All advertisements must be either a pdf Document (in greyscale) or camera ready copy and conform to the measurements set out for each ad size.

Payment in full to accompany each order. Please make cheques payable to FreeFall.

Ad Sizes & Prices:

Full Page: 10.5 cm by 18 cm \$200.

Half Page Vertical: 5.25 cm by 18 cm \$100.

Half Page Horizontal: 10.5 cm by 9 cm \$100.

When sending in digital ad material please make sure to include advertiser name, size of ad, and contact information. Please submit a high-resolution pdf format. Files under 10MB can be sent directly to editors@freefallmagazine.ca. If your files are larger or you have any additional questions, please contact Ryan at 403.999.3225. *FreeFall* also offers ad design at no additional charge. Contact us today to learn more.

At *FreeFall* we're all about the content. We intend for our magazine to not only survive the digital age but to thrive, because our writers and readers care about the voice we provide to the literary community. Advertisers are given the rare opportunity to have their ads read and saved over years. *FreeFall* is one of Canada's most well respected literary magazine thanks to the meticulous services we've provided for 25 years.

