



The Highlander

ADVERTISING PACKAGE

2025

...IT'S WHAT EVERYONE'S READING

2025 MARKETING PLANNER

2025 MARKETING PLANNER

DATE	FEATURE SECTION	HOLIDAY	SPECIAL PUBLICATIONS
JANUARY 9			
JANUARY 16			
JANUARY 23	ACTIVE LIVING		
JANUARY 30			
FEBRUARY 6	LOOKING BEYOND TOMORROW		
FEBRUARY 13		FAMILY DAY	
FEBRUARY 20	ACTIVE LIVING		
FEBRUARY 27			
MARCH 6	KIDS FUN BOOK		
MARCH 13		ST. PATRICK'S DAY	
MARCH 20	ACTIVE LIVING		
MARCH 27			
APRIL 3			
APRIL 10			
APRIL 17	ACTIVE LIVING	EASTER	HOMES
APRIL 24			
MAY 1	SPRING CAR CARE		
MAY 8		MOTHER'S DAY	
MAY 15	ACTIVE LIVING	VICTORIA DAY	HOMES HANDBOOK
MAY 22			
MAY 29			
JUNE 5	HOME SHOW		
JUNE 12		FATHER'S DAY	
JUNE 19	ACTIVE LIVING		
JUNE 26		CANADA DAY	HOMES
JULY 3	GRADS		
JULY 10			
JULY 17	ACTIVE LIVING		
JULY 24			
JULY 31		CIVIC HOLIDAY	HOMES
AUGUST 7			
AUGUST 14			
AUGUST 21	ACTIVE LIVING EAT OUTSIDE		
AUGUST 28	EAT OUTSIDE	LABOUR DAY	HOMES
SEPTEMBER 4			
SEPTEMBER 11			
SEPTEMBER 18	ACTIVE LIVING		
SEPTEMBER 25			
OCTOBER 2	STUDIO TOUR		
OCTOBER 9	STUDIO TOUR	THANKSGIVING	HOMES
OCTOBER 16	ACTIVE LIVING		
OCTOBER 23	FALL CAR CARE		
OCTOBER 30		HALLOWEEN	
NOVEMBER 6		REMEMBRANCE DAY	
NOVEMBER 13			
NOVEMBER 20	ACTIVE LIVING	BLACK FRIDAY	
NOVEMBER 27			
DECEMBER 4			
DECEMBER 11			
DECEMBER 18	ACTIVE LIVING	CHRISTMAS	

The Highlander

Audited circulation: 8,871
 Estimated pass-on readership: 14,000
 Email subscribers: 7,800
 Covering: Haliburton County, Northern Kawartha Lakes

2025 PRINT ADVERTISING RATES

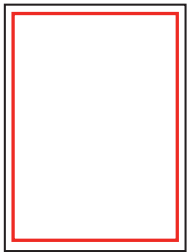
SIZE	FULL PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE	SIXTH PAGE	EIGHTH PAGE	TWELFTH PAGE	BUSINESS CARD	SKY BOX
RATE	\$729	\$429	\$319	\$269	\$179	\$139	\$99	\$55	\$99

CLASSIFIEDS

BUSINESS CARD	1/2 BUSINESS CARD	PERSONAL ANNOUNCEMENT	PERSONAL WORD AD	HIGHLIGHTED WORD AD
3.375W x 2H \$55	3.375W x 1H \$39	3.375W x 4.5H \$49	25 words max \$9	personal/business \$29

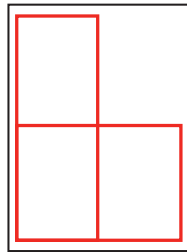
AD SIZES

Ask about our Volume Discounts and Not-For-Profit prices



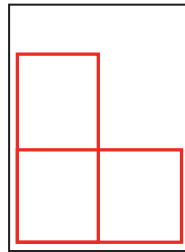
FULL

10.375W x 12.44H



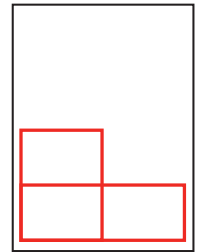
HALF

5.125W x 12.285H
10.375W x 6.0773H



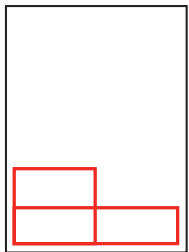
THIRD

5.125W x 8H
10.375W x 4H



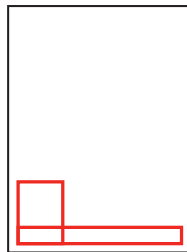
QUARTER

5.125W x 6.0773H
10.375W x 3H



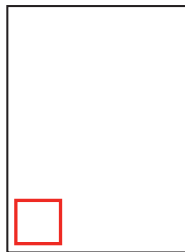
SIXTH

5.125W x 4H
10.375W x 2H



EIGHTH

3.375W x 4.5H
10.375W x 1.5H



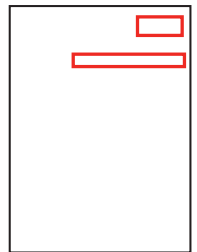
TWELFTH

3.375W x 3.375H



BUSINESS CARD

3.375W x 2H



SKYBOX

3.27W x 1.42H
5.125W x 0.569H

CONTACT US TODAY!

HEATHER, PUBLISHER

heather@thehighlander.ca • 705-457-2900

Home in the Highlands

HALIBURTON COUNTY REAL ESTATE



Home in the Highlands is Haliburton County's #1 source of real estate listings. This multi-media product puts your listings in front of thousands of locals, cottagers and prospective purchasers from the GTA and beyond, quickly and in a quality product proven to be effective.

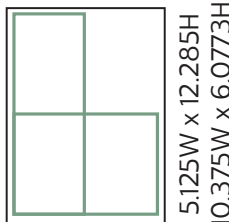
- One ad reaches all of Haliburton County
- Print version bundled with The Highlander to reach up to 10,000 households within days
- PDF version gets sent to 7,700 permission-based email subscribers and 8,000 social media followers, many in the GTA, for a combined reach of 25,000 households per issue
- Distributing Home in the Highlands with the award-winning Highlander ensures your listings get picked up and read

PUBLISHED SIX TIMES IN 2025 BOOK FOR MULTIPLE ISSUES AND SAVE \$\$\$



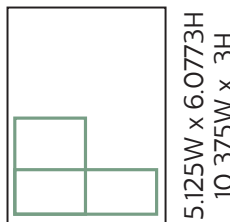
10.375W x 12.44H

FULL



5.125W x 12.285H
10.375W x 6.0773H

HALF

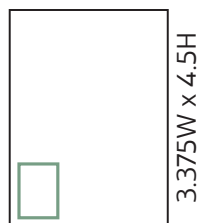


5.125W x 6.0773H
10.375W x 3H

QUARTER

PUBLICATION DATES:

- April 17, 2025
- May 15, 2025
- June 26, 2025
- July 31, 2025
- August 28, 2025
- October 9, 2025



3.375W x 4.5H

EIGHTH



3.375W x 2H

BUSINESS CARD

For a decade, The Highlander – Haliburton County's locally-owned, independent newspaper – has invested in our community. We believe in The Highlands and we believe in the power of local media to make our place in the world better every day.

**CONTACT US
TODAY**

HEATHER, PUBLISHER

heather@thehighlander.ca

705-457-2900

The Highlander

TOURISM MAP 2025

#MY *Haliburton*
HIGHLANDS



Haliburton County's official tourism publication

25,000 copies distributed in tourism
offices and related locations throughout
Ontario and Haliburton County.

All ads are numbered and
corresponding number added to
the map.

SPACE IS LIMITED

Please reserve
your ad as soon
as possible.

FULL PANEL

4.49" x 7.5"

\$1,300

PRIME FULL PANEL

4.49" x 7.5"

\$1,800 - 4 available

HALF PANEL

4.49" x 3.65"

\$790

QUARTER PANEL

4.49" x 1.75"

\$450

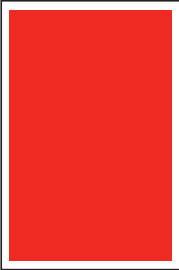
TO FIND OUT
MORE, CONTACT

HEATHER, PUBLISHER

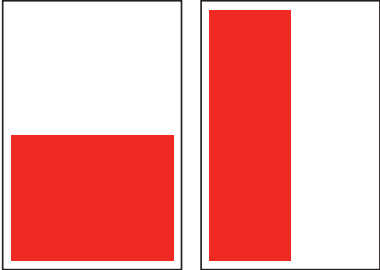
heather@thehighlander.ca • 705-457-2900

The Highlander HANDBOOK

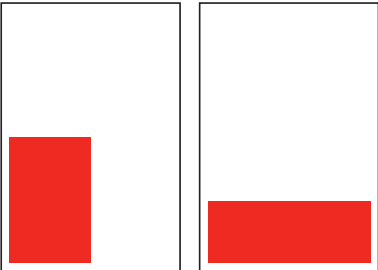
The Highlander Handbook is a year-round reference for permanent and seasonal residents. Twelve thousand copies will be distributed, including in the Victoria Day edition of The Highlander and at strategic locations throughout the county.



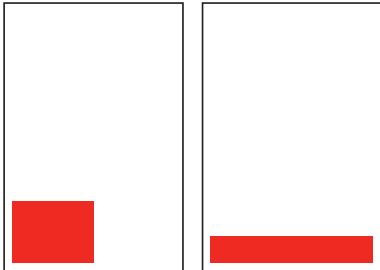
FULL
4.875 x 8 • \$1300



HALF
4.875 x 4 • 2.4063 x 8
\$807



QUARTER
4.875 x 2 • 2.4063 x 4
\$482



EIGHTH
4.875 x 1 • 2.4063 x 2
\$314

SPECIAL SIZES

Limited positions available. Call now to reserve yours.

COVERS

5 x 8.5
5.6369 x 9.25 (bleed)
Inside \$1889
Back outside \$2141

FRONT CORNER

5 x 1
\$933

**PUBLISHING DATE
MAY 16**

**BOOKING
DEADLINE APRIL 4**

**CONTACT US
TODAY!**

HEATHER, PUBLISHER

heather@thehighlander.ca • 705-457-2900

The earlier you book, the earlier your listing will appear in The Highlander Marketplace for no charge! You can find the Marketplace at marketplace.thehighlander.ca

Deposit: 50% to reserve your space, with the remainder payable on publication. Cancellation: 90% refund before February 1, 50% before April 3, no refunds after April 3. All prices include design and two revisions. Additional design time available at \$35/hr.

The Highlander

HIGHLAND STORM



Help support the Highland Storm by advertising alongside our coverage. Your support helps us be the Storm's Platinum Sponsor, supporting youth hockey in our community.

Highlander Storm pricing 30% OFF regular prices, book now save tons!

STORM BOX AD

Value \$3,975
(\$159 per week)

STORM PRICE

\$2,475 + taxes
(\$99 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 3.375W x 3.375H



STORM DOUBLE BOX AD

Value \$4,975
(\$199 per week)

STORM PRICE

\$3,482.50 + taxes
(\$139.30 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 6.75W x 3.375H



STORM HAT TRICK AD

Value \$8,725
(\$349 per week)

STORM PRICE

\$6,104.50 + taxes
(\$244.30 per week)

Placements: 25 weeks
(hockey reporting weeks)

Size: 10.375W x 3.375H



CONTACT US TODAY!

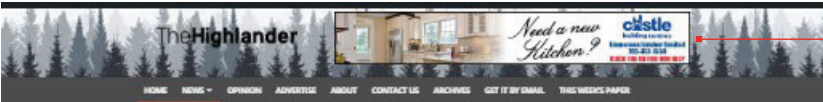
HEATHER, PUBLISHER

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2025 ONLINE ADVERTISING RATES

Reach 14,000 users per month, of which 89% are in Ontario, by advertising on The Highlander's popular website.

THEHIGHLANDER.CA HOME PAGE



HEADER
Wide banner (1001x151px at 72dpi)
\$199/month

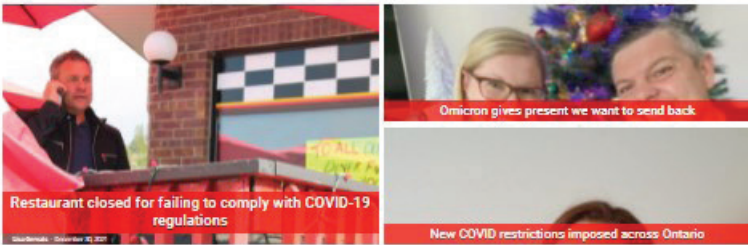
Get The Highlander by Email

Get The Highlander in your inbox every Thursday

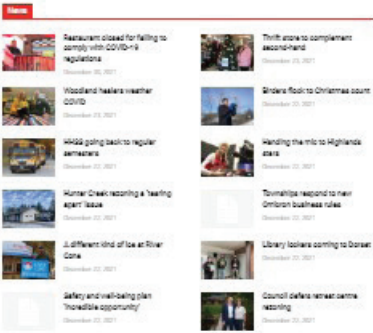
Email*

Phone

Subscribe



Reach Haliburton and beyond by advertising here. Find out more.



The Highlander it's what everyone's reading. Reach them by advertising here.



Reach Haliburton and beyond by advertising here. Find out more.



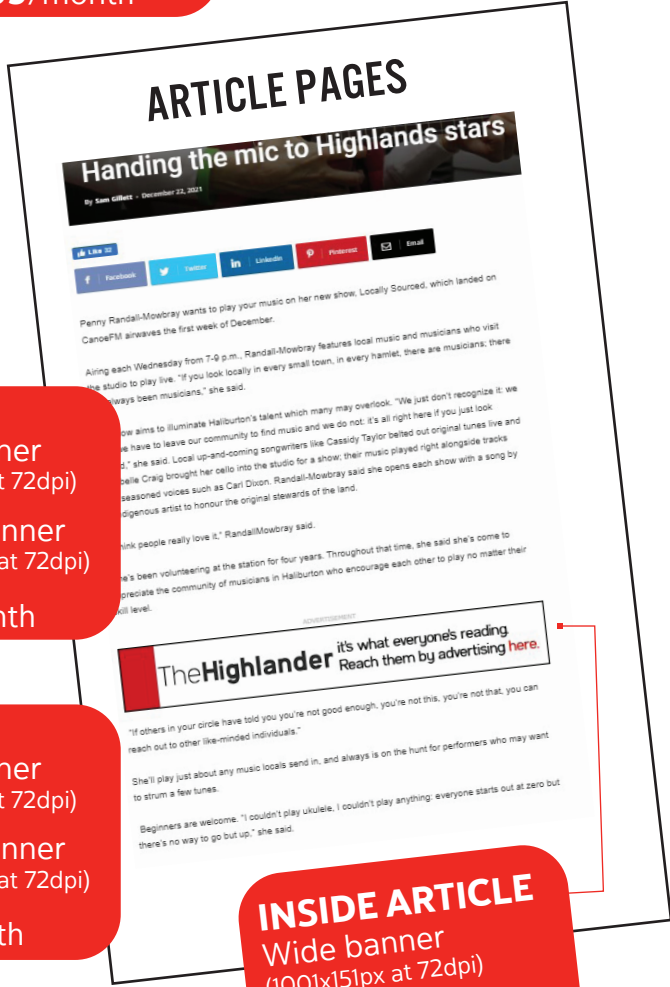
TIER 1
Wide banner (1001x151px at 72dpi)
Square banner (300x250px at 72dpi)
\$149/month

The Highlander it's what everyone's reading. Reach them by advertising here.

Reach Haliburton and beyond by advertising here. Find out more.

The Highlander it's what everyone's reading. Reach them by advertising here.

Reach Haliburton and beyond by advertising here. Find out more.



TIER 2
Wide banner (1001x151px at 72dpi)
Square banner (300x250px at 72dpi)
\$99/month

INSIDE ARTICLE
Wide banner (1001x151px at 72dpi)
\$79/month

TIER 3
Wide banner (1001x151px at 72dpi)
Square banner (300x250px at 72dpi)
\$79/month

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The Highlander

WEEKLY EMAIL

Every Thursday, 7,800 people receive The Highlander by email. With an average open rate of over 60%, you can reach permanent and seasonal residents all-year round.

LICRRAP1207576
Tickets available online \$20 for 100, \$30 for 20, \$5 for 5
Your participation in our monthly online lottery supports local hospital and health care facilities for priority medical equipment needs.
www.hhhsf5050.ca (705) 457-1580 BUY TICKETS NOW

ADVERTISMENT

TheHighlander

This week's Highlander

Flyer of the week

Staff shortages part of 'complex' issue

Deals of the week

Emmerson Lumber: 20% off Stihl chainsaws
Canadian Tire: Save up to 40% on outdoor lights
MoKeeks Tap and Grill: Tuesday is wing day!
Hilary Morrin: New cottage listing on Drag Lake!
Home Hardware: Up to 30% off snow blowers
Mulligan's Pub and Patio: Thursday night is pizza night
Haliburton Timbermart: New Napoleon fireplaces
Minden Subaru: Winter Tire Event - save 20%
Haliburton RPM: It's ATV Week! Save \$\$\$
Boshkung Brewing: Trivia Night every Tuesday

Call a member of the Trillium Team at 705-935-1000 for a FREE Market Evaluation and receive a 27' x 54' Canadian Flag
TRILLIUMTEAM.ca 705-935-1000

ADVERTISMENT

TOP BANNER

Wide banner
(1001x151px at 72dpi)
\$199/month

FLYER OF THE WEEK

(300x250px at 72dpi)
\$99/month

DEAL OF THE WEEK

\$99/month or \$999/year

BOTTOM BANNER

Wide banner
(1001x151px at 72dpi)
\$99/week

CONTACT US
TODAY!

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