

Media Kit

WINTER
2026



PICTON
Gazette

EST. 1830

BY THE NUMBERS



REDESIGN WITH NEW SECTIONS

TOTAL COPIES

13,500

We deliver to all rural mailboxes, and distribute across Prince Edward County's towns through newspaper boxes at the Post Offices and other key locations.



The average household size in the County is 2.2, which means about 30,000 readers.

Design may vary from these renderings.



Welcome

We are proud to be the new publishers of Canada's oldest weekly newspaper, established in 1830. We both teach English Lit, Chris at Queen's, and Karen at York. We love the fact that in Prince Edward County, print is still the main medium – and that everybody reads the *Gazette*.

When the paper came up for sale in 2023, we seized the opportunity to research and write for a wider community, and to revitalize this storied institution. We want to ensure it remains the County's Newspaper of Record for another 200 years.

We have established newspaper offices at 100 Picton Main Street. A distinctive yellow and red brick 1835 heritage building, called the George MacDonald house, seemed the perfect place for a historic newspaper at the centre of community life. Open weekdays, this is home base for our advertising and graphic design team, news desk, and administrative staff.

PRINT

The weekly print edition of the *Gazette* is a beloved County institution. It has been redesigned to retain its traditional elements in a style that feels fresh and crisp. Every element, from a trademark colour palette to its distinctive page size, contributes to a standout package delivered every week to every mailbox in the County.

DIGITAL

The County welcomes over 600,000 visitors every year. The digital edition is designed for both new and returning visitors. It canvasses everything from the best in hotels, restaurants, and wineries to live music, theatre, film, farm-to-table experiences, and art. Never mind excellent feature coverage of what's on in the County all year round, updated every day.

REAL ESTATE PAGES

One of the County's main attractions to urban visitors is its picture-book real estate market. The *Gazette* real estate pages are a prized part of the print edition and promise to become a key element of the digital one.

NEWSPAPER BOXES

Visitors to the County will find the newspaper on every main street of the County's towns, hamlets, and villages, as well as at major travel and access points, from the Glenora Ferry to the Royal Hotel, and from Sandbanks to Base31.



Chris Fanning
PUBLISHER



Karen Valihora
PUBLISHER

PRINT DISPLAY ADS

DEADLINES

Display Ads Thursday, 5:00 PM

Final Copy Thursday, 5:00 PM

CONTACT

DISPLAY ADS

Lisa Presley

P 613-876-4636

E lisapresley13@gmail.com

DISPLAY AND REAL ESTATE

Deanne Puder

P (416) 301-0999

E realestate@pictongazette.ca

E advertising@pictongazette.ca

VERTICAL
BANNER
2.125 x 13.5"

1/8 HORIZONTAL
4.875 X 3.25"

3/4 PAGE VERTICAL
7.5" x 13.55"

3/4 PAGE HORIZONTAL
10" X 9.75

1/8 VERTICAL
2.125 x 6.68"

1/16 PAGE
2.125 x 3.2"

1/8 HORIZONTAL
4.875 x 3.25"

FULL PAGE
10 x 13.55"

1/4 PAGE
4.875 x 6.68"



1/2 PAGE HORIZONTAL
10 x 6.68"

1/2 PAGE VERTICAL
4.875 X 13.55"

HORIZONTAL BANNER
10 x 3.25"

DIGITAL DISPLAY ADS

BILLBOARD \$100/week or \$75 multiple weeks

TOWER \$75/week or \$60 multiple weeks

HALF PAGE \$200 or \$175 multiple weeks

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DISPLAY AND REAL ESTATE

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P (416) 301-0999

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**BILLBOARD BANNER
970 x 250PX**

**MEDIUM RECTANGLE TOWER
300 x 250PX**

**HALF-PAGE
300 x 600PX**

SPECIAL EDITORIAL CONTENT

NEW Advertising opportunity in print and online: partnered editorial content.

CONTACT THE PUBLISHER

Karen Valihora

E kvalihora@pictongazette.ca

PICTONGAZETTE.CA | SEPT 27, 2023

PRINCE EDWARD COUNTY'S NEWSPAPER OF RECORD 29

SPECIAL EDITORIAL CONTENT

Headline Here

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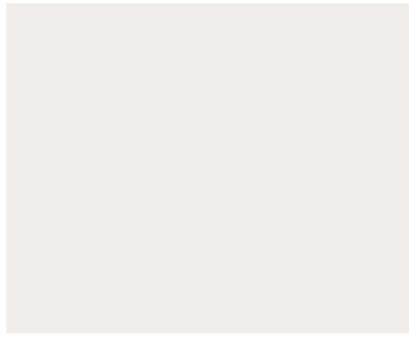


Photo Caption
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www.yourwebsite.com

* For Placement Only. Design may vary depending on content and provided assets.



AROUND THE ISLAND

NEW section combines Classifieds, Business Directory, Church Directory and, Event Listings all around the island of Prince Edward County.

DEADLINES

Final Copy Thursday, 5:00 PM
Classifieds Thursday, 5:00 PM

CONTACT

CLASSIFIEDS
 Karen Gyde

Phone 613-476-3201
Email classifieds@pictongazette.ca
Address 100 Picton Main Street,
 K0K 2T0

We accept payments with **credit card** by phone at 613-476-3201 or **e-transfer** to thegazettepicton@gmail.com

Classifieds

	1-Insert (+HST)	4+ (+HST)	Word (+HST)
Word Ad (max 20 words)	22.00	20.00	.50
Commercial Word Ad (max 15 words)	30.00	25.00	.55
Thanks, Memoriams, Births (max 50 words)	40.00		.30
Obituary (no word limit)	150.00		
Garage Sale	25.00		
Auction (per line)	1.20		
Classified Display (per line)	1.15	1.00	
Header	5.00		
PO Box Reply	15.00		
Social Ads			
1/16 Page	75.00		
1/8 Vertical Page	120.00		
1/4 Page	240.00		
<small>(refer to print display ads for dimension)</small>			

Business Directory

BUSINESS	BUSINESS
SMALL 1.45 X 2.35	MEDIUM 3.18 X 2.35
One insert 60.00 4x insert 50.00	One insert 75.00 4x insert 60.00

Church Directory

SMALL 1.45 X 4	MEDIUM 3.18 X 4
One insert 50.00 4x insert 40.00	One insert 70.00 4x insert 60.00

