

## About our Publication

BRAGG - ABOUT THE CREEK is the only magazine dedicated to showcasing the grandeur of Kananaskis Country through world-class photojournalism - combining exceptional photography and outstanding print quality to create an upscale coffee-table style publication with impressively long shelf-life.

Publishing only those photos taken within our geographic catchment area – the Greater Bragg Creek area and Kananaskis Country – the magazine provides local photography professionals and enthusiasts with outstanding marketing exposure by encouraging them to contribute their work for future publication.

BRAGG - ABOUT THE CREEK magazine is *not* a profit center. Our business model is based on offering professional photographers 'in-kind' compensation by providing them with high-profile marketing exposure among prominent opinion leaders in their home market.

We produce a high-quality magazine with broad distribution within the Greater Calgary region – offering our contributors outstanding marketing opportunities both in print and via our affiliated websites.

The magazine's high-level design and production values - combined with an average circulation of 18,000 copies per issue, including distribution via *The Globe & Mail* within the Calgary market – has enabled us to build strong and mutually beneficial relationships with many high-profile contributors.

The specific level of marketing exposure a contributor receives in any given issue is commensurate with their contribution, as outlined below:

### Level 1 – Main Article Contributors

The highest marketing profile is reserved for contributors of the **Photo Articles**, which generally provide authoritative advice on various photographic tips and techniques, and the **Feature Articles**, which primarily focus on a feature of the Bragg Creek/Kananaskis Country region via in-depth profiles of local residents, community events, or interesting historical details about the region. We give each issue's **Feature and Photo Article** contributors the highest profile both within the magazine and on our websites. Marketing exposure for this level includes:

#### Print

- a full-page ad at the end of the article;
- a closing promotional paragraph about the contributor at the end of the article;
- a biography, including a bio photograph and promotional text on our Featured Contributors page near the front of the magazine;

- the cover photo - also reserved for contributors of either the Feature or Photo Articles - is selected based on suitability for the issue and cover dimensions, and is at the sole discretion of the magazine.

### **Online**

- the contributor's work is also featured on [www.braggmag.com](http://www.braggmag.com), complete with photos, a full biography, and respective links to the site/pages of their choice. Feature Articles are also showcased on [www.braggcreek.net](http://www.braggcreek.net).
- for examples of the main online exposure for Feature and Photo Article Contributors, visit:
  - o [www.braggmag.com/featurearticles.html](http://www.braggmag.com/featurearticles.html)
  - o [www.braggmag.com/photographyarticles.html](http://www.braggmag.com/photographyarticles.html)
- space permitting, other photos and contributor biography photos, complete with respective links, will also be included on other pages throughout the site;
- the background image for both [www.braggmag.com](http://www.braggmag.com) and [www.braggcreek.net](http://www.braggcreek.net) is generally the current cover photograph, or as per the sole discretion of the magazine.

## **Level 2 – Secondary Article Contributors**

The second-highest profile is given to the contributor of the **Every Picture** double-page spread at the back of the magazine. Marketing exposure for this level includes:

### **Print**

- a closing promotional paragraph about the contributor at the end of the article;
- a biography, including a bio photograph and promotional text on our Featured Contributors page near the front of the magazine.

### **Online**

- the contributor's work is also featured on [www.braggmag.com](http://www.braggmag.com), complete with photos, a full biography, and respective links to the site/pages of their choice;
- for an example of the main online exposure for Every Picture Contributors visit: [www.braggmag.com/photographyarticles.html](http://www.braggmag.com/photographyarticles.html) and scroll down to the Every Picture heading;
- space permitting, other photos and contributor bio photos – with respective links – may also be included on other pages throughout the site.

### **Level 3 – Other Featured Contributors**

The third-highest profile is given to professional – or nonprofessional Featured Contributors as detailed above – who have contributed individual photos in the other areas of the magazine. Marketing exposure for this level includes:

#### **Print**

- a biography, including a bio photograph and promotional text on our Featured Contributors page near the beginning of the magazine.

#### **Online**

- contributors' photos and bio photos are also featured on [www.braggmag.com](http://www.braggmag.com) with respective links to the site/pages of their choice.

All professional contributions are reserved for use exclusively within [BRAGG - ABOUT THE CREEK](#) magazine and its associated websites. Contributors retain full rights to their contributions and all contributions remain the personal property of the contributor. [BRAGG - ABOUT THE CREEK](#) reserves the right to use any photos submitted on both the cover of the magazine and on our websites.

### **Level 4 – Amateur Contributors**

The fourth-highest level of marketing exposure is offered to nonprofessional contributors to our **Viewpoint Article**, which is a seasonal photographic perspective of the Bragg Creek and Kananaskis region. Full credit is given to all contributors, and the contributor's work is also featured online at [www.braggmag.com/gallery.html](http://www.braggmag.com/gallery.html)

All nonprofessional photographs submitted will automatically be entered into the seasonally relevant Photography Competition, unless specifically requested otherwise by the contributor at the time of submission. View full competition rules at [www.braggmag.com/photographycompetition.html](http://www.braggmag.com/photographycompetition.html)

All nonprofessional photography submissions, along with the contributors' names, may also be used by Rocky View County and [BRAGG - ABOUT THE CREEK](#) for future promotional purposes. All contributing photographers retain full intellectual rights for their submitted material.

Branded Visuals Inc. retains the right to display the 'winning' canvas print in their gallery for up to one month following the date of the image's publication in print.