WELCOME TO THE PRAIRIES & RURAL SASKATCHEWAN

There are 1.1 million Canadians who live in Saskatchewan, with more than half of those people living outside the major centres of Saskatoon and Regina. It is estimated that as much as 20% of the country’s population resides in rural areas and Saskatchewan is no exception. This “have” province is an economic growth leader. No longer just Canada’s agricultural breadbasket, Saskatchewan’s economy is growing by leaps and bounds in industries such as oil and gas, potash, uranium and gold.

Source: Manifold SuperDemographics 2014; Statics Canada
Perhaps more than anywhere else in the country, Canadians in Rural Saskatchewan are dependent on vehicular travel. Not surprisingly, adults 18+ in the Prairie provinces are 38% more likely to own pickup trucks and sport utility vehicles versus the gen pop. They are 13% more likely to drive 150 KM or more per week and 84% of workers typically drive to their jobs. OUTFRONT Media is your ideal partner to reach these consumers.

We offer locations along key routes connecting with other outlying communities, the Regina and Saskatoon CMAs. The flat Prairie landscape helps us deliver unobstructed views and terrific sightlines of our inventory and their key placement and high visibility make them perfectly suited for long-term awareness building among Rural Saskatchewanites.

OUTFRONT Media helps build Prairie based businesses through its unique ability to cover the entire market, both rural and urban areas. Cultivate a relationship with OUTFRONT Media to experience what other advertisers call our Rural Outdoor Advantage!

**MEDIA FORMATS**

- Posters

- Permanents

**OUTFRONT Media offers inventory near the following communities in Saskatchewan (Pop. < 100,000)**

- Moose Jaw, SK (36,802)
- North Battleford (20,897)
- Yorkton (19,652)
- Swift Current (19,080)

**MEDIA EFFICIENCIES**

Adults 18+ in the Prairies are 11% LESS LIKELY to be heavy consumers of traditional media. (TV, internet, newspapers, and magazines)

OUTFRONT Media has the potential to reach 80% of all people in Saskatoon and Regina over the course of a single week.

*SOURCES: BBM-RTS Spring 2014, COMBNavigator, CARD Online*
OUTFRONT Media connects rural communities throughout Saskatchewan.
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