



MEDIA KIT

First Nation Yearbook

Native & Inuit Yearbook

Our Mission

Vantage Publishing Group is dedicated to making a difference in the lives of Canada's Aboriginal Peoples with our Suicide Prevention-Creating Hope for the Future Campaigns. Our mandate is to work with organizations and groups who are devoted to developing today's youth, creating healthy communities as a whole, and share our belief that it takes a community to raise a child and prosper.

We do this by sharing information and success stories from these groups and organizations, which are printed in our two prevention magazines as well as online.

The First Nation Yearbook magazine was first published in 1996 as a yearly publication and distributed to the above groups & organizations in Aboriginal communities across Canada. It is now distributed primarily in the Provinces but also to interested parties elsewhere in Canada.

The Native & Inuit Yearbook was first published in 2000 after the creation of Nunavut to highlight/distinguish the Polar North's unique Culture, History, Geopolitical makeup, Isolation and Social issues. It is distributed primarily in the Yukon, NWT, Nunavut, Nunavik, Labrador and interested parties elsewhere in Canada.

We are reaching out to businesses, government, learning institutions, community organizations, and others to support these extremely important initiatives through sponsor ads and/or editorials in our yearbooks. Your support also helps keep our magazines free for all the communities.

Our partners are well received as proud community supporters by our growing readership, estimated at one hundred eighty thousand for the First Nation Yearbook and fifty thousand for the Native & Inuit Yearbook.

“It takes a community to raise a child and to prosper.”



About Our campaigns

“The band does not owe its membership dependency. It owes them opportunity and a chance to become independent.”

- Chief Clarence Louie



SUICIDE PREVENTION

01.

We share stories of programs that have been successful in dealing with and preventing the serious social problems that can lead to suicide like:

- Fetal Alcohol Syndrome
- Mental Illness
- Learning Disabilities
- Bullying
- Early drug and alcohol addiction
- School drop outs
- Spousal and Elder Abuse
- Youth Boredom
- Depression
- Family Violence

CREATING HOPE FOR THE FUTURE

02.

We share information and success stories on higher learning, career and job opportunities from colleges and universities, learning institutions, industries, and vested individuals.

We firmly believe and actively promote the need for recreation, sports, and art programming to deal with boredom. As well, where youth can express and find themselves, and have positive influences in their lives.

How Awareness is Achieved

To create awareness we distribute our publications to places and people that have the biggest impact on the raising of children and on the future of the community.

Schools

School Boards

Colleges

Universities

Friendship Centres

Youth Centres

Youth Councils

Family Resource Centres

RCMP Detachments

Police Headquarters

First Nation Police

Headquarters

Health Centres

Nursing Stations

Band Offices

Canadian Military Bases

**Community & Recreation
Centres**

**Government Departments
& Agencies**

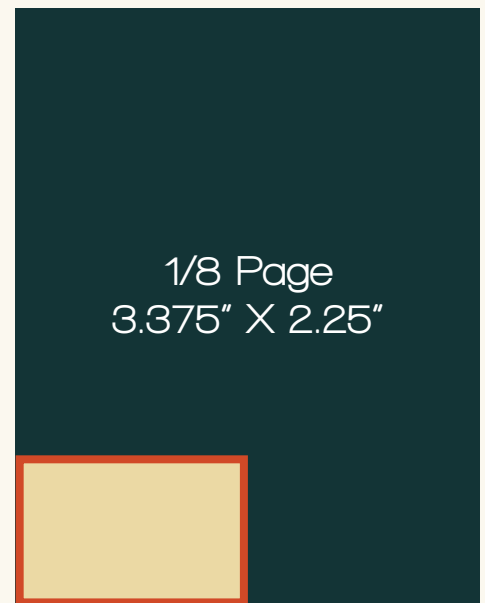
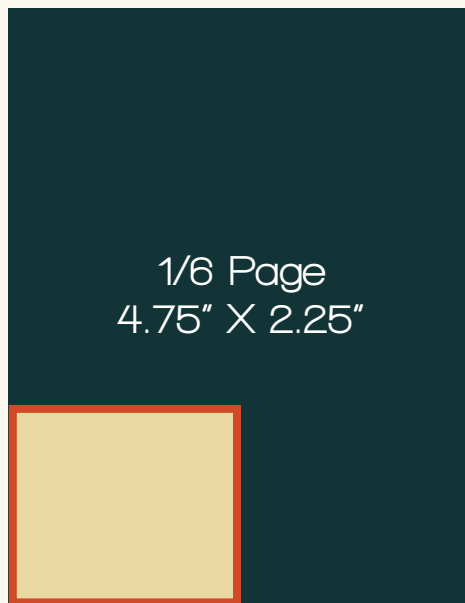
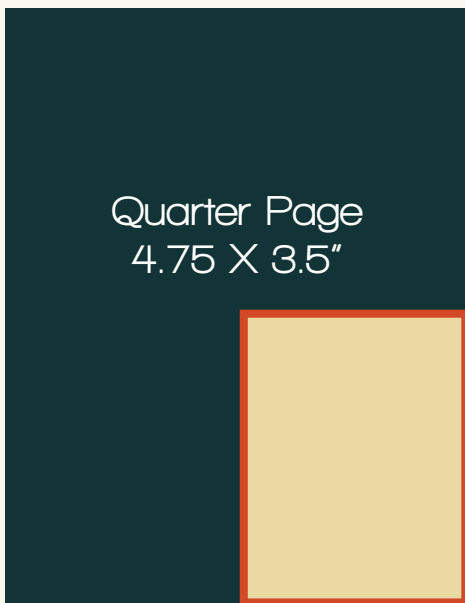
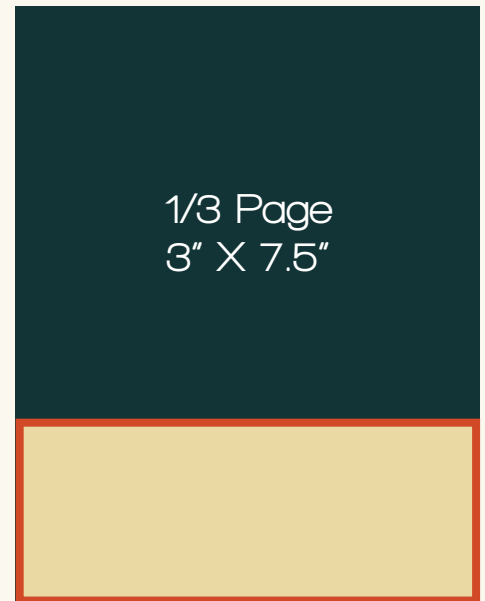
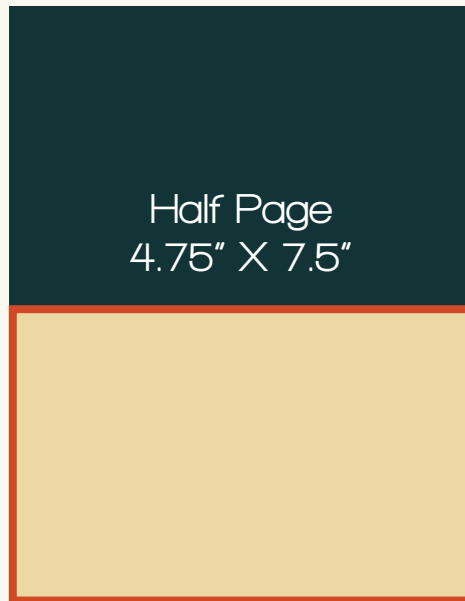
P.R. and recruitment

departments of industries

Distribution



Advertising Sizes



Example only. This is not an actual representation of ad size. Additional sizes available.

Featured Supporters

PSAC

Diavik

Tembec

Pulaarvik Friendship
Centre & Kivaliq
Outreach

United Association
of Plumbers &
Pipefitters

Agnico Eagle Mines

Advanced
Explorations

Canada Post

Scouts Canada

College & Universities

Girl Guides

Canadian Mental
Health Association

Raytheon Canada

Canadian
Circumpolar Institute

N.I.I.A

Debeers

Buffalo Resources

Great Western
Minerals

Skills Canada

Assembly of First
Nations

Petro Canada

Bison Transport

Psychology Network
of Huronia

Living Works

ATCO Group

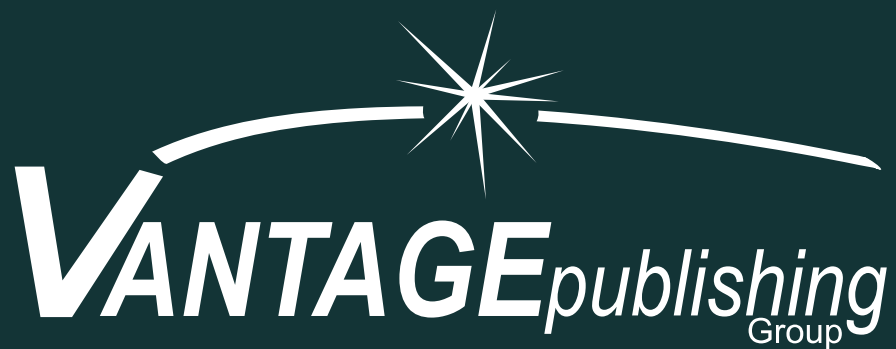
Governments of
Nunavut, N.W.T, and
Yukon

Katimavik

Kativik School Board

Baha'i House Iqaluit

Nunavik Health
Centre



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