## 2018 MEDIA KIT







## WHO WE ARE

British Columbia Magazine is the scenic geographic and travel magazine of British Columbia, read worldwide for its big-picture photography and trusted travel journalism. Our quarterly issues profile: travel, outdoor exploration, adventure and recreation; parks, wilderness, wildlife, geography and conservation; history and heritage places in the province; science and natural phenomena; remarkable people and First Nations culture.

For more than 55 years *British Columbia Magazine* (launched as *Beautiful British Columbia*) has informed, entertained, surprised, and inspired its readers with all that B.C. has to offer. We are a conduit for readers who want to know B.C. better, embrace living here and plan their travels to yet-to-be-explored places around the province.



# **OVERVIEW**



#### **MAGAZINE REACH**

British Columbia Magazine is the 2ND HIGHEST

single issue selling magazine in BC:

House and Home - 5,827 per issue.

BRITISH COLUMBIA
MAGAZINE 5,232 COPIES
PER ISSUE

*McLean's* - 2,331 copies per issue *Van Mag* - 1,307 copies per issue

Founded in 1959

Strongest Media Buy in Western Canada

4 Issues per year

100% owned & produced in British Columbia



#### **READER PROFILE**

**59%** are between 35-64 years of age.

**62%** have College Education +

**48%** Income Household income \$75,000+

Household Composition 1-2 65% 3+ 35% Children <18 35%

**9 out of 10** subscribers feel the magazine inspires travel to places they may one day visit.

Subscribers keep past issues for extended periods of time

**35-64** Average reader age

Gender 53% Male 47% Female

#### **PRINT**

300,000 Readership

**60,000** Distribution

**45,244** subscribers (10,000 international)

#### **WEBSITE**

**176,123** Pageviews

140,136 Unique visitors

3:17 Time spent on site

\*Sourced from 3 month averages in Google analytics

#### **SOCIAL MEDIA**

**7,168** E-newsletter subscribers

56,800 Instagram followers

14,600 Twitter followers

46,580 Facebook likes

PRINT/DIGITAL: 300,000 SOCIAL MEDIA: 265,084

TOTAL BRAND REACH: 565,084



# **DISPLAY RATES & DIMENSIONS**

2018 MEDIA KIT

EFFECTIVE JANUARY 2018 GROSS RATES

## **NATIONAL DISPLAY RATES**

SIZE	1X	2X	3X	4X	
Full Page	\$4,900	\$4,605	\$4,015	\$3,130	
2/3 Page	\$3,420	\$3,095	\$2,585	\$1,910	
1/2 Page	\$2,450	\$2,260	\$1,880	\$1,310	
1/3 Page	\$2,050	\$1,918	\$1,654	\$1,258	
1/6 Page	\$1,201	\$1,116	\$946	\$691	
DPS	\$7,424	\$6,810	\$5,612	\$3,800	
1/2 DPS	\$3,712	\$3,405	\$2,800	\$1,900	
COVERS	1X	2X	3X	4X	
IFC Spread	\$6,360	\$5,707	\$5,054	\$4,401	
IFC	\$5,870	\$5,535	\$4,715	\$4,025	
IBC	\$5,500	\$5,107	\$4,305	\$3,782	
OBC	\$5,880	\$5,535	\$4,715	\$4,025	

#### **CUSTOM SPECIALS**

#### Videos

Video links to digital edition ads. Rate: **\$350** 

#### **Special Positions**

Special or guaranteed position, 15% extra.

#### Inserts

Rates on request.

#### **UPLOADING ADS**

#### Email ads to

izima@opmediagroup.ca

#### Bleed

Full page only 0.125"

#### **Production costs**

Any production work on advertisements will be invoiced at **\$75 per hour** to the advertiser

#### File formats

Press Optimized PDF

## **DISPLAY AD DIMENSIONS** (WIDTH X HEIGHT)

SIZE	NON BLEED	TRIM SIZE FOR BLEED ADS
Full Page Live	7.75" x 10.5"	8" x 10.75"
2/3 Page	4.5625" x 9.875"	n/a
1/2 page Vertical	3.5" x 9.875"	n/a
1/2 Page Horizontal	7" x 4.8125"	n/a
1/3 Page Vertical	2.25" x 9.875"	n/a
1/3 Page Square	4.5625" x 4.8125"	n/a
1/6 Page Vertical	2.25" x 4.8125"	n/a
Double-Page Spread	15.5" x 10.25"	16" x 10.75"



## **BULLETIN BOARD RATES & DIMENSIONS**

2018 MEDIA

**GROSS RATES** 

## **BULLETIN BOARD DISPLAY ADS**

Display ads in the Bulletin Board section are reasonably priced and have set sizes. They can include colour borders, background colours, photo backgrounds, superimposed text, logos, inserted photos, etc. See below for pricing and sizes.

### **PRODUCTION INFO**

#### Bleed

Full page only 0.125"

#### **Production costs**

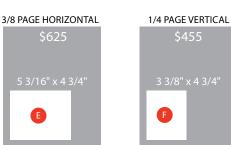
Production costs of \$75/hour apply to ads that production must create or change. The average cost of Bulletin Board ad production is \$25 to \$35

#### File formats

Press Optimized PDF





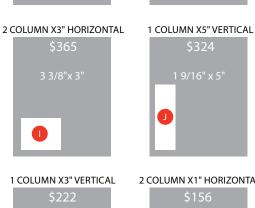


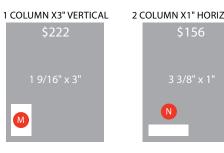
3/4 PAGE VERTICAL

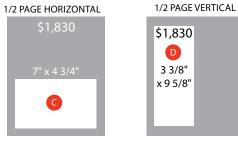
\$2,245

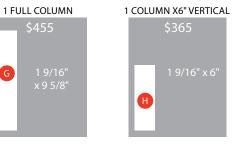
5 3/16"

x 9 5/8"

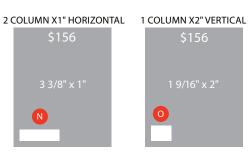












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1 COLUMN X4" VERTICAL



# WEBSITE RATES & DIMENSIONS LL



EFFECTIVE JANUARY 2018 GROSS RATES

140,136
Unique Visitors
Per Month
176,123
Page Views
Per Month

### **BCMAG.CA**

British Columbia Magazine's 700,000+ readers are beginning to notice BCMag.ca. This powerful site has just gone through a transformation to deliver relevant and engaging content for all those interested in our great province. Pageviews are climbing daily and interaction time has doubled. BCMag.ca brings you insightful stories, beautiful imagery and timely lists.

#### **RATES & DIMENTIONS**

#### **Standard Website Units:**

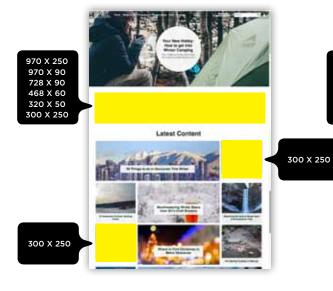
 Leaderboard (728x90)
 \$20 (CPM)

 Big Box (300x250)
 \$20 (CPM)

 Small Banner (468x60)
 \$20 (CPM)

 Homepage Wallpaper (160x600)
 \$25 (CPM)

#### **HOME PAGE**



## **ARTICLE PAGE**

970 X 250

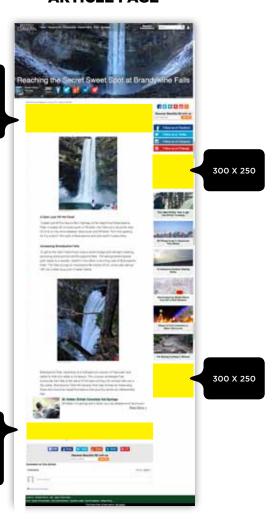
970 X 90

728 X 90

468 X 60

320 X 50

300 X 250



## **PACKAGES**

	A Package	B Package	C Package	D Package
Online Ad Impressions	25,000	50,000	125,000	250,000
eNewsletter	1	2	4	6
<b>Product/Destination Review</b>		1	1	2
Social Media Mention	1	1	2	5
Value	\$500	\$1,250	\$4,200	\$8,800
Net Price	\$500	\$1,000	\$2,500	\$5,000
Discount	0%	20%	40%	43%

#### Contests:

Based on a 6-week promotion includes: contest creation, 1 contest ad, contest page write up, list of entry names and social media mentions for duration of contest \$2500. ROS promotion: \$20 (CPM)

# WEEKLY NEWSLETTER \_\_\_\_\_\_

2018 MEDIA KIT

EFFECTIVE JANUARY 2018 GROSS RATES



#### **E-NEWSLETTER**

A weekly what-to-do in beautiful British Columbia with BC Mag's Explore-BC Newsletter. Every week our e-news delivers inspiring adventures and useful tips on how to see the most of BC.

#### Featuring:

- •Wildlife/Conservation
- Outdoor Adventure
- Destination Features
- Culture

#### Rates & sizes

Brand box (300X250) Video (YouTube or Vimeo link) Online article (provided by client) \$250/week \$800/week \$1000/week

For geotargeting add 20%

## **ELECTRONIC REQUIREMENTS**

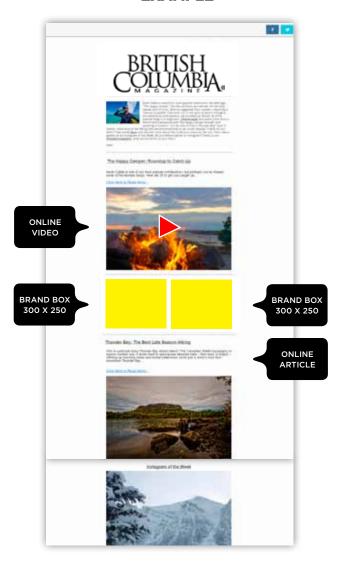
#### Graphics

Image (jpg, gif or png)

#### File size

Less than or equal to 40KB

## NEWSLETTER EXAMPLE





# **CONSUMER BUNDLES**



## **OUR MOST POPULAR BUNDLES FOR 2018**

All bundles are customisable and flexible to suit your advertising needs. Other bundles available on request.

		PRINT			ONLINE	] 0		
BUNDLE	DESCRIPTION	AD SIZE	FEATURE	BC MAG ONLINE CONTENT	AD IMPRESSIONS	eNEWS- LETTERS	SOCIAL MEDIA PUSH	PRICE
SOCIAL BUTTERFLY	Integrated campaign to build social media exposure and reader confidence. This campaign bundle is designed to increase your social presence and begin the conversation. Strong support through call-to-action online and print placements round off this campaign.	Half Page in BC Magazine Full Page in Pacific Yachting Magazine	-	4 Pieces of Online Content  Plus 1 Premium Pillar Online Article	500,000	-	4	\$9.800
TRAFFIC BUILDER	Integrated campaign to drive traffic to your website through this strategic bundle. This campaign is designed to leverage online articles with strategic call to action online and display ad placements.	Full Page in BC Magazine Half Page in Pacific Yachting Magazine	-	4 Pieces of Content OR 1 Pillar + 1 Piece of Content	1,000,000	12	5	\$7,850
EDUCATIONAL EXPERIENCE	Integrated campaign that does a deep dive into the special value proposition. This campaign is focused on storytelling and print, with a healthy balance of online to pull it together.	Full Page in BC Magazine Full Page in Pacific Yachting Magazine	1 Print Feature	3 Pieces of Highlight Online Content OR 1 Feature Online Content	750,000	4	6	\$12,270
MINI BUNDLE	Templated bundles for smaller partners or those wishing to try integration.	Half Page in BC Magazine	-	1 Feature Online	100,000	2	2	\$6,472



# CONSUMER BUNDLES (CE



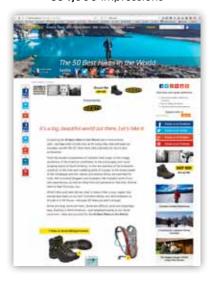
#### **Full Page Print Ad** Print readership: 25,000



eNewsletters Ad



**Online Ads & Shout-out Content** 594,000 impressions



**Influencer Content** 297,000 reach



**Highlight Article** 2.4 million reach







**TOTAL CAMPAIGN REACH:** 

HERE'S **WHAT WE DID FOR** KEEN

4,300,515

# 1,000 entries per month



Contest

**Social Media Posts** 

**48,000** shares

























## EDITORIAL CALENDAR & DEADLINES



#### **IN EVERY ISSUE:**

#### Due west:

Front-end departments featuring auick bites of BC

- Short newsy stories
- Nature / wildlife discoveries
- Culture: upcoming events, exhibitions, festivals
- Travel: Where to go, what to see this season
- Science: breakthroughs and interesting facts
- History: a glimpse into BC's past
- Food and drink: must try treats
- New products and gear that are relevant to BC Mag readers

#### Day trip diary:

First-person accounts of a singleday adventure, hike or excursion

#### **Echoes:**

B.C. history through the eyes of famous, infamous, or little-known British Columbians

#### **Outdoor advisor:**

A service department with practical tips, techniques and gear relating to outdoor exploration

#### Person & place:

Profile of a noteworthy British Columbian with a focus on their connection to the province

#### Forgotten British Columbia:

Adventures off the beaten track to find some of BC's most historic and interesting forgotten sites



#### **SPRING**

- •BC's Camping and Outdoor Roundup
- West Coast Wilderness Lodge, Sunshine Coast
- •Forest Fires: What's Happening and What Can Be Done
- •Exploring the Fraser River
- •Winged Migration: Bird Watching in BC
- Destination: TBD

#### **Deadlines**

Reservation Deadline: **5 January** Artwork Deadline: **19 January** Newsstand Date: **19 February** 



#### •Fall Road Trips

- •100 Mile Diet: A 10 Year Reflection
- •BC's Best Art Galleries
- Savour Cowichan
- Photo Contest Winners Announced
- •Destination: TBD

#### **Deadlines**

Reservation Deadline: 6 July Artwork Deadline: 20 July Newsstand Date: 20 August



#### SUMMER

- •Taste of Summer:
- •Explore the Cowichan Valley
- •A Guide to BC's Wine Regions
- Summer Festivals
- Cycling the Fraser Valley
- •Houseboating Kootenay Lake
- Destination: TBD

#### **Deadlines**

Reservation Deadline: 20 April Artwork Deadline: 4 May Newsstand Date: 4 June



#### **ROAD TRIP SPECIAL ISSUE**

- •25+ Road Trip Ideas
- •All 6 Regions of BC Featured
- •Where to Stay, What do Do, What to Eat
- •BC's Best Diners and Drives
- •Wildlife and Outdoor Adventure Tours
- •Exploring BC's Wine and Food Regions

#### Deadlines

Reservation Deadline: 23 February Artwork Deadline: 9 March Newsstand Date: 10 April



## **WINTER**

- •Quirky Mountain Towns: Profiles of Rossland and Sun Peaks
- •Ski Resort Guide for Non-Skiiers
- •BC's Seven Wonders
- •Wild Vancouver: Urban Escapes
- •Outdoor Adventure: Manning Park
- Destination: TBD

#### **Deadlines**

Reservation Deadline: 28 September Artwork Deadline: 12 October Newsstand Date: 12 November

