

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

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

EFFECTIVE JANUARY 2018
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



FULL PAGE

\$2,660

A

7" x 9 5/8"

3/4 PAGE VERTICAL

\$2,245

B

5 3/16"
x 9 5/8"

1/2 PAGE HORIZONTAL

\$1,830

C

7" x 4 3/4"

1/2 PAGE VERTICAL

\$1,830

D

3 3/8"
x 9 5/8"

3/8 PAGE HORIZONTAL

\$625

5 3/16" x 4 3/4"

E

1/4 PAGE VERTICAL

\$455

3 3/8" x 4 3/4"

F

1 FULL COLUMN

\$455

1 9/16"
x 9 5/8"

G

1 COLUMN X6" VERTICAL

\$365

1 9/16" x 6"

H

2 COLUMN X3" HORIZONTAL

\$365

3 3/8" x 3"

I

1 COLUMN X5" VERTICAL

\$324

1 9/16" x 5"

J

1 COLUMN X4" VERTICAL

\$275

1 9/16" x 4"

K

2 COLUMN X2" HORIZONTAL

\$275

3 3/8" x 2"

L

1 COLUMN X3" VERTICAL

\$222

1 9/16" x 3"

M

2 COLUMN X1" HORIZONTAL

\$156

3 3/8" x 1"

N

1 COLUMN X2" VERTICAL

\$156

1 9/16" x 2"

O

WEBSITE RATES & DIMENSIONS

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)

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
Product/Destination Review		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)**

HOME PAGE

970 X 250
970 X 90
728 X 90
468 X 60
320 X 50
300 X 250

300 X 250

300 X 250

ARTICLE PAGE

970 X 250
970 X 90
728 X 90
468 X 60
320 X 50
300 X 250

300 X 250

300 X 250

970 X 250
970 X 90
728 X 90
468 X 60
320 X 50
300 X 250

WEEKLY NEWSLETTER



EFFECTIVE JANUARY 2018
GROSS RATES

7,168
SUBSCRIBERS

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)	\$250/week
Video (YouTube or Vimeo link)	\$800/week
Online article (provided by client)	\$1000/week
<i>For geotargeting add 20%</i>	

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



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

**2018
MEDIA
KIT**

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



Online Ads & Shout-out Content
594,000 impressions



Highlight Article
2.4 million reach



Contest
1,000 entries per month



Social Media Posts
48,000 shares



eNewsletters Ad
53,000 opens



Influencer Content
297,000 reach



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

TOTAL CAMPAIGN REACH:

4,300,515

PURCHASED BUNDLES:



**BRITISH
COLUMBIA**

EDITORIAL CALENDAR & DEADLINES

IN EVERY ISSUE:

Due west:

Front-end departments featuring quick 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 single-day 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

- 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



WINTER

- Quirky Mountain Towns: Profiles of Rossland and Sun Peaks
- Ski Resort Guide for Non-Skiers
- 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**



ROAD TRIP SPECIAL ISSUE

- 25+ Road Trip Ideas
- All 6 Regions of BC Featured
- Where to Stay, What to 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