set out from Okanagan Falls just as the June sun tips over the surrounding ridges, towing our one-year-old daughter and a bike trailer with enough food, diapers and camping gear for the next four days. Tonight’s destination: Naramata, 35 kilometres to the north. We have no plans. No committed timeline. No accommodation booked. We’re just a couple of crazy parents determined not to let adventure slip away.

Coasting through town, we pass a lakeside trailer park and pick up the Kettle Valley Railway at an unassuming sign that says “KVR Trail—South Spur.” Leaving the pavement behind, we pedal through a small park and cross a wooden boardwalk before beginning the rugged and sometimes sandy lakeside trail that offers a peaceful alternative to the four-lane highway above.

What was once a railway now provides a safe and gentle bike route.
**Brand Overview**

<table>
<thead>
<tr>
<th>REACH</th>
<th>PRINT</th>
<th>WEBSITE</th>
<th>SOCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REACH</strong></td>
<td><strong>350,000</strong> Readers</td>
<td><strong>198,518</strong> Pageviews</td>
<td><strong>158,059</strong> Followers</td>
</tr>
<tr>
<td><strong>BREAKDOWN</strong></td>
<td><strong>300,000</strong> British Columbia Magazine (50,000 international)</td>
<td><strong>143,121</strong> Unique visitors</td>
<td><strong>89,800</strong> Instagram followers</td>
</tr>
<tr>
<td></td>
<td><strong>50,000</strong> Road Trip Guide</td>
<td><strong>0:45</strong> Time spent on site</td>
<td><strong>47,185</strong> Facebook followers</td>
</tr>
<tr>
<td><strong>MEDIAN AGE</strong></td>
<td><strong>35-64</strong></td>
<td>-</td>
<td><strong>25-34 / 35-44</strong></td>
</tr>
<tr>
<td><strong>DISTRIBUTION</strong></td>
<td><strong>59%</strong> BC</td>
<td>-</td>
<td><strong>89%</strong> Canada</td>
</tr>
<tr>
<td></td>
<td><strong>23%</strong> International</td>
<td>-</td>
<td><strong>7%</strong> USA</td>
</tr>
<tr>
<td></td>
<td><strong>18%</strong> Rest of Canada</td>
<td>-</td>
<td><strong>4%</strong> UK</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td><strong>53%</strong> Male / <strong>47%</strong> Female</td>
<td>-</td>
<td><strong>44%</strong> Male / <strong>56%</strong> Female</td>
</tr>
<tr>
<td><strong>MEDIAN HHI</strong></td>
<td><strong>$75,000+</strong></td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**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 60 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.
2021 MEDIA KIT

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)

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.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPRESSIONS</td>
<td>50,000</td>
<td>75,000</td>
<td>125,000</td>
<td>250,000</td>
</tr>
<tr>
<td>E-NEWSLETTER</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>PRODUCT/DESTINATION REVIEW</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>SOCIAL MEDIA MENTION</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>VALUE</td>
<td>$500</td>
<td>$1,250</td>
<td>$4,200</td>
<td>$8,800</td>
</tr>
<tr>
<td>NET PRICE</td>
<td>$500</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>DISCOUNT</td>
<td>0%</td>
<td>20%</td>
<td>40%</td>
<td>43%</td>
</tr>
</tbody>
</table>

RATES & DIMENSIONS

Standard Website Units:
- Leaderboard (728x90) $10 (CPM)
- Big Box (300x250) $10 (CPM)
- Small Banner (468x60) $10 (CPM)
- Homepage Wallpaper (160x600) $10 (CPM)

Website

EFFECTIVE JANUARY 2021, GROSS RATES

198,518 MONTHLY PAGEVIEW

CLICK TO VIEW
Boost awareness, promote your brand and build engagement with BC Mag social campaigns. Find out what we can do for you.

**SINGLE**
- Tagging or mention $200
- Dedicated post $125
- Giveaway / Competitions $350
- Story $300

**CAMPAIGN PACKAGES**
- X2 Posts X2 Stories $350
- X2 Posts X4 Stories $500
- X4 Posts X6 Stories $750

Other Packages available on request.

**TOTAL SOCIAL REACH** 158,059*

*Includes 6,374 E-newsletter subscribers
Share your knowledge and expertise with specialized content featuring your brand.
Learn more about our storytelling opportunities.

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LISTICLES</td>
<td>Compelling content presented in the form of a list. Features big subheads and often numbered for an easy to read format, for example “8 of the best ski hills in BC”. Topics may include: advice, products, round-ups etc.</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>Pro: Easy and fast to read, informative, quick to produce, good for traffic building</td>
<td></td>
</tr>
<tr>
<td>LONG-FORM ARTICLES</td>
<td>Journalistic in nature, these pieces are value based, sophisticated content that provides important and original information. Often includes an interview with an expert voice.</td>
<td>$2500</td>
</tr>
<tr>
<td></td>
<td>Pro: Long-form, quality, detailed information and are really good for building integrity of the brand.</td>
<td></td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>Interview with an expert voice. Provides practical and specialized info that gives a human voice behind a brand, issue or theme.</td>
<td>$1000</td>
</tr>
<tr>
<td></td>
<td>Pro: Good piece for companies that have interesting story/people that can share information or knowledge on a subject.</td>
<td></td>
</tr>
<tr>
<td>PHOTO GALLERIES</td>
<td>Share a story with beautiful visuals that represent your brand. A series of images with compelling captions.</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>Pro: Catches readers eye, strong visuals are a great way to promote instagrammable opportunities. (if photos are supplied)</td>
<td></td>
</tr>
</tbody>
</table>
## Destination Packages

Be *British Columbia Magazine*’s feature destination! These strategic packages provide a unique storytelling opportunity. With four print issues a year, there is limited availability, and that puts your organization at a competitive advantage. Combined with our thriving online space, and high quality content, this is a chance to attract thousands of readers to your destination.

### SINGLE PROMOTION
- 1500 word feature, print & online
- 1 Full page ad
- 2 Social media mentions

**$10,000**

### CAMPAIGN PACKAGE LIGHT
- 1500 word feature, print & online
- X2 Full page ads
- Website banner ad (100,000 impressions)
- 4 Social media mentions
- 2 Newsletter ads

**$15,000**

### CAMPAIGN PACKAGE
- 2500 word feature, print & online
- X4 Full page ads
- Website banner ad (250,000 impressions)
- 6 Social media mentions
- 6 Newsletter ads

**$21,000**

---

Other Packages available on request.
# Consumer Bundles

All bundles are customisable and flexible to suit your advertising needs. Other bundles available on request.  
**Effective January 2021, Gross Rates**

<table>
<thead>
<tr>
<th>BUNDLE</th>
<th>DESCRIPTION</th>
<th>AD SIZE</th>
<th>FEATURE</th>
<th>BC MAG ONLINE CONTENT</th>
<th>AD IMPRESSIONS</th>
<th>E-NEWSLETTERS</th>
<th>SOCIAL MEDIA PUSH</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIAL BUTTERFLY</strong></td>
<td>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.</td>
<td>X4 Half Page in BC Magazine</td>
<td>-</td>
<td>4 Pieces of Online Content</td>
<td>500,000</td>
<td>-</td>
<td>4</td>
<td>$9,800</td>
</tr>
<tr>
<td><strong>TRAFFIC BUILDER</strong></td>
<td>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.</td>
<td>X2 Full Page in BC Magazine X1 Full Page in Road Trips Guide</td>
<td>-</td>
<td>4 Pieces of Content OR 1 Pillar + 1 Piece of Content</td>
<td>1,000,000</td>
<td>12</td>
<td>5</td>
<td>$12,270</td>
</tr>
<tr>
<td><strong>EDUCATIONAL EXPERIENCE</strong></td>
<td>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.</td>
<td>X2 Outside Cover in BC Magazine X2 Full Page in BC Magazine X1 Full Page in Road Trips Guide</td>
<td>1 Print Feature in BC Magazine 3 Pieces of Highlight Online Content AND 1 Feature Online Content</td>
<td>750,000</td>
<td>4</td>
<td>8</td>
<td>$17,275</td>
<td></td>
</tr>
<tr>
<td><strong>MINI BUNDLE</strong></td>
<td>Templated bundles for smaller partners or those wishing to try integration.</td>
<td>X2 Half Page in BC Magazine</td>
<td>-</td>
<td>1 Feature Online</td>
<td>100,000</td>
<td>2</td>
<td>2</td>
<td>$6,472</td>
</tr>
</tbody>
</table>
**Display Rates & Dimensions**

**EFFECTIVE JANUARY 2021, GROSS RATES**

### NATIONAL DISPLAY RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,900</td>
<td>$4,605</td>
<td>$4,015</td>
<td>$2,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,420</td>
<td>$3,095</td>
<td>$2,585</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,450</td>
<td>$2,260</td>
<td>$1,880</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,050</td>
<td>$1,918</td>
<td>$1,654</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,201</td>
<td>$1,118</td>
<td>$946</td>
<td>$650</td>
</tr>
<tr>
<td>DPS</td>
<td>$7,424</td>
<td>$6,810</td>
<td>$5,612</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 DPS</td>
<td>$3,712</td>
<td>$3,405</td>
<td>$2,800</td>
<td>$2,500</td>
</tr>
<tr>
<td>COVERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IFC Spread</td>
<td>$6,360</td>
<td>$5,707</td>
<td>$5,054</td>
<td>$4,401</td>
</tr>
<tr>
<td>IFC</td>
<td>$5,870</td>
<td>$5,535</td>
<td>$4,715</td>
<td>$4,025</td>
</tr>
<tr>
<td>IBC</td>
<td>$5,500</td>
<td>$5,107</td>
<td>$4,305</td>
<td>$3,782</td>
</tr>
<tr>
<td>OBC</td>
<td>$5,880</td>
<td>$5,535</td>
<td>$4,715</td>
<td>$4,025</td>
</tr>
</tbody>
</table>

### DISPLAY AD DIMENSIONS (WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NON BLEED</th>
<th>TRIM SIZE FOR BLEED ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>15.5” X 10.25”</td>
<td>16” x 10.75”</td>
</tr>
<tr>
<td>Full Page Live</td>
<td>7.75” X 10.5”</td>
<td>8” x 10.75”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5625” X 9.875”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” X 9.875”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” X 4.8125”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25” X 9.875”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625” X 4.8125”</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25” X 4.8125”</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### 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
# Retail Rates & Dimensions

**EFFECTIVE JANUARY 2021, GROSS RATES**

## RETAIL RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,625</td>
<td>$2,405</td>
<td>$2,190</td>
<td>$1,970</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$1,800</td>
<td>$1,645</td>
<td>$1,500</td>
<td>$1,344</td>
</tr>
</tbody>
</table>

## 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 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.

EFFECTIVE JANUARY 2021, GROSS RATES

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

3 3/8" x 9 5/8"

$1,660

A

7" x 9 5/8"

$1,245

B

5 3/16" x 9 5/8"

$1,245

3/4 PAGE VERTICAL

$830

E

3 3/8" x 4 3/4"

$625

F

5 3/16" x 4 3/4"

$455

G

1 FULL COLUMN

$455

H

1 9/16" x 9 5/8"

1/2 PAGE HORIZONTAL

$830

C

7" x 4 3/4"

$365

I

3 3/8" x 3"

2 COLUMN X3" HORIZONTAL

$275

L

3 3/8" x 2"

1/4 PAGE VERTICAL

$455

F

3 3/8" x 4 3/4"

$365

I

2 COLUMN X2" HORIZONTAL

$275

L

3 3/8" x 2"
## Issues & Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>FEATURES</th>
<th>DEADLINES</th>
</tr>
</thead>
</table>
| **SPRING** | March 11 to June 15* | • Spring roundup: how to thaw out in BC  
• BC’s last one-room school  
• Kootenay’s Inland Temperate Rainforests  
• Battling BC’s Invasive Species  
• Artists in the Gulf Islands  
• Destination: TBD (This could be you!) | Reservation Deadline: **29 JANUARY**  
Artwork Deadline: **5 FEBRUARY**  
Newsstand Date: **8 MARCH** |
| **SUMMER** | June 15 to September 9* | • Summer Fun: Road Trips  
• Guide to Rockhounding in BC  
• The cows of Meares Island  
• Climbing in Eldred Valley near Powell River  
• BC’s Amphibians  
• Destination: TBD (This could be you!) | Reservation Deadline: **7 MAY**  
Artwork Deadline: **14 MAY**  
Newsstand Date: **14 JUNE** |
| **FALL** | September 9 to December 9* | • Harvest Time in BC  
• Wildlife Rescue  
• Guide to fall fishing  
• Camping in the South Chilcotin Mountains  
• A Historic Look at the Sto:\lo First Nation  
• Destination: TBD (This could be you!) | Reservation Deadline: **30 JULY**  
Artwork Deadline: **6 AUGUST**  
Newsstand Date: **6 SEPTEMBER** |
| **WINTER** | December 9 to March 11, 2021* | • Winter Resorts  
• Revelstoke’s avalanche hunters  
• Hopefully the triumphant return of Christmas Markets!  
• Pride and Potlatch, Restoring First Nations Culture  
• Family Fun in the Snow  
• Destination: TBD (This could be you!) | Reservation Deadline: **29 OCTOBER**  
Artwork Deadline: **5 NOVEMBER**  
Newsstand Date: **6 DECEMBER** |

*DATES SUBJECT TO CHANGE

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### Deadlines & Editorial Calendar

**Reservations:**
- **SPRING**: 29 January
- **SUMMER**: 7 May
- **FALL**: 30 July
- **WINTER**: 29 October

**Artwork Deadlines:**
- **SPRING**: 5 February
- **SUMMER**: 14 May
- **FALL**: 6 August
- **WINTER**: 5 November

**Newsstand Dates:**
- **SPRING**: 8 March
- **SUMMER**: 14 June
- **FALL**: 6 September
- **WINTER**: 6 December

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### IN EVERY ISSUE

**Due West:**
Front-end departments featuring quick bites of BC
- Short newesy 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 or excursion

**Echoes:**
Looking back on notable events in BC’s past

**Person & Place:**
Profile of a noteworthy British Columbian with a focus on their connection to the province

**BC Confessions**
Funny or reflective stories about life in BC