

2021 Media Kit

BRITISH COLUMBIA MAGAZINE

2021 MEDIA KIT



89.8K +
followers



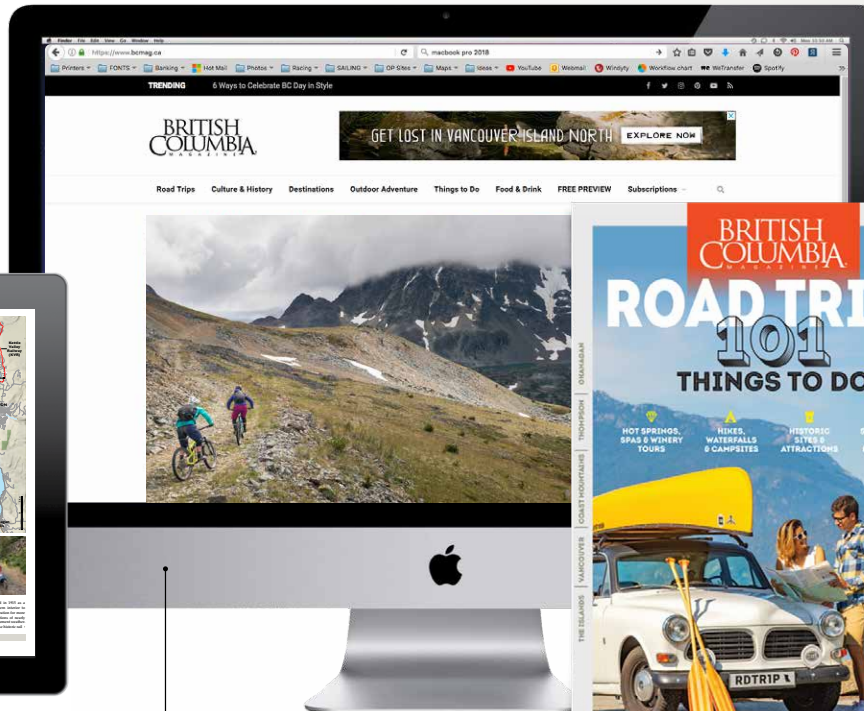
47K +
followers



14.7K +
followers



Digital Editions



Online
198,518
Website
Pageviews



Road Trips Special Issue
X1 Issue p/a
50,000
Readership



British Columbia Magazine
X4 Issues p/a
300,000
Readership

Brand Overview

TYRONE STELZENMULLER
DIRECTOR OF SALES
604.620.0031 TYRONE@BCMAG.CA

2021 MEDIA KIT



	PRINT	WEBSITE	SOCIAL
REACH	350,000 Readers	198,518 Pageviews	158,059 Followers
BREAKDOWN	300,000 British Columbia Magazine (50,000 international) 50,000 Road Trip Guide	143,121 Unique visitors 0:45 Time spent on site <i>*Sourced from 3 month averages in Google analytics</i>	89,800 Instagram followers 47,185 Facebook followers 14,700 Twitter followers 6,374 E-newsletter subscribers
MEDIAN AGE	35-64	-	25-34 / 35-44 Instagram / Facebook
DISTRIBUTION	59% BC 23% International 18% Rest of Canada	-	89% Canada 7% USA 4% UK
GENDER	53% Male / 47% Female	-	44% Male / 56% Female
MEDIAN HHI	\$75,000+	-	-

**TOTAL
BRAND
REACH
706,577**

House and
Home
5,827
copies per
issue

**BRITISH
COLUMBIA
MAGAZINE**
5,232
copies per issue

MacLean's
2,331
copies per
issue

Van Mag
1,307
copies per
issue

British Columbia Magazine is the
2ND HIGHEST
single issue selling magazine in BC

Founded in 1959

**Strongest Media Buy
in British Columbia**

4 Issues per year

**100% owned & produced
in British Columbia**

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.

Website

EFFECTIVE JANUARY 2021, GROSS RATES

2021 MEDIA KIT



198,518
MONTHLY
PAGEVIEW

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.

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

RATES & DIMENSIONS

Standard Website Units:

Leaderboard (728x90)	\$10 (CPM)
Big Box (300x250)	\$10 (CPM)
Small Banner (468x60)	\$10 (CPM)
Homepage Wallpaper (160x600)	\$10 (CPM)

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)



CLICK TO VIEW

Social

2021 MEDIA KIT

EFFECTIVE JANUARY 2021, GROSS RATES

BRITISH COLUMBIA MAGAZINE

89,800
followers

Van Mag
35,000
followers

Mountain
Life
17,000
followers

BC
Business
1,790
followers

British Columbia Magazine has the
3RD LARGEST
Canadian magazine Instagram account

#BRITISHCOLUMBIAMAGAZINE

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

89,800+
followers



CLICK TO VIEW

47,185+
followers



CLICK TO VIEW

14,700+
followers



CLICK TO VIEW

SINGLE

Tagging or mention **\$200**

Dedicated post **\$125**

Giveaway / Competitions **\$350**

Story **\$300**

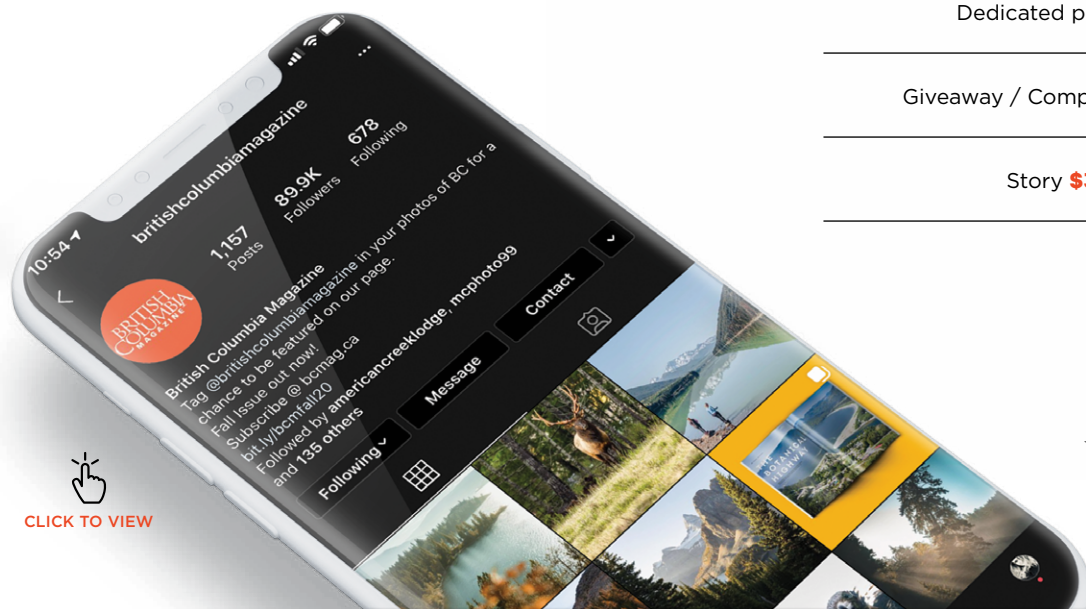
CAMPAIGN PACKAGES

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

Online Advertorial

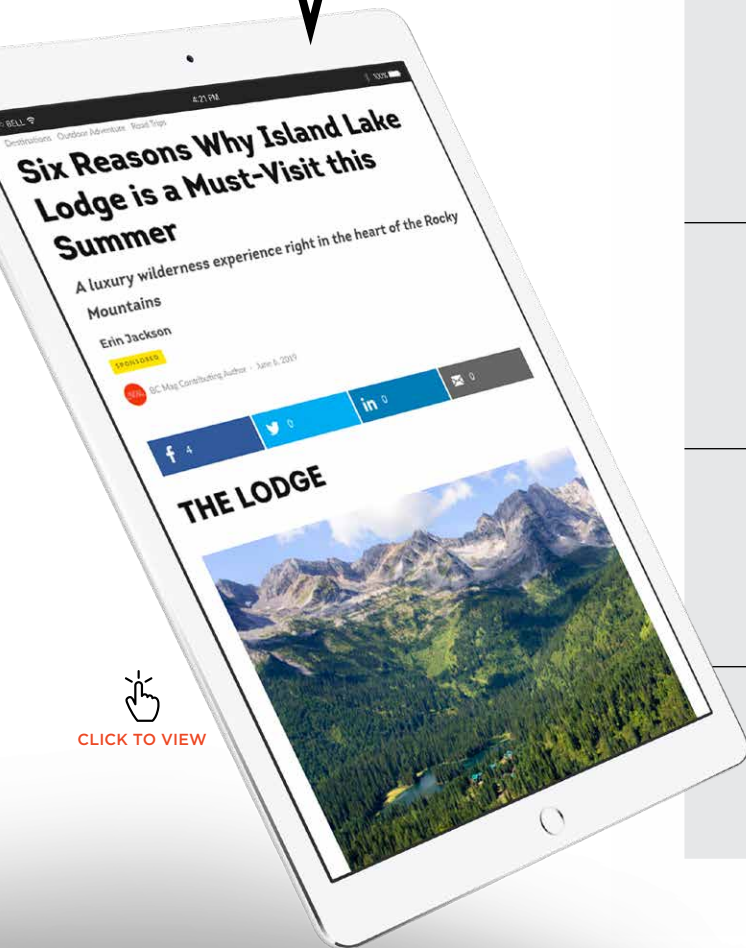
2021 MEDIA KIT

EFFECTIVE JANUARY 2021, GROSS RATES



Share your knowledge and expertise with specialized content featuring your brand.
Learn more about our storytelling opportunities.

Sponsored
Content
example



CONTENT	DESCRIPTION	PRICE
LISTICLES	<p>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.</p> <p>Pro: Easy and fast to read, informative, quick to produce, good for traffic building</p>	\$750
LONG-FORM ARTICLES	<p>Journalistic in nature, these pieces are value based, sophisticated content that provides important and original information. Often includes an interview with an expert voice.</p> <p>Pro: Long-form, quality, detailed information and are really good for building integrity of the brand.</p>	\$2500
Q&A	<p>Interview with an expert voice. Provides practical and specialized info that gives a human voice behind a brand, issue or theme.</p> <p>Pro: Good piece for companies that have interesting story/people that can share information or knowledge on a subject.</p>	\$1000
PHOTO GALLERIES	<p>Share a story with beautiful visuals that represent your brand. A series of images with compelling captions.</p> <p>Pro: Catches readers eye, strong visuals are a great way to promote instagrammable opportunities.</p>	\$750 (if photos are supplied)

Destination Packages

2021 MEDIA KIT



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

kamloops
BOLDLY UNSCRIPTED

Sponsored Content example
Summer 2019 issue



Other Packages available on request.



Consumer Bundles

2021 MEDIA KIT



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

EFFECTIVE JANUARY 2021, GROSS RATES

		PRINT		ONLINE				
BUNDLE	DESCRIPTION	AD SIZE	FEATURE	BC MAG ONLINE CONTENT	AD IMPRESSIONS	E-NEWS- 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.	X4 Half Page in BC 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.	X2 Full Page in BC Magazine X1 Full Page in Road Trips Guide	-	4 Pieces of Content OR 1 Pillar + 1 Piece of Content	1,000,000	12	5	\$12,270
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.	X2 Outside Cover in BC Magazine X2 Full Page in BC Magazine X1 Full Page in Road Trips Guide	1 Print Feature in BC Magazine	3 Pieces of Highlight Online Content AND 1 Feature Online Content	750,000	4	8	\$17,275
MINI BUNDLE	Templated bundles for smaller partners or those wishing to try integration.	X2 Half Page in BC Magazine	-	1 Feature Online	100,000	2	2	\$6,472

Display Rates & Dimensions

2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

NATIONAL DISPLAY RATES

SIZE	1X	2X	3X	4X
Full Page	\$4,900	\$4,605	\$4,015	\$2,500
2/3 Page	\$3,420	\$3,095	\$2,585	\$1,500
1/2 Page	\$2,450	\$2,260	\$1,880	\$1,300
1/3 Page	\$2,050	\$1,918	\$1,654	\$1,250
1/6 Page	\$1,201	\$1,116	\$946	\$650
DPS	\$7,424	\$6,810	\$5,612	\$3,000
1/2 DPS	\$3,712	\$3,405	\$2,800	\$2,500

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

DISPLAY AD DIMENSIONS (WIDTH X HEIGHT)

SIZE	NON BLEED	TRIM SIZE FOR BLEED ADS
Double-Page Spread	15.5" X 10.25"	16" x 10.75"
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

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

2021 MEDIA KIT

EFFECTIVE JANUARY 2021, GROSS RATES

RETAIL RATES

SIZE	1X	2X	3X	4X
Full Page	\$2,625	\$2,405	\$2,190	\$1,970
1/2 Horizontal	\$1,800	\$1,645	\$1,500	\$1,344

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

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File Formats

Press Optimized PDF

OUTDOOR EXPLORER

2.5 kilometres and "checked in" to a cabin, steps from a beach and just off the trail. Now we're sleeping with clicking out the signs for the afternoon. Tonight we'll sleep in a cozy heated cabin. Tomorrow we'll explore the rugged coast in the other direction, brachcombing down empty shores and hiking through Sitka- and Douglas-fir forest, before heading back to civilization, and a shower, in the evening. It's West Coast Trail Lite and every time we pass hikers bent under overloaded packs I think it's pretty darn amazing.

The Canadian government built the West Coast Trail in 1906 as a rescue route for shipwrecked sailors. The part of Pacific Rim National Park Reserve. The most scenic hiking, waterfalls gelling on beaches, vic growth, rainforest, sea cliffs, wildlife and endless challenge make the West Coast Trail a popular Pacific Canada. There is just the number of hikers through a reservation system. It's hard to get to take the whole route during the summer season reaching months in advance. But there is a third access point that is rarely fully booked and make it possible to shorten the West Coast Trail experience.

That's how we arrived on the midpoint of the trail, square close to a weekend in August we drove the bumpy but wide logging road across Vancouver Island to Nitinat Village and here on a water taxi to the 25-kilometre boat ride down Nitinat Lake. The Ditidaht First Nation has lived on Nitinat Lake and the coast since for at least 4,000 years. In a partnership with Parks Canada, they act as West Coast Trail Guardians.

It's possible to book stay at the Ditidaht Comfort Camp just for the night or as a package with a water taxi from Nitinat Village and an optional resort at the Nitinat. Make the night before, westcoasttrail.com.

Permits are required for access to the West Coast Trail. Permits are included in Comfort Camping Packages. Otherwise reserve directly of time with Parks Canada, parks.ca.

Stay in a cabin and explore the trail's highlights at your leisure.

regarding, hiker registration, mainly for hikers in the winter season is Nitinat Narrows, at the trail's midpoint. Recently they built a stage of cabins and canvas tents at one of their reserves along the trail. It's our destination. About two hours after leaving Nitinat Village, we take our packs and take our first steps onto the West Coast Trail.

A immediately lives up to its reputation. About the first turn is a massive waterfall dripping with lichen. I leap over a small hole, pitted in bottomless wet stone. We climb, climb a ladder before reaching another, then leaving 8 metres over our crashing sea a cliff, but as my pack starts to feel heavy we descend to Tsanquadr Cove, a Ditidaht reserve.

Following a quiet trail toward the back, we pop out of the dark forest of mossy willow spruce to find the full dome "tent-shelters" linked by a boardwalk. We stomp onto the porch of an empty cabin. Inside are two bunk beds, a table, chairs and a propane heater. Luxury.

But it's all about the view from the deck. A path through the salal leads to a pebble beach, book ended by cliffs and ending in a mellow ocean fading into a fog bank far off shore. There's no one around.

We could sit and listen to the waves and pebbles drifting all day, but instead we pack a lunch and get back on the trail. Our goal is to check out the cable car at Klamawa River, but we get distracted brachcombing. With no need to make distance we explore tide pools, pick through the flotsam looking for treasures and hike under the rock arch at Tsusiat Point. Then we wander back to our cabin, chat with the Watchman, cook dinner on our deck, watch the sunset into the Pacific and hang around a beach fire until we start to get cold. Back at the cabin we turn up the propane heater and fall asleep listening to the waves.

The next morning is more of the same. The water taxi back to Nitinat Village doesn't leave until 4:30 p.m., giving us plenty of time to explore the coast to the south.

We're home on the east coast of Vancouver Island before dark. Over a weekend we tasted a bite of the West Coast Trail. Sure, we didn't get the full immersion that only happens days into a wilderness trip, but we also didn't have to lug a heavy load, sleep on the ground or reserve a week of our summer months in advance. For us, West Coast Trail Lite was the difference between going and not. For that reason, it is without doubt the best way to experience the trail.

VICTORIA VANCOUVER TELEGRAPH COVE

PRINCE OF WHALES

WHALE & MARINE WILDLIFE ADVENTURES

THE WHALES ARE ONLY HALF THE ADVENTURE

<p>WHALE WHALE WATCHING</p> <p>\$130*</p> <p>CAD</p> <p>Includes: 2-hour boat ride, 2-hour whale watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching.</p>	<p>WHALE WHALE WATCHING</p> <p>\$340*</p> <p>CAD</p> <p>Includes: 2-hour boat ride, 2-hour whale watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching.</p>	<p>WHALE WHALE WATCHING</p> <p>\$130*</p> <p>CAD</p> <p>Includes: 2-hour boat ride, 2-hour whale watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching, 2-hour marine wildlife watching.</p>
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A TRULY LIFE-CHANGING ADVENTURE

BOOK NOW 1-888-383-4884 | princeofwhales.com

Bulletin Board Rates & Dimensions

2021 MEDIA KIT

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

F
EXAMPLE

C
EXAMPLE

D
EXAMPLE

I
EXAMPLE

FULL PAGE

\$1,660

A

7" x 9 5/8"

3/4 PAGE VERTICAL

\$1,245

B

5 3/16"
x 9 5/8"

1/2 PAGE HORIZONTAL

\$830

C

7" x 4 3/4"

1/2 PAGE VERTICAL

\$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

G

1 9/16"
x 9 5/8"

2 COLUMN X3" HORIZONTAL

\$365

3 3/8" x 3"

H

2 COLUMN X2" HORIZONTAL

\$275

3 3/8" x 2"

I

Deadlines & Editorial Calendar

2021 MEDIA KIT



*DATES SUBJECT TO CHANGE

ISSUE	DATES ON SALE	FEATURES	DEADLINES
SPRING	March 11 to June 15*	<ul style="list-style-type: none"> • 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*	<ul style="list-style-type: none"> • 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*	<ul style="list-style-type: none"> • 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*	<ul style="list-style-type: none"> • 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

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 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