

2022 Media Kit

BRITISH COLUMBIA MAGAZINE



DIGITAL EDITION

5 Years
of online archives

PRINT DIRECTORY

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

PRINT MAGAZINE

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

ONLINE

198,518
Website
Pageviews

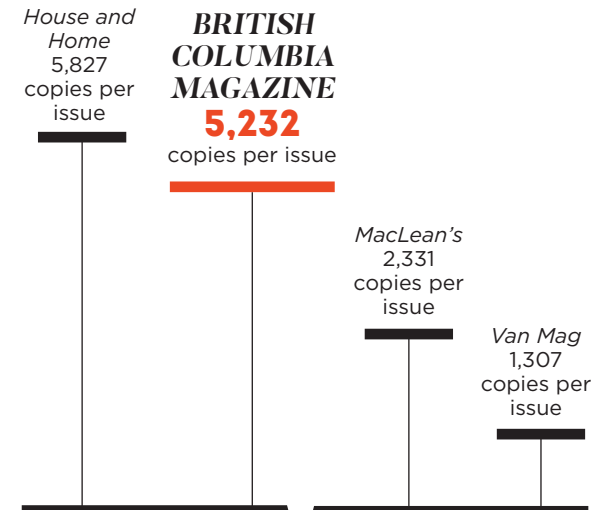
SOCIAL

f **93K +** followers
@ **47K +** followers
t **14.7K +** followers

Brand Overview

| | PRINT | WEBSITE | SOCIAL |
|--------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| REACH | 350,000 Readers | 198,518 Pageviews | 161,074 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> | 93,008 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
709,592



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.

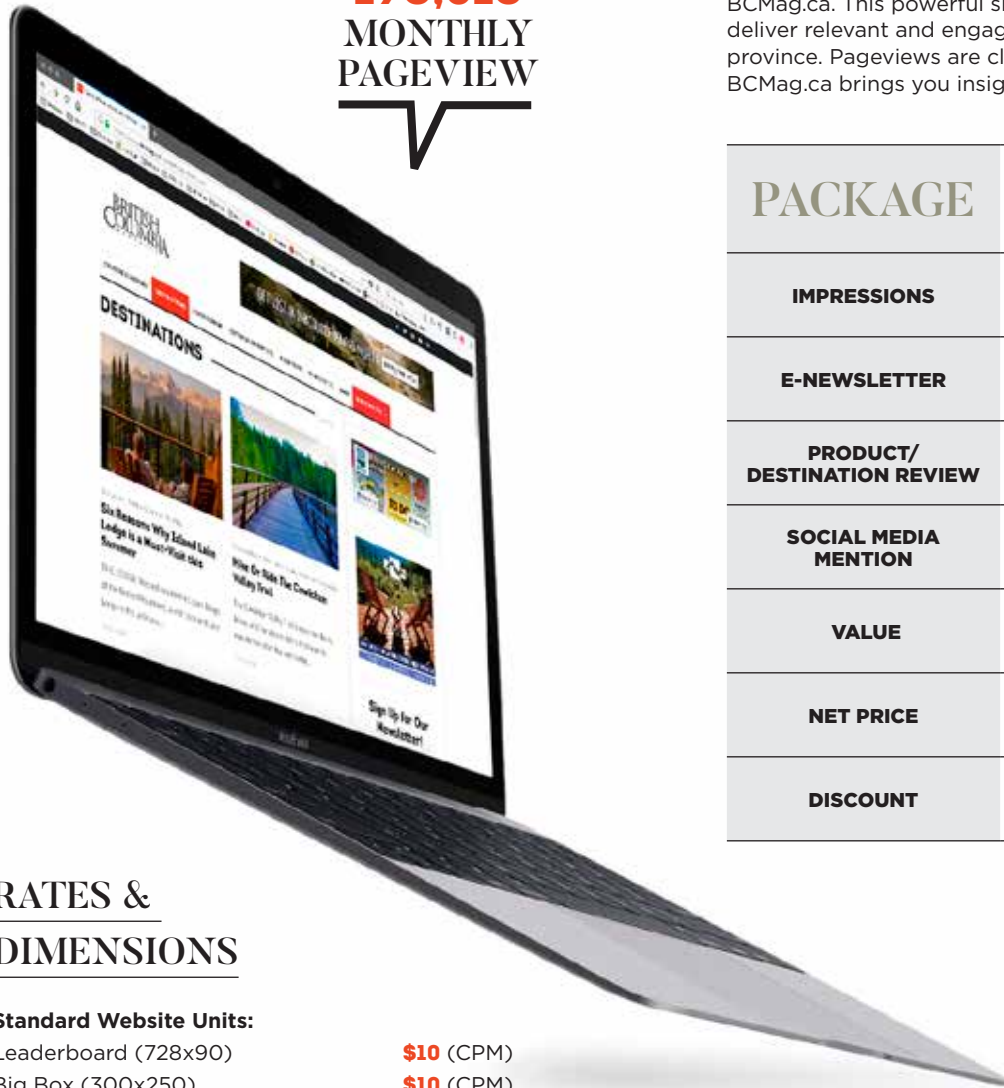
For more than 60 years *British Columbia Magazine* (launched as *Beautiful British Columbia*) has informed, entertained, surprised and inspired its readers with all that B.C. has to offer. We are a conduit for readers who want to know B.C. better, embrace living here and plan their travels to yet-to-be-explored places around the province.

Website

EFFECTIVE JANUARY 2022, GROSS RATES



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

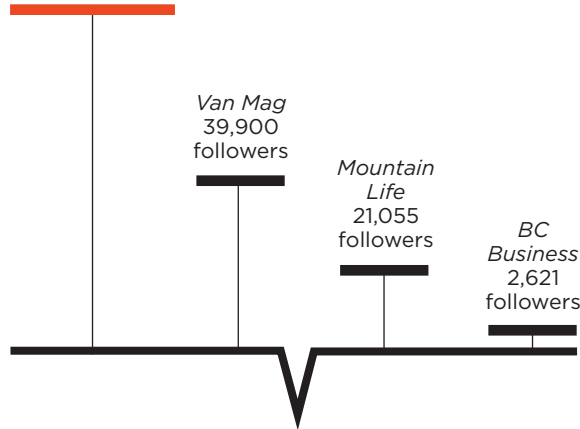
Based on a 6-week promotion includes: contest creation, 1 contest ad, contest page write up, list of entry names and social media mentions for duration of contest **\$2500**.
ROS promotion: **\$20** (CPM)

Social

EFFECTIVE JANUARY 2022, GROSS RATES



BRITISH COLUMBIA MAGAZINE
93,008+
 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.

93,008+
 followers



47,185+
 followers



14,700+
 followers



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
161,074*

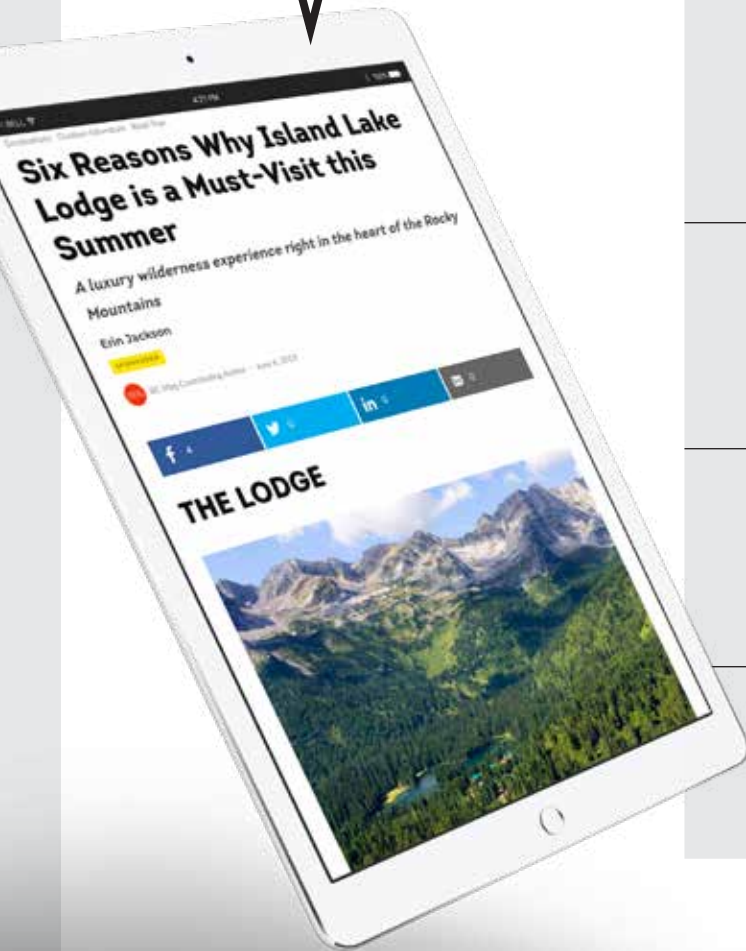
**Includes 6,374 E-newsletter subscribers*

Online Advertorial

EFFECTIVE JANUARY 2022, 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

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

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

EFFECTIVE JANUARY 2022, GROSS RATES

| BUNDLE | DESCRIPTION | PRINT | | ONLINE | | | | PRICE |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------------------------------------------------------------|----------------|----------------|-------------------|-----------------|
| | | AD SIZE | FEATURE | BC MAG ONLINE CONTENT | AD IMPRESSIONS | E-NEWS-LETTERS | SOCIAL MEDIA PUSH | |
| 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

EFFECTIVE JANUARY 2022, 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

summer@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 2022, 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

summer@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



Bulletin Board Rates & Dimensions

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 2022, 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



| | | |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <p>FULL PAGE</p> <p>\$1,660</p> <p>A</p> <p>7" x 9 5/8"</p> | <p>3/4 PAGE VERTICAL</p> <p>\$1,245</p> <p>B</p> <p>5 3/16" x 9 5/8"</p> | <p>1/2 PAGE HORIZONTAL</p> <p>\$830</p> <p>C</p> <p>7" x 4 3/4"</p> |
| <p>1/2 PAGE VERTICAL</p> <p>\$830</p> <p>D</p> <p>3 3/8" x 9 5/8"</p> | <p>3/8 PAGE HORIZONTAL</p> <p>\$625</p> <p>E</p> <p>5 3/16" x 4 3/4"</p> | <p>1/4 PAGE VERTICAL</p> <p>\$455</p> <p>F</p> <p>3 3/8" x 4 3/4"</p> |
| <p>1 FULL COLUMN</p> <p>\$455</p> <p>G</p> <p>1 9/16" x 9 5/8"</p> | <p>2 COLUMN X3" HORIZONTAL</p> <p>\$365</p> <p>H</p> <p>3 3/8" x 3"</p> | <p>2 COLUMN X2" HORIZONTAL</p> <p>\$275</p> <p>I</p> <p>3 3/8" x 2"</p> |

Deadlines & Editorial Calendar

*DATES SUBJECT TO CHANGE

| ISSUE | DATES ON SALE | FEATURES | DEADLINES |
|---------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| SPRING | March 11 to June 15* | <ul style="list-style-type: none"> • Spring Roundup: new tourism opportunities for 2022 • Outdoor adventure: spring blooms, hikes, and more • Artists in the Gulf Islands • Local businesses welcome back tourists • Destination: TBD (This could be you!) | Reservation Deadline: 28 JANUARY Artwork Deadline: 4 FEBRUARY Newsstand Date: 7 MARCH |
| SUMMER | June 15 to September 9* | <ul style="list-style-type: none"> • Summer Fun: Road Trips • Guide to Rockhounding in BC • Climbing in the Rockies • BC's Amphibians • Destination: TBD (This could be you!) | Reservation Deadline: 6 MAY Artwork Deadline: 13 MAY Newsstand Date: 13 JUNE |
| FALL | September 9 to December 9* | <ul style="list-style-type: none"> • Fall adventure: Autumn colours, last hikes of the year • Harvest Time in BC • Guide to fall fishing • Camping in the Kootenays • Destination: TBD (This could be you!) | Reservation Deadline: 29 JULY Artwork Deadline: 5 AUGUST Newsstand Date: 5 SEPTEMBER |
| WINTER | December 9 to March 11, 2022* | <ul style="list-style-type: none"> • Winter Resorts • The return of Christmas Markets! • Family Fun in the Snow • Christmas reading and gift guide • Destination: TBD (This could be you!) | Reservation Deadline: 28 OCTOBER Artwork Deadline: 4 NOVEMBER Newsstand Date: 5 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