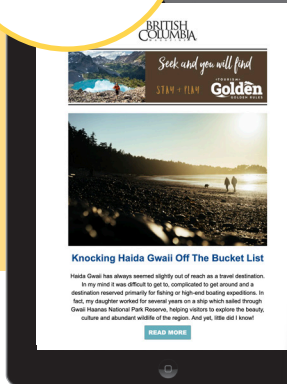


# BRITISH COLUMBIA MAGAZINE

## 2024 Media Kit

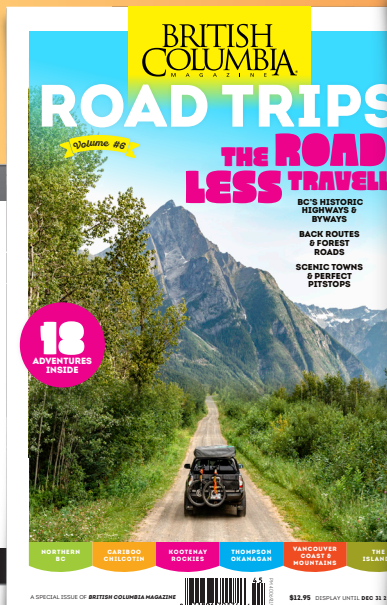
**SPEAK TO PEOPLE PASSIONATE ABOUT EXPLORING BC**

**MULTI-PLATFORM EXPOSURE**



### NEWSLETTER

Online archives



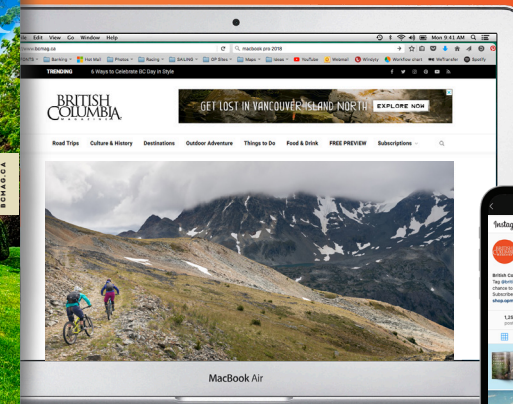
### ROAD TRIPS

Annual glove box book  
X1 Issue p/a  
**50,000**  
Readership\*



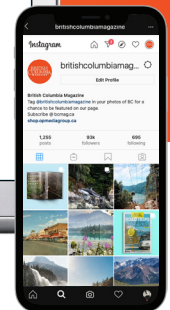
### PRINT MAGAZINE

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



### ONLINE

Unique visitors monthly average:  
**22,000**  
Pageviews monthly average:  
**29,000**



### SOCIAL

**f** **48K +** followers  
**@** **98K +** followers  
**X** **15K +** followers

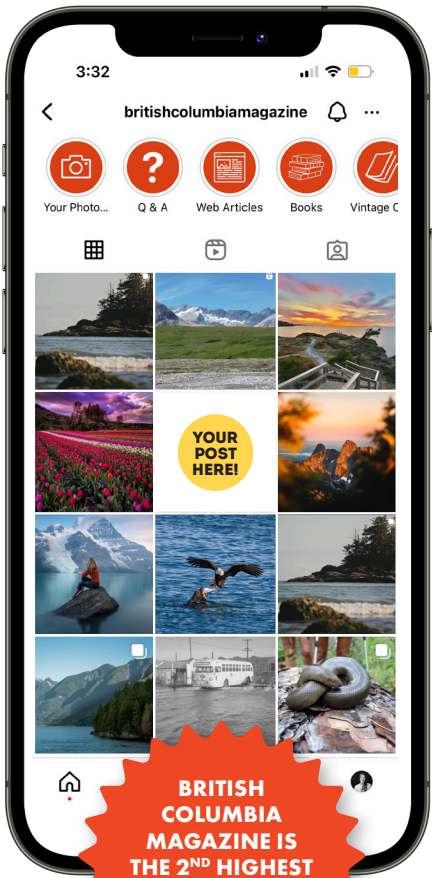
EFFECTIVE JANUARY 2024, GROSS RATES

\*BASED ON 5 PLUS READERS PER HOUSEHOLD PER YEAR

# Brand

## KEY POINTS

- Founded in 1959
- 4 print issues PLUS special Road Trips glove box book
- 100% owned & produced in BC
- 6 multi-media platforms



BRITISH  
COLUMBIA  
MAGAZINE IS  
THE 2<sup>ND</sup> HIGHEST  
SINGLE SELLING  
MAGAZINE  
IN BC

## BRAND

British Columbia Magazine (launched as Beautiful British Columbia) has been an iconic brand in exploring the heart and soul of BC for over 65 years. Through our multi-media platforms, this scenic geographical and travel publication features outdoor adventure, road trips, nature, history, culture, destinations and local businesses.

Want your  
business to be seen  
by over 125,000 print  
readers? Delivered to  
people's homes,  
contact us for  
more info!

### PRINT



125,000+

Readers

### WEBSITE



35,000+

Pageviews

### SOCIAL



171,950+

Followers

### NEWSLETTER



9,000+

Subscribers

TOTAL  
BRAND  
REACH  
350,950+

INTERESTS:  
Hiking, Camping,  
Nature, Skiing,  
Travel,  
Exploring

## DEMOGRAPHICS

	PRINT	SOCIAL
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+	-

## DISPLAY AD RATES + DIMENSIONS (WIDTH X HEIGHT)

FULL PAGE	2/3 PAGE VERTICAL	1/2 PAGE ISLAND	1/2 PAGE HORIZONTAL
<b>\$TKTKTKT</b>	<b>\$TKTKTKT</b>	<b>\$TKTKTKT</b>	<b>\$TKTKTKT</b>

SIZE	NON BLEED
Double-Page Spread	15.5" X 10.25"
Full Page Live	7.75" X 10.5"
2/3 Page	4.5625" X 9.875"
1/2 Page Vertical	3.5" X 9.875"
1/2 Page Horizontal	7" X 4.8125"
1/3 Page Vertical	2.25" X 9.875"
1/3 Page Square	4.5625" X 4.8125"

**Bleed** Full page + Double-page spread only 0.125"

1/2 PAGE VERTICAL	1/3 PAGE VERTICAL/SQUARE
<b>\$TKTKTKT</b>	<b>\$TKTKTKT</b>

## RETAIL RATES

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

## 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 sizes. \*

FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE VERTICAL
<b>\$1,660</b>	<b>\$830</b>	<b>\$830</b>	<b>\$455</b>

\* Additional options available, please contact your sales rep for details

## UPLOADING ADS

**Email Ads to** [ayates@opmediagroup.ca](mailto:ayates@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

**CUSTOM  
PACKAGES  
AND PRICING  
AVAILABLE,  
CONTACT  
YOUR REP**



# Digital

## HAVE YOUR BUSINESS FEATURED WITH SPONSORED POSTS

**TOTAL  
SOCIAL  
REACH**  
**171,950+**

**98,200+**  
followers



**48,185+**  
followers



**15,700+**  
followers



**PROMOTE YOUR BUSINESS TO OVER  
170K FOLLOWERS WHO LOVE TO EXPLORE BC:**  
*Travel, nature, history, culture, food and adventure in BC*



Online  
story on  
bcmag.ca

Social  
feature

BRITISH COLUMBIA  
MAGAZINE HAS THE  
**3RD LARGEST**  
CANADIAN MAGAZINE  
INSTAGRAM  
ACCOUNT



EFFECTIVE JANUARY 2024, GROSS RATES

## SOCIAL LIST OF PRICES PER PLATFORM

Tag or mention **\$200**

Dedicated post **\$350**

Giveaway/Contest (includes web ads) **\$500**

Live Story **\$550**

Repost **\$200**

Story Post (24 hours) **\$300**

## COMBOS

X1 Post X1 Stories **\$500**

X2 Posts X2 Stories **\$1000**

## WEB & ONLINE ADVERTORIAL

Web ads (300X250, 728X90, 468X60) **\$20 CPM**

Newsletter ad **\$500/EACH**

Influencer article on web and newsletter **\$1000**

## MINI BUNDLE

X2 Half Page in BC Magazine  
1 Feature Online  
100,000 Ad Impressions  
X2 Newsletters  
X2 Social Media Push  
**\$6,472**

**ADD A  
CUSTOM  
PACKAGE**  
Contact us for a  
personalized  
campaign



## EDITORIAL CALENDAR

ISSUE	DATES ON SALE	DEADLINES
<b>SPRING</b>	March 20 to June 19*	Reservation Deadline: <b>2 FEBRUARY</b> Artwork Deadline: <b>9 FEBRUARY</b> Newsstand Date: <b>18 MARCH</b>
<b>SUMMER</b>	June 19 to September 11*	Reservation Deadline: <b>3 MAY</b> Artwork Deadline: <b>10 MAY</b> Newsstand Date: <b>17 JUNE</b>
<b>FALL</b>	September 11 to December 11*	Reservation Deadline: <b>2 AUGUST</b> Artwork Deadline: <b>9 AUGUST</b> Newsstand Date: <b>16 SEPTEMBER</b>
<b>WINTER</b>	December 11 to March 19, 2024*	Reservation Deadline: <b>1 NOVEMBER</b> Artwork Deadline: <b>8 NOVEMBER</b> Newsstand Date: <b>16 DECEMBER</b>
<b>ROAD TRIP SPECIAL</b>	April 10 to September 9* (6 months)	Reservation Deadline: <b>13 MARCH</b> Artwork Deadline: <b>20 MARCH</b> Newsstand Date: <b>20 APRIL</b>

Features –  
determined  
by the editor  
throughout  
the year

### 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

#### Outdoor Explorer

Tips and tricks on how to make the best out of BC's outdoors

#### Tales of BC

Funny or reflective stories about life in BC



Best selling  
glove box book  
**Road Trips**,  
10,000+ copies  
sold every  
year