

BRITISH COLUMBIA MAGAZINE

2025 Media Kit

SPEAK TO PEOPLE PASSIONATE ABOUT EXPLORING BC

MULTI-PLATFORM EXPOSURE



NEWSLETTER

Online archives



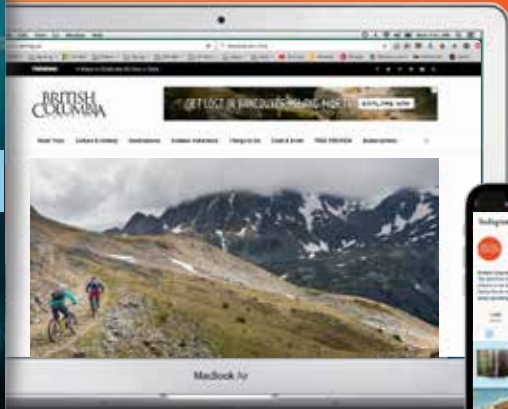
ROAD TRIPS

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



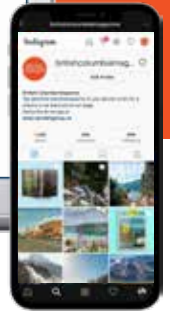
PRINT MAGAZINE

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



ONLINE

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



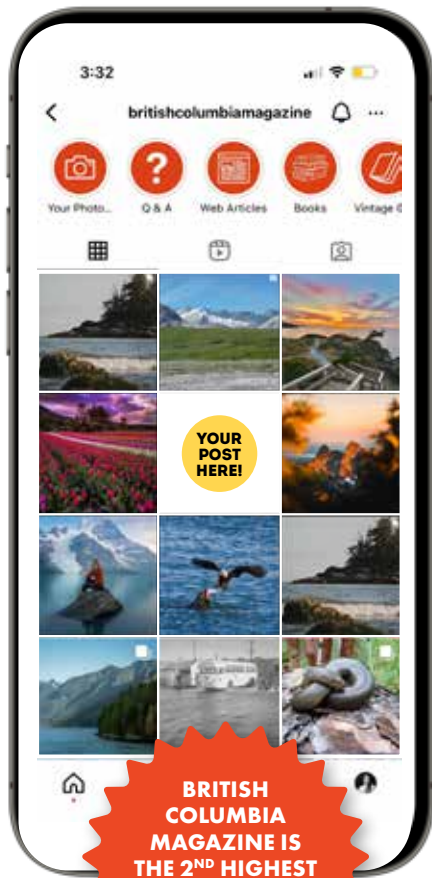
SOCIAL

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

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 2ND 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	WEBSITE	SOCIAL	NEWSLETTER
↓	↓	↓	↓
125,000+	35,000+	171,950+	9,000+
Readers	Pageviews	Followers	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)

<p>FULL PAGE</p> <p>\$4,900*</p>	<p>2/3 PAGE VERTICAL</p> <p>\$3,420*</p>	<p>1/2 PAGE ISLAND</p> <p>\$2,450*</p>	<p>1/2 PAGE HORIZONTAL</p> <p>\$2,450*</p>
---	---	---	---

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"

<p>1/2 PAGE VERTICAL</p> <p>\$2,450*</p>	<p>1/3 PAGE VERTICAL/SQUARE</p> <p>\$2,050*</p>
---	--

Bleed Full page + Double-page spread only 0.125"

*Rates for 1X insertion. For additional sizing and rates please contact your sales rep.

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

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.*

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

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

UPLOADING ADS

Email Ads to 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



HAVE YOUR BUSINESS FEATURED WITH SPONSORED POSTS

TOTAL SOCIAL REACH
171,950+



98,200+
followers



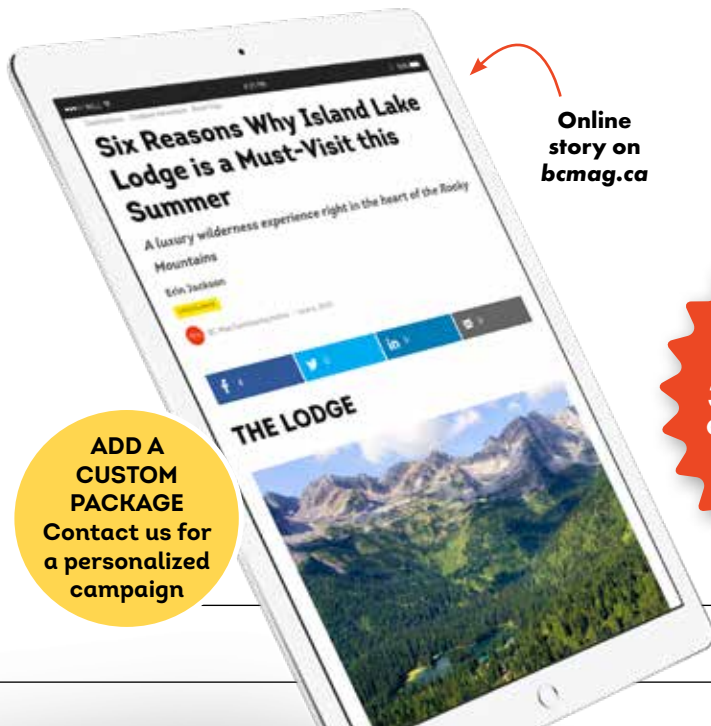
48,185+
followers



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



ADD A CUSTOM PACKAGE
Contact us for a personalized campaign

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

EDITORIAL CALENDAR

ISSUE	DATES ON SALE	DEADLINES
SPRING	March 20 to June 19*	Reservation Deadline: 31 JANUARY Artwork Deadline: 7 FEBRUARY Newsstand Date: 17 MARCH
SUMMER	June 19 to September 11*	Reservation Deadline: 2 MAY Artwork Deadline: 9 MAY Newsstand Date: 16 JUNE
FALL	September 11 to December 11*	Reservation Deadline: 1 AUGUST Artwork Deadline: 8 AUGUST Newsstand Date: 15 SEPTEMBER
WINTER	December 11 to March 19, 2025*	Reservation Deadline: 31 OCTOBER Artwork Deadline: 7 NOVEMBER Newsstand Date: 15 DECEMBER
ROAD TRIP SPECIAL	April 10 to September 9* (6 months)	Reservation Deadline: 4 APRIL Artwork Deadline: 11 APRIL Newsstand Date: 19 MAY

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