

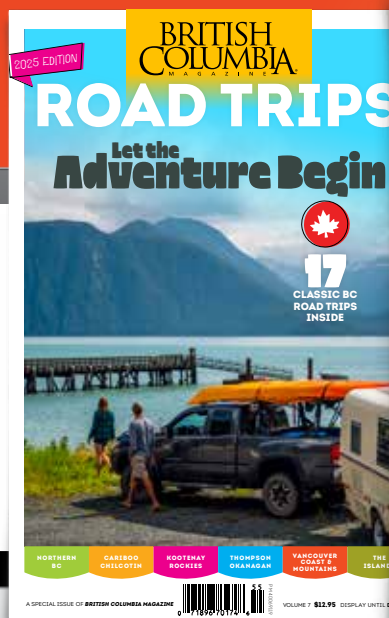
2026 MEDIA KIT

BRITISH COLUMBIA MAGAZINE



NEWSLETTER

Bi-weekly
9,000
Subscribers



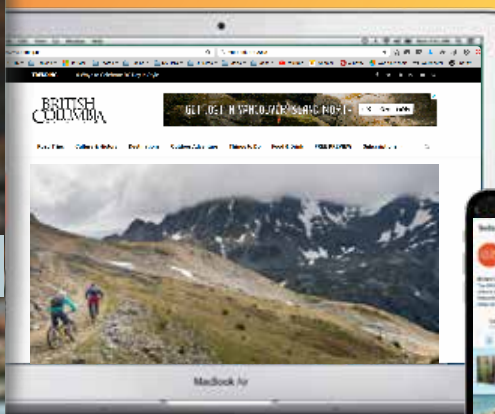
ROAD TRIPS

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



PRINT MAGAZINE

British Columbia Magazine
X4 Issues p/a
125,000
Readership



ONLINE

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



SOCIAL

f **48,185 +** followers
@ **99,200 +** followers
X **15,700 +** followers

BRAND OVERVIEW



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.

PRINT	WEBSITE	SOCIAL	NEWSLETTER
↓	↓	↓	↓
175,000+	29,000+	163,085+	9,000+
Readers	Pageviews	Followers	Subscribers

TOTAL
BRAND
REACH
376,085+

KEY POINTS

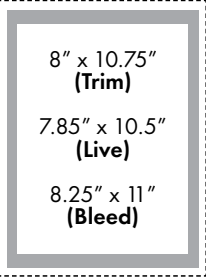
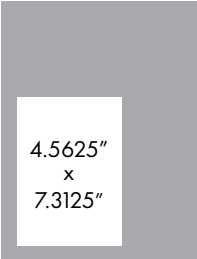
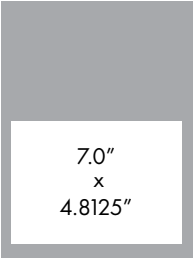
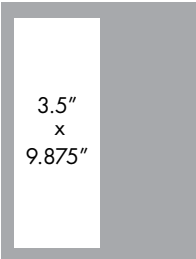
- Founded in 1959
- 4 print issues PLUS special Road Trips glove box book
- 100% owned & produced in BC
- 6 multi-media platforms

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	\$140,000+	-

DISPLAY AD RATES

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

FULL PAGE	2/3 PAGE VERTICAL	1/2 PAGE ISLAND	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/3 PAGE VERTICAL / SQUARE
 8" x 10.75" (Trim) 7.85" x 10.5" (Live) 8.25" x 11" (Bleed)	 4.5625" x 9.875"	 4.5625" x 7.3125"	 7.0" x 4.8125"	 3.5" x 9.875"	 2.25" x 9.875" 4.5625" x 4.8125"
\$4,900*	\$3,420*	\$2,450*	\$2,450*	\$2,450*	\$2,050*

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

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

DIMENSIONS (WIDTH X HEIGHT)

SIZE	DIMENSIONS
Double-Page Spread	16" X 10.75" Plu bleed
Full Page	8" X 10.75" Plu bleed
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"



HAVE YOUR BUSINESS FEATURED WITH SPONSORED POSTS

**TOTAL
SOCIAL
REACH**
172,085+

99,200+
followers



48,185+
followers



15,700+
followers

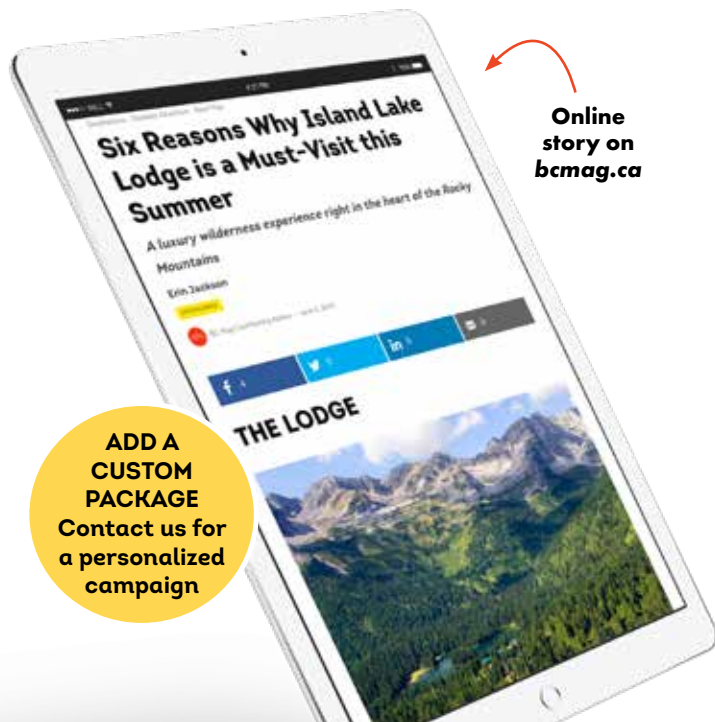


9,000+
Subscribers



**PROMOTE YOUR BUSINESS TO OVER
160K FOLLOWERS WHO LOVE TO EXPLORE BC:**

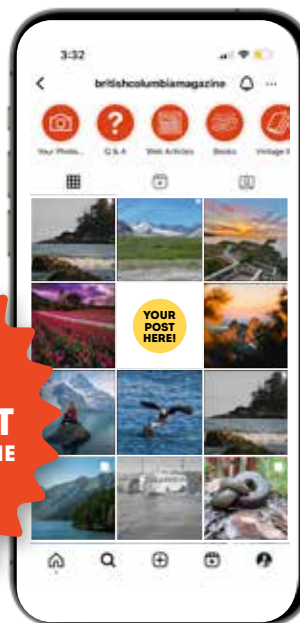
Travel, nature, history, culture, food and adventure in BC



Online
story on
bcmag.ca

Social
feature

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



EFFECTIVE JANUARY 2026, 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 **\$1,000**

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

BRITISH
COLUMBIA
MAGAZINE

ISSUE	DATES ON SALE	DEADLINES
SPRING	March 16 to June 14	Reservation Deadline: 30 JANUARY Artwork Deadline: 6 FEBRUARY Newsstand Date: 16 MARCH
SUMMER	June 15 to September 13	Reservation Deadline: 1 MAY Artwork Deadline: 8 MAY Newsstand Date: 15 JUNE
FALL	September 14 to December 13	Reservation Deadline: 31 JULY Artwork Deadline: 7 AUGUST Newsstand Date: 14 SEPTEMBER
WINTER	December 14 to March 19, 2026	Reservation Deadline: 30 OCTOBER Artwork Deadline: 6 NOVEMBER Newsstand Date: 14 DECEMBER

ROAD TRIP SPECIAL	May 18 to September 9 (5 months)	Reservation Deadline: 3 APRIL Artwork Deadline: 10 APRIL Newsstand Date: 18 MAY
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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