

# 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  
**14.7K +** followers

# Brand Overview

BRITISH  
COLUMBIA  
MAGAZINE

	PRINT	WEBSITE	SOCIAL
REACH	<b>350,000</b> Readers	<b>198,518</b> Pageviews	<b>161,074</b> Followers
BREAKDOWN	<b>300,000</b> British Columbia Magazine (50,000 international) <b>50,000</b> Road Trip Guide	<b>143,121</b> Unique visitors <b>0:45</b> Time spent on site <small>*Sourced from 3 month averages in Google analytics</small>	<b>93,008</b> Instagram followers <b>47,185</b> Facebook followers <b>14,700</b> Twitter followers <b>6,374</b> E-newsletter subscribers
MEDIAN AGE	<b>35-64</b>	-	<b>25-34</b> / <b>35-44</b> Instagram / Facebook
DISTRIBUTION	<b>59% BC</b> <b>23% International</b> <b>18% Rest of Canada</b>	-	<b>89% Canada</b> <b>7% USA</b> <b>4% UK</b>
GENDER	<b>53% Male</b> / <b>47% Female</b>	-	<b>44% Male</b> / <b>56% Female</b>
MEDIAN HHI	<b>\$75,000+</b>	-	-

TOTAL  
BRAND  
REACH  
**709,592**

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.

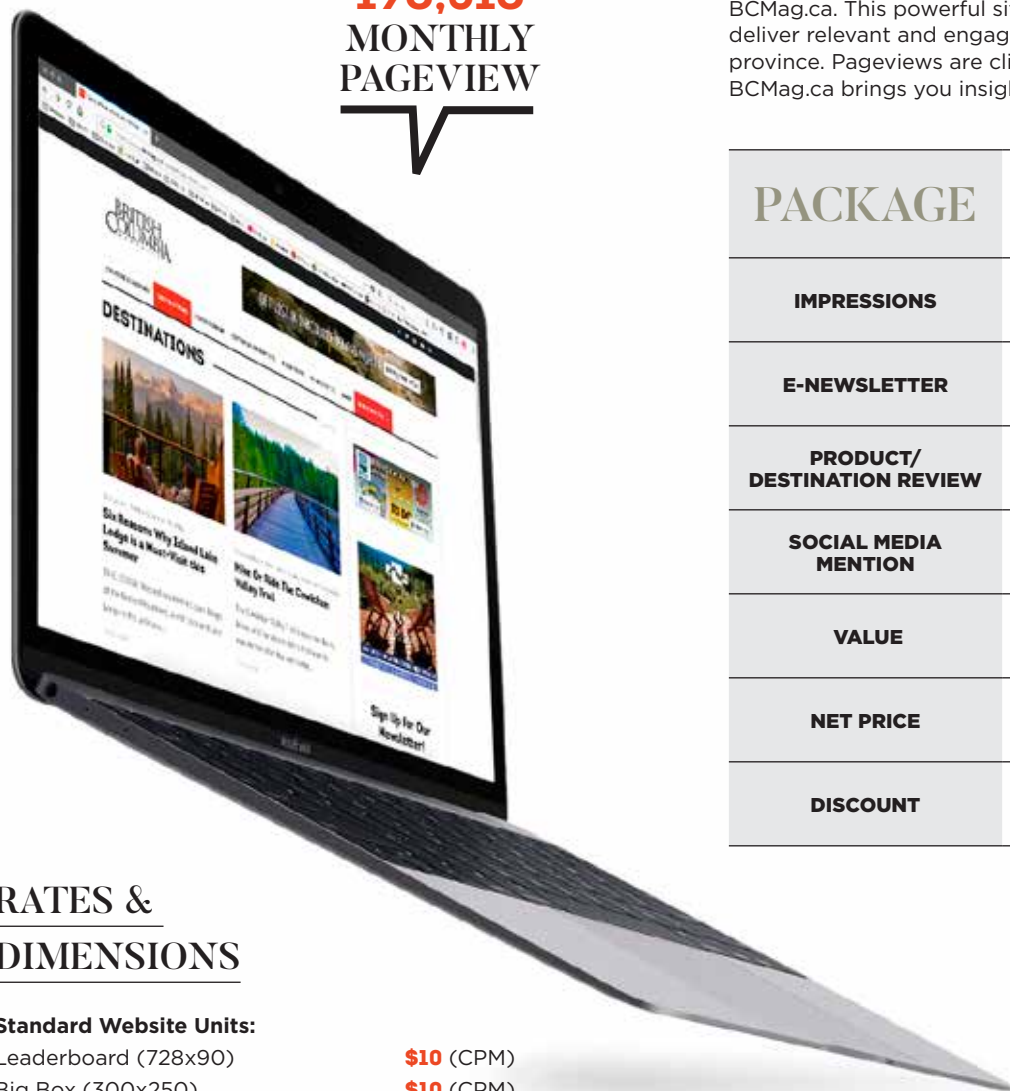
For more than 60 years *British Columbia Magazine* (launched as *Beautiful British Columbia*) has informed, entertained, surprised and inspired its readers with all that B.C. has to offer. We are a conduit for readers who want to know B.C. better, embrace living here and plan their travels to yet-to-be-explored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

# Website

EFFECTIVE JANUARY 2022, GROSS RATES

BRITISH  
COLUMBIA  
MAGAZINE

**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

BRITISH  
COLUMBIA  
MAGAZINE

**93,008+**  
followers

Van Mag  
39,900  
followers

Mountain  
Life  
21,055  
followers

BC  
Business  
2,621  
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**

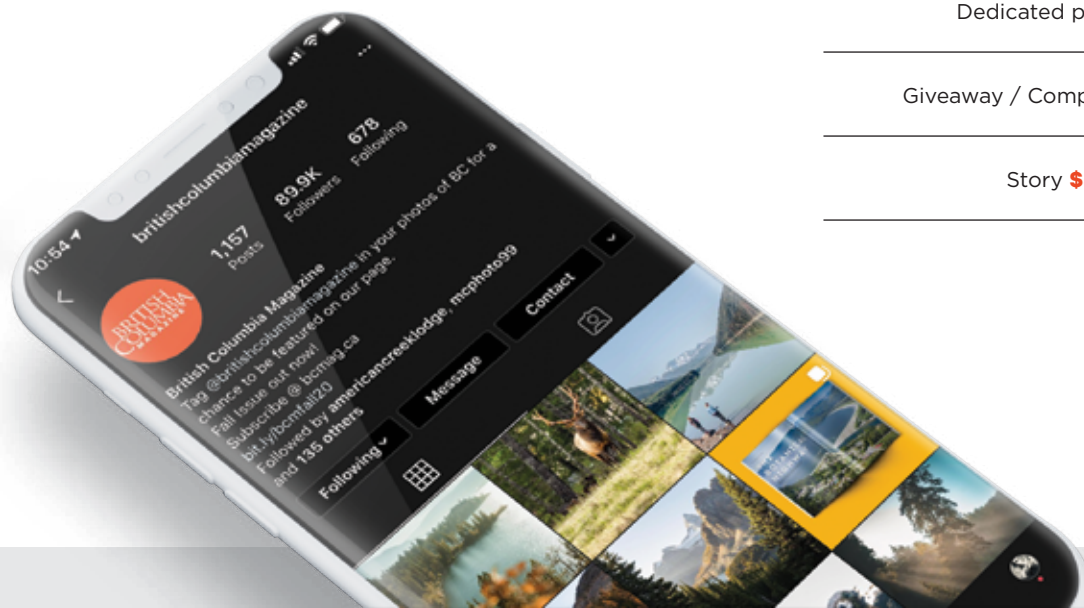
### CAMPAIGN PACKAGES

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*

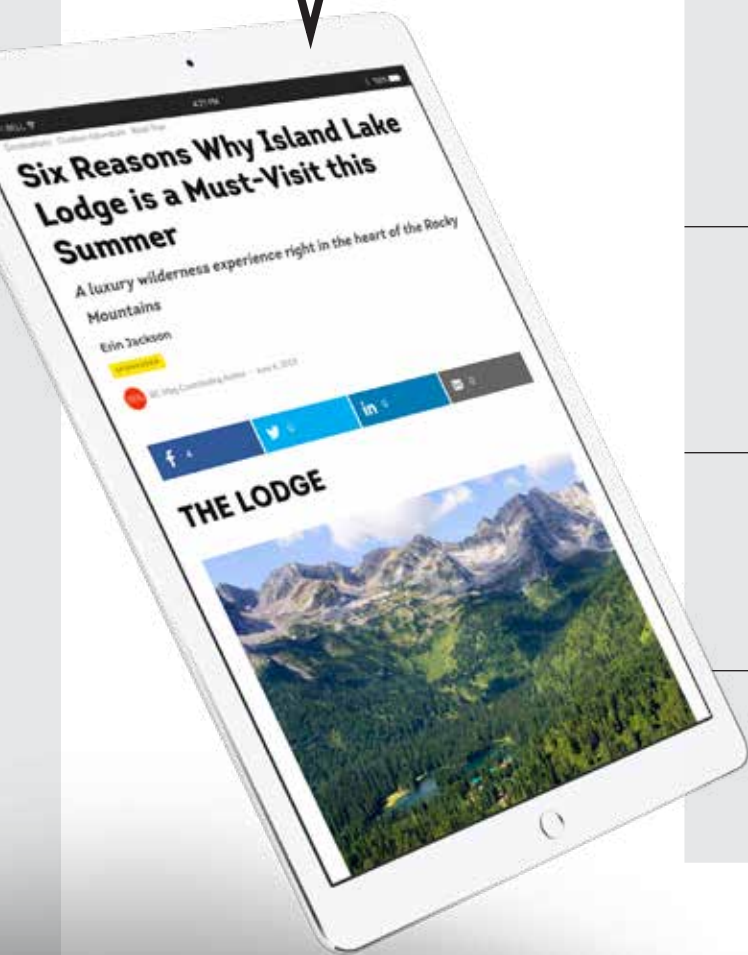
# Online Advertorial

EFFECTIVE JANUARY 2022, GROSS RATES

BRITISH  
COLUMBIA  
MAGAZINE

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

BRITISH  
COLUMBIA  
MAGAZINE

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

		PRINT		ONLINE				
BUNDLE	DESCRIPTION	AD SIZE	FEATURE	BC MAG ONLINE CONTENT	AD IMPRESSIONS	E-NEWS- LETTERS	SOCIAL MEDIA PUSH	PRICE
<b>SOCIAL BUTTERFLY</b>	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	<b>\$9,800</b>
<b>TRAFFIC BUILDER</b>	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	<b>\$12,270</b>
<b>EDUCATIONAL EXPERIENCE</b>	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	<b>\$17,275</b>
<b>MINI BUNDLE</b>	Templated bundles for smaller partners or those wishing to try integration.	X2 Half Page in BC Magazine	-	1 Feature Online	100,000	2	2	<b>\$6,472</b>

# Display Rates & Dimensions

EFFECTIVE JANUARY 2022, GROSS RATES

## NATIONAL DISPLAY RATES

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

COVERS	1X	2X	3X	4X
IFC Spread	<b>\$6,360</b>	<b>\$5,707</b>	<b>\$5,054</b>	<b>\$4,401</b>
IFC	<b>\$5,870</b>	<b>\$5,535</b>	<b>\$4,715</b>	<b>\$4,025</b>
IBC	<b>\$5,500</b>	<b>\$5,107</b>	<b>\$4,305</b>	<b>\$3,782</b>
OBC	<b>\$5,880</b>	<b>\$5,535</b>	<b>\$4,715</b>	<b>\$4,025</b>

## 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

BRITISH  
COLUMBIA  
MAGAZINE

## 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>

## 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



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

7" x 4 3/4"

C

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

\*DATES SUBJECT TO CHANGE

BRITISH  
COLUMBIA  
MAGAZINE

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

## 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

# 2022 MEDIA KIT



## DIGITAL EDITION

## PRINT DIRECTORY

*Boaters Blue Pages*  
Annual Marine Directory  
**50,000**  
Copies distributed

## PRINT MAGAZINE

*Pacific Yachting*  
X12 Issues p/a  
**100,000**  
Readership

## ONLINE

**26,225**  
Website  
Pageviews

## SOCIAL

**f 6,700+** followers  
**@ 3,200+** followers  
**🐦 3,020+** followers

# BRAND OVERVIEW



## KEY FACTS

**Founded in 1968**  
**#1 Selling boating magazine**  
**on Canadian newsstands**

**12 issues a year**

**Glossy, perfect bound,**  
**high quality**

**100% owned, produced**  
**& printed in Canada**

British Columbia and the U.S. Pacific Northwest offers boaters some of the most diverse, wild and scenic cruising grounds in the world, and nobody reaches more power and sail boaters in this region than *Pacific Yachting* magazine. Founded in 1968, *Pacific Yachting* is the voice of boating on the West Coast, and is the most trusted, best-selling and most well-read boating magazine in Canada. We have earned the trust of our readers and advertisers through decades of first class boating content, and have built on these partnerships through our support of local boating community events, boat shows and regattas.

Maximize your investment. From cruising destinations and vacation ideas to maintenance projects and product reviews, *Pacific Yachting* magazine provides trusted content to readers and advertisers through our print, digital, video and online formats.

In addition, our *Boaters Blue Pages* and *Marina Guide* print publication and its online counterpart, [boatersbluepages.com](http://boatersbluepages.com), provide quick and easy access to marine-related businesses and marinas in our market. Advertise your business in the first place local boaters look for trusted information on boats and boating on the West Coast.

	PRINT	WEBSITE	SOCIAL
REACH	<b>152,400</b> Readers	<b>19,545</b> Pageviews	<b>15,100</b> Followers
BREAKDOWN	<b>100,00</b> Pacific Yachting <b>50,000</b> Boaters Blue Pages <b>2,400</b> Digital subscribers	<b>19,545</b> Pageviews <b>10,059</b> Unique visitors <b>1:17</b> Time spent on site <small>*Sourced from 3 month averages in Google analytics</small>	<b>3,200</b> Instagram followers <b>6,730</b> Facebook followers <b>3,020</b> Twitter followers <b>2,150</b> E-newsletter subscribers
MEDIAN AGE	<b>45-65</b>	-	<b>25-34</b> / <b>35-44</b> Instagram / Facebook
DISTRIBUTION	<b>73%</b> BC <b>20%</b> Washington State <b>7%</b> Rest of Canada	-	<b>58%</b> BC <b>24%</b> Washington State <b>4%</b> UK
GENDER	<b>64%</b> Male / <b>36%</b> Female	-	<b>60%</b> Male / <b>40%</b> Female
MEDIAN HHI	<b>\$75,000+</b>	-	-



**TOTAL BRAND REACH**  
**187,045 BOATERS**

## READER PROFILE

**59%** own powerboats  
**41%** own sailboats

**59%** of readers spend more than 30 days on the water every year

**79%** of readers have taken action on a product or business seen in *PY*

Primarily active boaters in B.C., Alberta, Washington, Oregon, and Alaska



# DISPLAY RATES

## SIZE

## RATES

## DIMENSIONS

SIZE	EFFECTIVE JANUARY 2022, GROSS RATES				(WIDTH X HEIGHT)	
	1X	3X	6X	12X	SIZE	BLEED
INSIDE						
Double-Page Spread	\$6,360	\$5,600	\$4,860	\$4,250	16" X 10.75" Trim	16.25" X 11"
Full Page	\$3,775	\$3,650	\$3,500	\$3,200	8" X 10.75" Trim	8.25" X 11"
2/3 Page	\$3,370	\$3,240	\$3,120	\$2,860	4.5625" X 9.875"	n/a
1/2 Island	\$3,210	\$3,090	\$2,970	\$2,730	4.5625" X 7.3125"	n/a
1/2 Horizontal	\$2,900	\$2,800	\$2,590	\$2,485	7" X 4.8125"	n/a
1/2 Vertical	\$2,900	\$2,800	\$2,590	\$2,485	3.4" X 9.875"	n/a
1/3 Vertical	\$2,310	\$2,235	\$2,160	\$2,010	2.25" X 9.875"	n/a
1/3 Square	\$2,310	\$2,235	\$2,160	\$2,010	4.5625" X 4.8125"	n/a
Double 1/9	\$1,895	\$1,810	\$1,740	\$1,650	4.5625" X 3.125"	n/a
1/6 Vertical	\$1,685	\$1,645	\$1,595	\$1,505	2.25" X 4.8125"	n/a
1/9 Vertical	\$1,440	\$1,405	\$1,375	\$1,315	2.25" X 3.125"	n/a

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position,  
**15% EXTRA.**

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email Ads to

summer@opmediagroup.ca

### Bleed

Full page only 0.125".

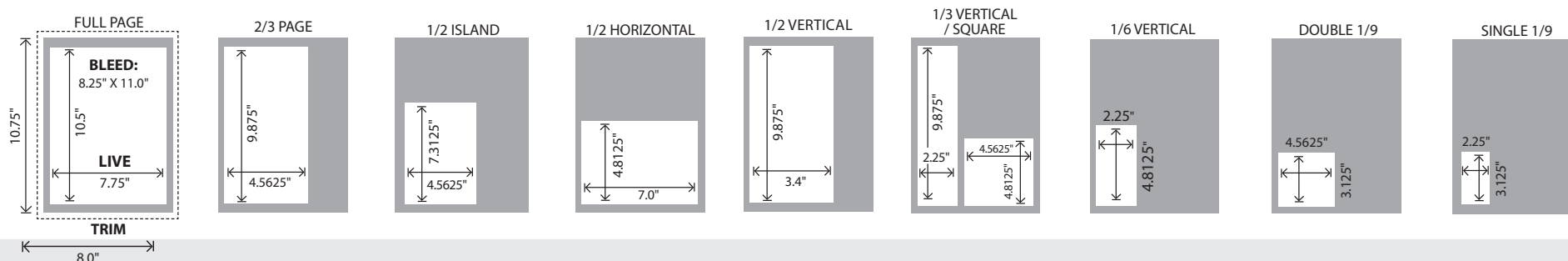
### Production Costs

Any production work on advertisements will be invoiced at **\$75 PER HOUR** to the advertiser.

### File Formats

Press Optimized PDF

COVERS						
	1X	2X	3X	4X	TRIM	BLEED
Inside Front	\$4,360	\$4,135	\$3,915	\$3,480	8" X 10.75"	8.25" X 11"
Inside Back	\$4,245	\$4,035	\$3,915	\$3,480	8" X 10.75"	8.25" X 11"
Outside Back	\$4,620	\$4,390	\$4,155	\$3,695	8" X 10.75"	8.25" X 11"



# RETAIL RATES



## SIZE

## RATES

## DIMENSIONS

## CUSTOM SPECIALS

EFFECTIVE JANUARY 2022, GROSS RATES

(WIDTH X HEIGHT)

INSIDE	1X	3X	6X	12X
Full Page	\$2,625	\$2,405	\$2,190	\$1,970
2/3 Page	\$2,320	\$2,135	\$1,945	\$1,760
1/2 Island	\$2,020	\$1,845	\$1,675	\$1,500
1/2 Horizontal	\$1,800	\$1,645	\$1,500	\$1,344
1/3 Vertical	\$1,365	\$1,260	\$1,150	\$1,045
1/3 Square	\$1,365	\$1,260	\$1,150	\$1,045
Double 1/9	\$ 985	\$ 905	\$ 830	\$ 745
1/6 Vertical	\$ 830	\$ 765	\$ 705	\$ 640
1/9 Vertical	\$ 650	\$ 610	\$ 565	\$ 520

SIZE	BLEED
8" X 10.75" Trim	8.25" X 11"
4.5625" X 9.875"	n/a
4.5625" X 7.3125"	n/a
7" X 4.8125"	n/a
2.25" X 9.875"	n/a
4.5625" X 4.8125"	n/a
4.5625" X 3.125"	n/a
2.25" X 4.8125"	n/a
2.25" X 3.125"	n/a

### Special Positions

Special or guaranteed position,  
**15% EXTRA.**

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email Ads to

summer@opmediagroup.ca

### Bleed

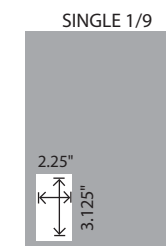
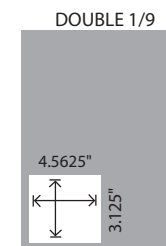
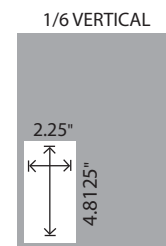
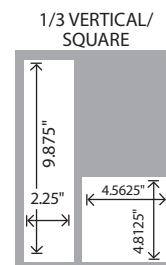
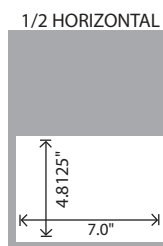
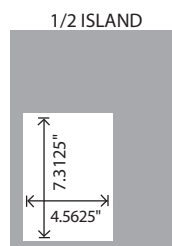
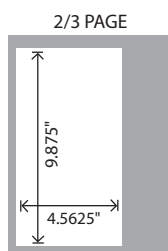
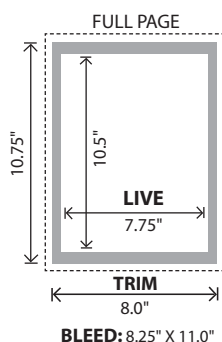
Full page only 0.125".

### Production Costs

Any production work on  
advertisements will be invoiced  
at **\$75 PER HOUR** to the  
advertiser.

### File Formats

Press Optimized PDF



# BROKER RATES



The brokerage section is for the sale of used boats and is limited to advertisements from dealers and brokers. Dealers are allowed up to 20% of their brokerage ad for new boat information (product name, photos and logo) at no additional cost. The retail rate will apply to the portion of new boat advertising exceeding the 20% limit. Production service charges apply. No agency commission.

## SIZE

INSIDE
Full Page

## RATES

EFFECTIVE JANUARY 2022, GROSS RATES			
1X	3X	6X	12X
\$1,360	\$1,225	\$1,035	\$835

## DIMENSIONS

(WIDTH X HEIGHT)	
TRIM	BLEED
8" X 10.75" Trim	8.25" X 11"

## CUSTOM SPECIALS

### Special Positions

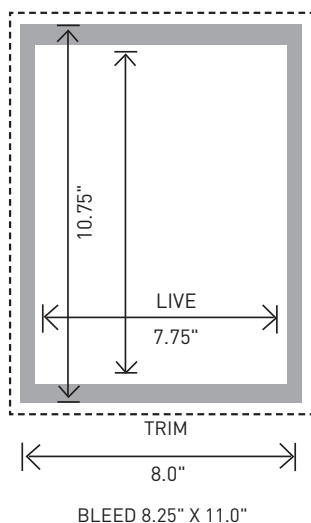
Special or guaranteed position,  
**15% EXTRA.**

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
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

# CHARTER RATES



## SIZE

## RATES

## DIMENSIONS

INSIDE
Full Page
1/2 Horizontal
1/4 Vertical

EFFECTIVE JANUARY 2022, GROSS RATES				
1X	3X	6X	12X	
\$1,870	\$1,695	\$1,470	\$1,325	
\$1,375	\$1,240	\$1,090	\$985	
\$825	\$750	\$675	\$615	

(WIDTH X HEIGHT)	
SIZE	BLEED
8" X 10.75" Trim	8.25" X 11"
7" X 4.8125"	n/a
3.325" X 4.8125"	n/a

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position,  
**15% EXTRA.**

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email Ads to

summer@opmediagroup.ca

### Bleed

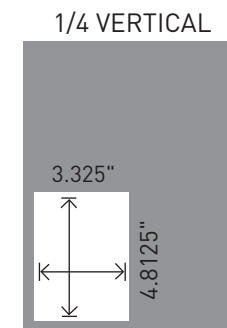
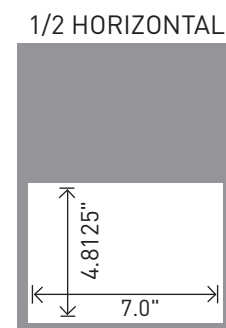
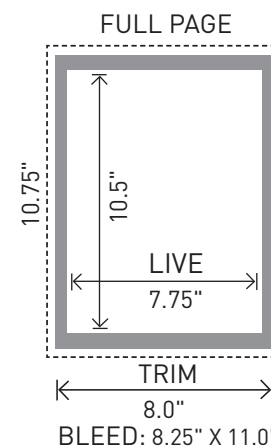
Full page only 0.125".

### Production Costs

Any production work on  
advertisements will be invoiced  
at **\$75 PER HOUR** to the  
advertiser.

### File Formats

Press Optimized PDF



# CLASSIFIED RATES



Display ads in the classifieds 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

## LINERS

**\$1.50** a word with a \$25.00 minimum.

**\$50.00** per full colour 1.6" X 1" photo. Frequency discounts available. Liner ads are a great way to advertise for extended periods.

To have your ad online as well please add **\$10.00**.

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position, **15% EXTRA**.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads. 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

<p>FULL PAGE</p> <p><b>\$1,660</b></p> <p>A</p> <p>7" x 9 5/8"</p>	<p>3/4 PAGE VERTICAL</p> <p><b>\$1,245</b></p> <p>B</p> <p>5 3/16" x 9 5/8"</p>	<p>1/2 PAGE HORIZONTAL</p> <p><b>\$830</b></p> <p>C</p> <p>7" x 4 3/4"</p>	<p>1/2 PAGE VERTICAL</p> <p><b>\$830</b></p> <p>D</p> <p>3 3/8" x 9 5/8"</p>
<p>3/8 PAGE HORIZONTAL</p> <p><b>\$625</b></p> <p>E</p> <p>5 3/16" x 4 3/4"</p>	<p>1/4 PAGE VERTICAL</p> <p><b>\$455</b></p> <p>F</p> <p>3 3/8" x 4 3/4"</p>	<p>1 FULL COLUMN</p> <p><b>\$455</b></p> <p>G</p> <p>1 9/16" x 9 5/8"</p>	<p>1 COLUMN X 6" VERTICAL</p> <p><b>\$365</b></p> <p>H</p> <p>1 9/16" x 6"</p>
<p>2 COLUMN X 3" HORIZONTAL</p> <p><b>\$365</b></p> <p>I</p> <p>3 3/8" x 3"</p>	<p>1 COLUMN X 5" VERTICAL</p> <p><b>\$324</b></p> <p>J</p> <p>1 9/16" x 5"</p>	<p>1 COLUMN X 4" VERTICAL</p> <p><b>\$275</b></p> <p>K</p> <p>1 9/16" x 4"</p>	<p>2 COLUMN X 2" HORIZONTAL</p> <p><b>\$275</b></p> <p>L</p> <p>3 3/8" x 2"</p>
<p>1 COLUMN X 3" VERTICAL</p> <p><b>\$222</b></p> <p>M</p> <p>1 9/16" x 3"</p>	<p>2 COLUMN X 1" HORIZONTAL</p> <p><b>\$156</b></p> <p>N</p> <p>3 3/8" x 1"</p>	<p>1 COLUMN X 2" VERTICAL</p> <p><b>\$156</b></p> <p>O</p> <p>1 9/16" x 2"</p>	<p>CAPTAIN'S CHAIR</p> <p><b>\$200</b></p> <p>P</p> <p>2" x 2 1/2"</p>



# REAL ESTATE RATES



Display ads in real estate 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.

SIZE		RATES	DIMENSIONS
		GROSS RATES	(WIDTH X HEIGHT)
#	INSIDE	1X	SIZE
A	Full Page	\$1660	7" X 9.625"
B	1/2 Vertical	\$830	3.375" X 9.65"
C	1/2 Horizontal	\$830	7" X 4.75"
D	1/4 Vertical	\$455	3.4" X 4.75"
E	2 Column x2	\$275	3.38" X 2.25"



1/2 VERTICAL  
AD EXAMPLE

1/4 VERTICAL  
AD EXAMPLE

FULL PAGE AD  
EXAMPLE

## 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.

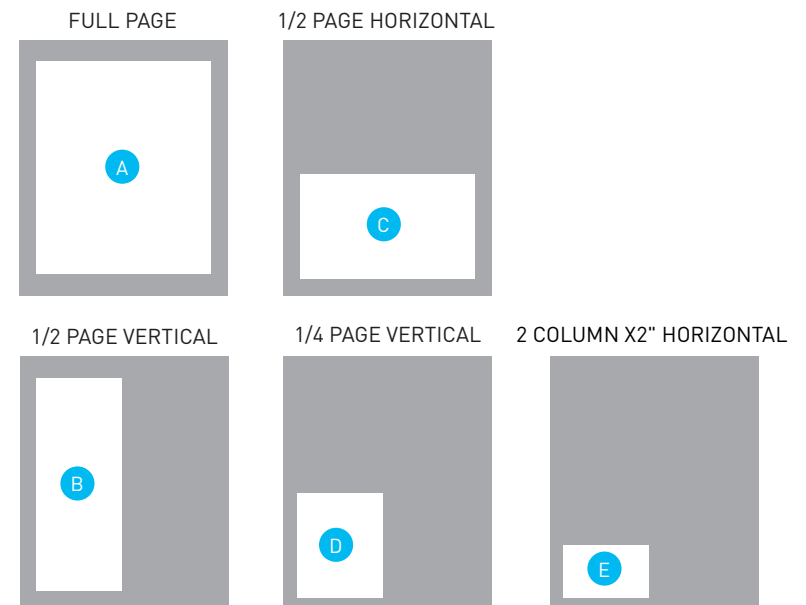
**File Formats**  
Press Optimized PDF

## CUSTOM SPECIALS

**Special Positions**  
Special or guaranteed position,  
**15% EXTRA.**

**Inserts**  
Rates on request.

**Videos**  
Video links to digital edition ads.  
Rates on request.



# DIGITAL & SOCIAL MEDIA



## PACIFICYACHTING.COM

Pacificyachting.com is the perfect online partner to our magazine. Where our print and digital publication delivers in depth articles and information for boaters in British Columbia and the Pacific Northwest, our interactive website offers our community the opportunity to connect more frequently. As well, the *Boaters Blue Pages & Marina Guide* is available online as a searchable directory with over 1,800 marine services and much more.

## FEATURES & HIGHLIGHTS

- Blog, news, photos, videos, articles and more
- Banner advertising opportunities
- Classifieds
- E-Newsletter
- Events calendar
- Direct link to boatersbluepages.com
- Direct link to digital magazine
- Contests and polls
- Social media updates

## WEB RATES & DIMENSIONS

Leaderboard	728 X 90	<b>\$20</b> (CPM)
Big Box	300 X 250	<b>\$20</b> (CPM)
Small Banner	468 X 60	<b>\$20</b> (CPM)
Homepage Wallpaper	160 X 600	<b>\$25</b> (CPM)

### E-Newsletter:

Leaderboard	728 X 90	<b>\$250</b>
Big Box	300 X 250	<b>\$250</b>

### Other:

Section sponsorship:	<b>\$28</b> (CPM)
Homepage takeover:	<b>\$1000</b> (CPD)
Social Media Mentions:	<b>\$100</b> per mention

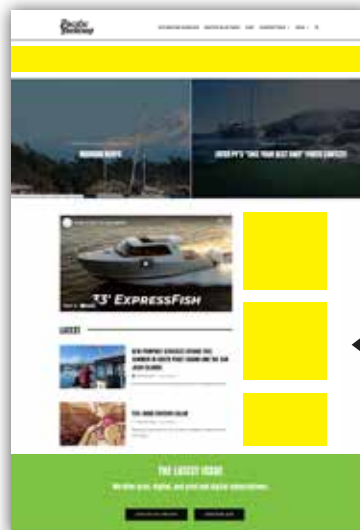
## PACKAGES

EFFECTIVE JANUARY 2022, GROSS RATES

	A PACKAGE	B PACKAGE	C PACKAGE	D PACKAGE
<b>Online Ad Impressions</b>	25,000	50,000	125,000	250,000
<b>E-Newsletter</b>	2	3	4	6
<b>Product/Destination Review</b>	-	-	1	2
<b>Social Media Mention</b>	2	3	4	6
<b>Value</b>	<b>\$500</b>	<b>\$1,250</b>	<b>\$4,200</b>	<b>\$8,800</b>
<b>Net Price</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>
<b>Discount</b>	<b>0%</b>	<b>20%</b>	<b>40%</b>	<b>43%</b>

## HOME PAGE

970 X 250  
970 X 90  
728 X 90  
468 X 60  
320 X 50  
300 X 250



300 X 250

## ARTICLE PAGE

970 X 250  
970 X 90  
728 X 90  
468 X 60  
320 X 50  
300 X 250



300 X 250

# EDITORIAL CALENDAR & DEADLINES



= Power Squadrons issue

## JANUARY ISSUE

**Key feature:** 2022 Season Preview

- Marina and cruising area updates
- New apps and services
- Winter cruising ideas and off-season adventure

Reservation Deadline **19 Nov**

Camera Ready Deadline **26 Nov**

Newsstand Date **20 Dec**



## MAY ISSUE

**Key feature:** Eco Boating Special /

- Safe Boating Month
- Eco-friendly products and tips
- Environmental issues
- Safe boating tips and equipment

Reservation deadline **25 Mar**

Camera Ready Deadline **1 April**

Newsstand Date **25 April**



## SEPTEMBER ISSUE

**Key feature:** Autumn Cruising

- Extending the cruising season: short trips, new ideas
- New product buying guide

Reservation deadline **22 July**

Camera Ready Deadline **29 July**

Newsstand Date **22 Aug**

## FEBRUARY ISSUE

**Key feature:** Boat Show / New Boats

- New power and sailboats for 2022
- Winter cruising ideas and destinations
- Photo contest

Reservation Deadline **10 Dec**

Camera Ready Deadline **17 Dec**

Newsstand Date **17 Jan**

## JUNE ISSUE

**Key feature:** Small Boat Special

- Small boats, both power and sail: trailering, lake boats, commuter boats, runabouts, aluminum
- New small boat roundup
- New product buying guide

Reservation Deadline **22 April**

Camera Ready Deadline **29 April**

Newsstand Date **23 May**



## OCTOBER ISSUE

**Key feature:** Fall Maintenance

- Fall cruising fun
- Decommissioning tips
- Ideas for winter projects

Reservation Deadline **26 Aug**

Camera Ready Deadline **2 Sept**

Newsstand Date **26 Sept**

## MARCH ISSUE

**Key feature:** Spring Commissioning

- Spring tips, including maintenance, cleaning, repairs, provisioning
- Marine Power: What's new in marine engines

Reservation Deadline **21 Jan**

Camera Ready Deadline **28 Jan**

Newsstand Date **21 Feb**

## JULY ISSUE

**Key feature:** Summer Cruising

- Roundups, gunkholes, destinations, cruising ideas.
- Fun projects, historical pieces

Reservation Deadline **27 May**

Camera Ready Deadline **3 June**

Newsstand Date **27 June**

## NOVEMBER ISSUE

**Key feature:** Chartering the World

- World-wide chartering hot spots, chartering stories and tips
- Winter cruising stories and ideas
- DIY winter projects

Reservation Deadline **23 Sept**

Camera Ready Deadline **30 Sept**

Newsstand Date **24 Oct**

## APRIL ISSUE

**Key feature:** Marine Electronics Special

- What's new in marine electronics, including nav equipment, GPS/chartplotters, radar, sonar & more

Reservation Deadline **18 Feb**

Camera Ready Deadline **25 Feb**

Newsstand Date **21 Mar**



## AUGUST ISSUE

**Key feature:** Summer Cruising / Classic Boats

- Gunkholes, destinations, cruising ideas
- Classic boat profiles and buying guides
- Maintenance and restorations

Reservation Deadline **24 June**

Camera Ready Deadline **1 July**

Newsstand Date **25 July**



## DECEMBER ISSUE

**Key feature:** Holiday Gift Guide

- Winter cruising stories and ideas
- Rendezvous Roundup
- Holiday Gift Guide

Reservation Deadline **21 Oct**

Camera Ready Deadline **28 Oct**

Newsstand Date **21 Nov**

