

2024 Marketing Adjacencies Advertising is now OPEN!

We thrilled to announced that we have partnered with BC Magazine, #1 Highest Single Issue Selling Magazine in BC, for a print ad advertising campaign.

Issue	Response deadline	Art deadline
Fall 2024	August 1, 2024	August 7, 2024
Winter 2024	October 15, 2024	November 8., 2024
Spring 2025	January 15, 2025	February 1, 2025

WHY BC MAGAZINE

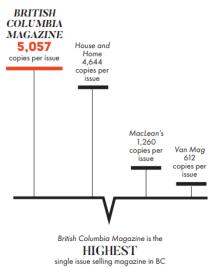
Target Marketing Demographic: The magazine targets an affluent demographic, with a median household income of over \$75,000, and a balanced gender distribution (53% male, 47% female). This ensures your ad reaches potential customers who are not only interested in travel and tourism but also have the financial means to invest in your services or products.

Specialized Content: The magazine's editorial calendar includes features on new tourism opportunities, outdoor adventures, and local businesses, aligning perfectly with your target market. This ensures that your advertisement will be relevant and appealing to readers who are specifically looking for travel and tourism-related information.

BC MAGAZINE NUMBERS

	PRINT	WEBSITE	SOCIAL
REACH	350,000 Readers	29,000 Pageviews	171,857 Followers
BREAKDOWN	300,000 British Columbia Magazine (50,000 international) 50,000 Road Trip Guide	97,080 Unique visitors 0:39 Time spent on site *Sourced from 3 month averages in Google analytics	98,100 Instagram followers 48,185 Facebook followers 15,700 Twitter followers 9,872 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+		









MARKETING SUPPORT | ADJACENCIES ADVERTISING

What do we offer?

3 advertising spaces (1/6 of page) for each: Fall, Winter, and Spring coming issues with a **58% DISCOUNT** rate.

Block 1	Block 2	Block 3		
N/A				

Ad block dimensions 1/6 Page 2.25"w X 4.8125"h

FOR FURTHER SUPPORT,
PLEASE CONTACT OUR MARKETING DEPARTMENT

Original Price from BC Magazine

1/6 Page

\$1,200

Our PRICE

1/6 Page

\$500

PLACE YOUR ORDER

Please follow the link below and download the agreement to secure you advertise with BC Magazine

Place your Order

Isabelle Call | Marketing Coordinator

marketing@landwithoutlimits.com

T: 250-392-2226 | TF: 1-800-663-5885

204-350 Barnard Street, Williams Lake, BC V2G 4T9