



MARKETING SUPPORT | ADJACENCIES ADVERTISING

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 <small>*Sourced from 3 month averages in Google analytics</small>	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+	-	-

TOTAL BRAND REACH
550,857

BRITISH COLUMBIA MAGAZINE

5,057
copies per issue

House and Home
4,644
copies per issue

MacLean's
1,260
copies per issue

Van Mag
612
copies per issue

British Columbia Magazine is the
HIGHEST
single issue selling magazine in BC



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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		

Original Price from BC Magazine

1/6 Page	\$1,200
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Our PRICE

1/6 Page	\$500
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PLACE YOUR ORDER

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

[Place your Order](#)

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

FOR FURTHER SUPPORT,
PLEASE CONTACT OUR MARKETING DEPARTMENT

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