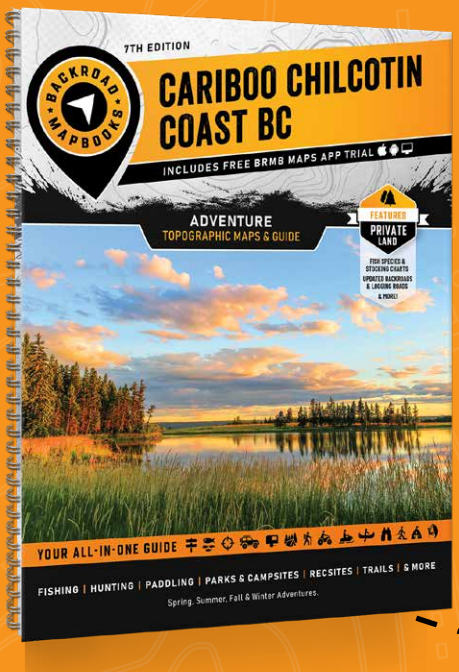


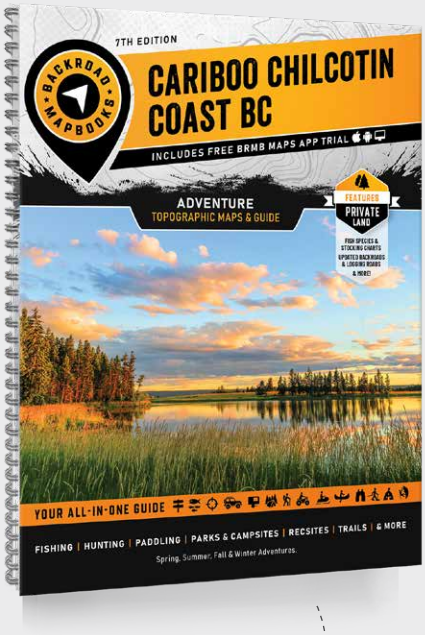
CARIBOO CHILCOTIN COAST BC BACKROAD MAPBOOK

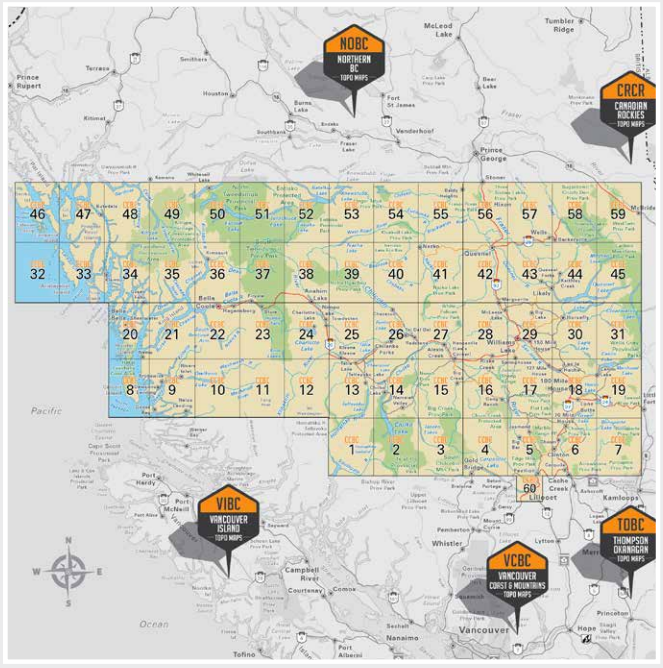
MEDIA KIT

CARIBOO CHILCOTIN COAST BC

MEDIA KIT BACKROAD MAPBOOK

We are excited to introduce the new edition of the top selling Cariboo Chilcotin Coast BC, Backroad Mapbooks. With over 30 years of extensively researched data, our mapbooks are the most comprehensive and accurate backcountry resource on the market to date.





EXPOSURE

- Each book is in print for a minimum of 3 years.
- Each title sells a minimum of 20,000 copies and some sell upwards of 40,000 copies.
- Each title has an average audience reach of approximately 400,000 TARGETED readers including: fishing, hunting, hiking, camping, paddling, skiing, snowmobiling, ATVing and various other outdoor adventurers.
- Backroad Mapbooks are a permanent resource and unlike magazines, are NEVER discarded and are OFTEN collected throughout the editions.
- Based on consumer feedback, each consumer will refer to the book over 200 times.

RELEASE: 2027
RETAIL PRICE: $35
DIMENSIONS: 8.5”x11”
**new cover coming soon*

INCLUDES

100 Mile House, Alexis Creek, Anahim Lake, Barkerville, Bella Bella, Bella Coola, Bridge Lake, Clinton, Gold Bridge, Horsefly, Likely, Lillooet, McBride, Quesnel, Wells, Williams Lake, & more

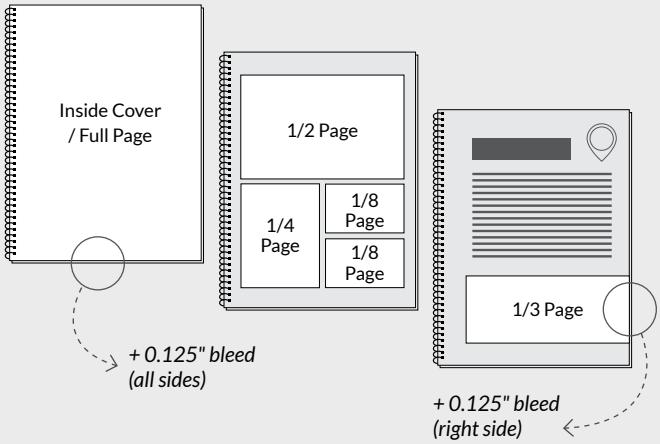
DISTRIBUTION

Our products are distributed across Canada in thousands of urban and rural stores that feature, sell and/or rent outdoor supplies, gear and services; and in retail outlets such as: Bass Pro Shops, Cabela’s, Canadian Tire, Chapters, Fields, Home Hardware, London Drugs, MEC, Wal-Mart and more.

PRODUCT ASPECT & AD RATES ★ ALL ADS HAVE A 3 YEAR SHELF LIFE!

Dimensions	Trim Area	Bleed	Live Area*	Unit Rate
Inside Cover (IFC)	8.5" x 11"	+ 0.125" (all sides)	7.5" x 10.125"	**$ 5,000**
Inside Cover (IBC)	8.5" x 11"	+ 0.125" (all sides)	7.5" x 10.125"	**$ 4,000**
Full Page (full bleed)	8.25" x 11"	+ 0.125" (all sides)	7.25" x 10.125"	**$ 3,000**
1/2 Page	7.25" x 4.625"	-	-	**$ 1,750**
1/3 Page Sponsor	7.25" x 3"	+ 0.125" (right side)	6.25" x 3"	**$ 1,400**
1/3 Page	7.25" x 3"	+ 0.125" (right side)	6.25" x 3"	**$ 1,250**
1/4 Page	3.5" x 4.625"	-	-	**$ 995**
1/8 Page	3.5" x 2.188"	-	-	**$ 595**

**Live Area: Keep within the “safe” area to avoid cropping of key information or image.*



DIGITAL REQUIREMENT

Acceptable file formats: MAC/PC Format
Adobe Illustrator, Adobe Acrobat PDF (Print Quality, outlined text) or High Quality JPG, TIFF or EPS (300 dpi)

SENDING FILES

Email photos to ctaylor@backroadmapbooks.com, if 10 MB or less. Send your photos via Dropbox (dropbox.com), if more than 10 MB to graphics@backroadmapbooks.com.