



**VANCOUVER
COAST & MOUNTAINS**

All things are possible!

Project:	British Columbia Magazine
Medium:	Magazine
Sector:	Touring
Geographic Market:	BC (also US & International)
Profile:	Founded in 1959, British Columbia Magazine inspires its audience with profiles of British Columbia's beautiful places, intriguing journeys and remarkable people. The magazine combines well-researched articles with the highest quality photography to present British Columbia's natural beauty, its diversity of parks, wilderness, and wildlife, its boundless opportunities for outdoor exploration, adventure, and travel, and its legacy of history and heritage places.
Rationale:	High-end well respected publication; 100% paid circulation. High editorial to ad ratio.
Circulation:	119,675
Distribution:	100% paid circulation. 84% subscription, 16% newsstand.
Project Description:	Double page spread, one pg of regional editorial facing one pg of tourism partner formatted ads. Summer 2008 issue. ***BC Magazine will be running a 10 page feature on Fraser 2008, including Rivermania in this issue.***
Tourism Partner Opportunity:	full colour, formatted ads:
	1/8 = \$1,095



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Project:	Vancouver Sun & Province - BC Getaways & Attractions Feature
Medium:	Newspapers
Sector:	Touring
Geographic Market:	BC
Profile:	Marquee daily newspapers for British Columbia.
Rationale:	Mainstream publications for the local BC resident; newspaper is an effective vehicle for generating immediate response. Annual BC Getaways & Attractions feature is anticipated by readers, and referred to for choosing getaway and vacation destinations.
Circulation:	Vancouver Sun: 159,724 (weekday) The Province: 142,432 (weekday) Total Readership for both papers: 824,000 (weekday)
Distribution:	Subscription and newsstand.
Project Description:	Full page in Vancouver Sun, DPS in The Province. BC Getaways & Attractions Feature - May 2008, one day insertion.
Tourism Partner Opportunity:	free design display ads
	2.25"w x 2.5"h ad units (multiple units can be purchased in order to create a larger ad) = \$555 per unit
Tourism Partner Opportunity:	free design display ads
	2.25"w x 2.5"h ad units (multiple units can be purchased in order to create a larger ad) = \$555 per unit



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Project:	TBC Outdoor Adventure Guide 2009
Medium:	TBC Guide
Sector:	Outdoor Experiences
Geographic Market:	Washington, Oregon, Northern California, Canada, Overseas
Demographic Market:	<ul style="list-style-type: none">• Primarily adults 18-54 with a higher income and education• travel in couples or in groups• average stay of 11 nights
Profile:	The Outdoor Adventure Guide is the fulfillment piece for the new TBC Outdoor Campaign which is spending over \$1 million per year against this growing market. Organized by activity from sea kayaking to salmon fishing, downhill skiing to houseboat cruises, including day trips, circle tours, maps and more. Ads are not grouped together - ads are positioned throughout guide according to activity.
Circulation:	160,000
Distribution:	CANADA - 56%, USA- 38%, Overseas - 6%. Display racks in stores (April through August), HelloBC.com website, 1-800 HELLO BC® toll-free information line, 130 Visitor Centres and Tourist/Visitor Information Booths throughout BC. The Outdoor Adventure Guide is also distributed to Accommodation Properties, Canadian Consulates, Chambers of Commerce outside BC, Travel Agents, Auto Clubs, Regional Tourism Offices and Provincial Government Offices.



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Project:	Business in Vancouver - Hospitality & Tourism Report
Medium:	Newspaper
Sector:	Touring (Corporate Audience)
Geographic Market:	BC
Profile:	Local business intelligence. Every week, Business in Vancouver provides a unique combination of business news, commentary and information for Greater Vancouver and Fraser Valley business leaders.
Rationale:	Excellent vehicle for reaching the lower mainland business decision maker. These quarterly features are an effective platform for VCM to showcase the corporate retreat venues available throughout the region.
Circulation:	Average weekly print run: 13,674
Distribution:	Subscription and newsstand.
Project Description:	Full page, full colour advertorial. 1/2 pg regional editorial, 1/2 pg Tourism Partner ads. 4 issues: May, Aug, Nov 2008, Feb 2009.
Tourism Partner Opportunity:	free design display ads
	2.25"w x 3.5"h ad units (multiple units can be purchased in order to create a larger ad) = \$275 per unit



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All things are possible!

Project:	Kelowna Daily Courier & Kamloops Daily News
Medium:	Newspapers
Sector:	Touring
Geographic Market:	BC
Profile:	Most widely read daily newspapers in these two key BC interior travel markets.
Rationale:	Excellent vehicle for reaching BC interior residents, to encourage them to choose VCM for their weekend getaways and/or summer vacation.
Circulation:	54,000 for Kelowna Daily Courier's 'Event' publication 32,000 combined circulation for Kamloops Daily News & 'The Extra'
Distribution:	By subscription and targeted distribution to select households.
Project Description:	Banner ads containing 6 advertisers. Black & white formatted ad: includes logo, rate, 20 word description & contact information. May/June 2008 6 week campaign.
Tourism Partner Opportunity:	black & white formatted ads:
	\$735



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All things are possible!

Project:	Calgary Herald - 'TravelWest' feature
Medium:	Newspaper (special magazine produced by Calgary Herald)
Sector:	Touring
Geographic Market:	AB
Profile:	Calgarians love to travel, and taking to the highways and back roads of Western Canada with its majestic scenery and exciting variety of things to do, is an increasingly attractive vacation option. The Calgary Herald's "Travelwest" magazine is designed to be the ultimate guide to what's best in the west. From the best places to dine, golf, camp, shop or best fishing holes, the Calgary Herald's Travelwest magazine is packed full of valuable travel information on the best destinations in Alberta, British Columbia and Saskatchewan.
Rationale:	Calgary's per-capita retail sales lead the country. The Calgary Herald's Travelwest is perfectly timed to tap into Alberta's exceptional and lucrative seasonal market. This insert reaches more than 274,700 Calgary Herald readers, with an average household income of \$89,223.
Circulation:	120,398 (Wednesday edition).
Distribution:	Calgary Herald subscribers.
Project Description:	Full Page, Full Colour. 1/2 pg of formatted ads below 1/2 pg of regional content. March 28, 2008 edition.
On-Line Component:	Ad will also appear online for 8 weeks following publication date on calgaryherald.com, Calgary's #1 news and information site.
Tourism Partner Opportunity:	Full colour 1/6 pg formatted ads:
	\$630



**VANCOUVER
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All things are possible!

Project:	Calgary Herald - 'Discover BC' feature
Medium:	Newspaper (special insert produced by Calgary Herald)
Sector:	Touring
Geographic Market:	AB
Demographic Market:	<ul style="list-style-type: none">• The average spending on a single vacation is \$3,635 per household.• 522,100 of adult Calgarians travelled to B.C. in the last 3 years, 35% are Calgary Herald Readers• 34% of Calgary Herald readers have taken personal vacations in the past 12 months.
Profile:	A three-part series profiling the various 'hot spots' in BC: 1) Discover BC - Kootenay Rockies, 2) Discover BC - Okanagan and 3) Discover BC - West Coast.
Rationale:	Timing of this insertion is ideal for ramping up interest prior to our presence at the Calgary Stampede. 'Discover BC - West Coast' feature is scheduled to run on Sunday, June 22, 2008.
Circulation:	118,639 (Sunday edition).
Distribution:	Calgary Herald subscribers.
Project Description:	Full Page, Full Colour. 1/2 pg of formatted ads below 1/2 pg of regional content. June 22, 2008 edition.
On-Line Component:	All three Discover BC magazines will be posted online at calgaryherald.com for a four week duration. The site reaches 250,000 unique online visitors who view more than two million pages of content monthly.
Tourism Partner Opportunity:	Full colour 1/6 pg formatted ads:
	\$585



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All things are possible!

Project:	Northwest Travel Magazine
Medium:	Magazine
Sector:	Touring
Geographic Market:	WA (also OR & CA)
Demographic Market:	<ul style="list-style-type: none">• Avg HHI: \$89,464• Gender split: Male 55% / Female 45%• Planning a trip to BC within the next yr: 36%• Have used NW Travel to determine their travel plans: 98%
Profile:	Read by an affluent, educated audience, Northwest Travel Magazine combines recognized and respected editorial with quality photography from Northwest photographers. Each bi-monthly issue of Northwest Travel Magazine reaches 50,000 targeted regional travel readers with exciting, authoritative and timely travel information when they are planning their leisure travel.
Rationale:	No other consumer travel magazine can compare to Northwest Travel's reach to qualified regional travelers with the highest potential of selecting the Pacific Northwest as their travel destination.
Circulation:	50,000
Distribution:	80% Subscription, 20% newsstands.
Project Description:	Multiple double page spreads, one pg of regional editorial for each pg of tourism partner ads. May/June 2008 issue. Reader response service included for VCM, and each advertising partner.
Tourism Partner Opportunity:	free design display ads
	1/6 = \$640
	1/3 = \$1,280
	1/2 = \$1,920
	Full page = \$3,840



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Project:	Sunset Magazine - Pacific NW edition
Medium:	Magazine
Sector:	Touring
Geographic Market:	Pacific Northwest (includes Alaska, British Columbia, Idaho, Oregon and Washington).
Demographic Market / Reader Profile:	<ul style="list-style-type: none">• Avg HHI: \$150,000+• 41% read the magazine within the first week that it arrives• 63% more likely than others in the US to take 5 or more trips per yr.• 45% more likely than the average magazine audience to take action after reading Sunset.
Profile:	The mission of Sunset is to be the indispensable and authoritative guide to living in the West, to inform and inspire their readers about everything that is useful, fresh and compelling in travel, gardening, home design and cooking. The Sunset brand represents trust, adventure and innovation, and evokes a passion for experiencing the beauty and diversity of the West.
Rationale:	Sunset Magazine has historically been one of Vancouver, Coast & Mountains' highest sources of inquiries.
Circulation (Pac NW edition):	260,000
Distribution:	Subscription and newsstand.
Project Description:	Full Page Full Colour Feature in Pacific NW Travel Planner - April 2008 issue. Reader response service included for VCM, and each advertising partner.
On-Line Component, if applicable:	A link on SunsetGetaways.com is included for VCM and each advertising partner. This on-line presence is valid for 3 months (April, May and June 2008).
Tourism Partner Opportunity:	full colour, formatted ads:
	1/6 = \$2,345



**VANCOUVER
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All things are possible!

Project:	Northwest Woman Magazine
Medium:	Magazine
Sector:	Women (Touring)
Geographic Market:	WA State
Demographic Market:	<ul style="list-style-type: none">• 92% of readers are women between the ages of 34 to 64• Over 70% enjoy household incomes in excess of \$150,000• over 95% own their own homes
Profile:	Northwest Woman provides women and their families with up-to-date accurate information, fun ideas, and resources to help their families thrive. The unique multi-tiered distribution program of Northwest Woman offers advertisers the best of all worlds. By combining a constantly growing subscription base, a carefully targeted direct mail campaign and extensive newsstand distribution throughout the Northwest - in stores from Washington to Montana - advertisers enjoy the benefits of optimized exposure.
Rationale:	It's commonly known that women are the main travel decision makers in the household. This publication combines our key target markets of women and WA state.
Circulation:	20,000
Distribution:	Distributed in the Pacific Northwest via subscribers, targeted direct mail and newsstand.
Project Description:	Double page spread, one pg of regional editorial facing one pg of tourism partner ads. Apr/May 2008 issue.
Tourism Partner Opportunity:	free design display ads
	1/6 = \$250
	1/3 = \$500
	1/2 = \$750



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Project:	Seattle Post Intelligencer & Seattle Times
Medium:	Newspapers
Sector:	Touring
Geographic Market:	WA State
Profile:	Premier newsprint publications for Seattle and area residents.
Rationale:	These publications remain a reliable and cost effective way to reach what continues to be one of our key markets.
Circulation:	Seattle P.I.: 145,420 Seattle Times: 232,214 Total: 377,634
Distribution:	Subscription and newsstands.
Project Description:	Banner ads containing 6 advertisers. Black & white formatted ad: includes logo, rate, 20 word description & contact information. Multiple campaigns throughout the year (subject to change): <i>Apr/May 08 - 6 weeks</i> <i>May 08 one-day - 1 week</i> <i>Jun/Jul 08 - 5 weeks</i> <i>July 08 one-day - 1 week</i> <i>Nov 08 one-day - 1 week</i> <i>Jan/Feb 09 - 6 weeks</i> <i>Feb/Mar 09 - 6 weeks</i>
Tourism Partner Opportunity:	black & white formatted ads
	buy-in rate: varies by campaign due to # of insertions



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Project:	Northwest Boat Travel 2009
Medium:	Guide
Sector:	Outdoor Experiences: Boating
Profile:	<p>The original, classic cruising guide used and trusted by Pacific Northwest boaters since 1978.</p> <p>Northwest Boat Travel is on board most of the larger, recreational boats in Puget Sound and is the only cruising guide that takes boaters from Olympia all the way along the Inside Passage to Glacier Bay, Alaska. The companion Web site (www.nwboat.com) is constantly updated and receives a tremendous amount of traffic.</p> <p>This is good 12-month visibility with the high-end Puget Sound area boating crowd.</p>
Geographic Market:	WA
Demographic Market:	Boaters in Washington
Circulation:	12,000
Distribution:	NBT publishes just once a year. Distributed through newsstands, bookstores, marinas, and mail to thousands of subscribers by mid November in time for holiday shopping and the winter-time planning of summer trips.
Project Description:	Full page B&W ad with three 1/6 sized partner ads and a half page of generic content (trip description & route up the VCM coast)
Tourism Partner Opportunity:	1/6 B&W = \$279



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Project:	Seattle Post Intelligencer & Seattle Times
Medium:	Newspaper
Sector:	Outdoor Experiences: Boating
Profile:	Daily newspaper for Seattle area residents. Co-op ad will encourage Seattle residents to come to the Boat show; encourage Seattle residents to travel up the VCM coast; and act as a call to action for the Outdoor Experiences Guide & Boating Directories.
Geographic Market:	Seattle area
Demographic Market:	Well-educated, affluent market with high levels of home ownership and a predominantly white-collar workforce.
Circulation:	Seattle Times: 251,502 Seattle P.I.:132,694 Total: 384,196
Distribution:	Subscriber and newsstand
Project Description:	3 insertions (ad size: 7.681" wide x 4" deep) to run the 3 days prior to the Boat show (January 2009). Program includes insertions in the Seattle PI & Seattle Times on each date (6 insertions in total) 6 partners formatted ads with company name, logo, 20 word description, Rate, website or address, phone number
Component within larger campaign, if applicable:	Nor'westing, Seattle Boat show and Boating Guide
Tourism Partner Opportunity:	\$ 496 (formatted ads, 6 partners)



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Project:	up! WestJet Inflight Magazine
Medium:	Magazine
Sector:	Touring
Geographic Market:	Canadian National
Demographic Market:	<ul style="list-style-type: none">• 72% of WestJet guests read up! magazine• Gender split: Male 43% / Female 57%• 21% earn over \$120,000 annually• 51% of WestJet guests are business travellers
Profile:	up! Magazine is about the joy of travel and discovery. With a focus on North American destinations, UP! digs up little-known travel gems and explores well-trodden routes with a fresh perspective, all the while providing vital travel info for the busy traveller on the go. Feature stories about urban and adventure tourism are complemented by timely news, events and gear to make travel as enjoyable and exciting as it should be for both its leisure and business readers.
Rationale:	WestJet passengers well represent the demographics that compose our key Canadian resident target markets.
Circulation:	up! magazines are circulated on as many as 63 aircraft, 1,850 WestJet flights per week, and 3,177 charter flights per year with a potential readership of over 1.3 million guests per issue.
Project Description:	Double page spread, one pg of regional editorial facing one pg of tourism partner ads. May and Dec 2008 issues.
Tourism Partner Opportunity:	free design display ads
	1/6 = \$1,305
	1/3 = \$2,610
	1/2 = \$3,915



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Project:	RV BC Campground Specials Guide 2009
Medium:	Guide
Sector:	Outdoor Experiences: RVing
Profile:	<p>Campgrounds and attractions in the guide offer special savings as an added-value to travel in the off-season. Campgrounds in this guide are open in early spring; roads and parks are generally uncrowded and there is a greater chance of seeing large animals like moose, elk, and bears along the roadside. The participating campgrounds are all Tourism British Columbia Approved Accommodation.</p> <ul style="list-style-type: none">• 16+ page guide• Intended to build off-season business in Spring & Fall• Clients receive added-value discounts at private campgrounds and attractions• Major events are listed by region• Distribution of the guide is controlled to only RV rental stations• Overseas tour operators promote off-season bookings in their catalogues and websites• Discount card doubles as a souvenir of clients' visit to BC• Easy to use guide with editorial and maps of each region• Listing of National and Provincial Parks by region.
Geographic Market:	All
Demographic Market:	RV renters
Circulation:	8,000 hard copies
Distribution:	Every client of RVRAC is provided with a copy of the RV BC Campground Specials Guide during pickup at rental stations in Vancouver and Calgary. Approximately 7,000 electronic copies are sent to clients prior to their trip so that they can pre plan.



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Project:	Ontario Newspaper Campaign
Medium:	Newspaper
Sector:	Touring (Women)
Geographic Market:	ON
Profile:	Guelph Mercury, Kitchener/Waterloo Record and the Hamilton Spectator newspapers. Multi-week campaign prior to Toronto Women's Show. Editorial Feature: Girls Getaways
Rationale:	Reach Ontario women through key community newspapers in the Toronto area. This program will run immediately prior to our presence at the Toronto Women's Show in November of 2008.
Circulation:	200,000 total combining all three publications.
Distribution:	Subscription and newsstand.
Project Description:	1/4 page co-operative ads appearing in all three newspapers.
Tourism Partner Opportunity:	ad format and participation rates TBD



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Project:	Women's Adventure Magazine
Medium:	Magazine
Sector:	Outdoor Experiences
Profile:	To inspire, inform, and compel women to live life to its fullest through outdoor adventures and travel. History: Started 6 years ago as the only women's specific outdoor sports magazine on the planet. Readers: The most active women in the country. The "Go To" girls for the mass market. Avid consumers (early adopters who are brand loyal) of gear, apparel, natural products, and travel services.
Geographic Market:	US National
Demographic Market:	American women, average age 34, average HHI \$76K, college education, 65% married
Circulation:	78,000 copies of the magazine, average of 26,783 unique visits to the website over a 3 month period.
Distribution:	Sold nationwide in Barnes & Noble and other chain and independent bookstores. Sold at specialty sports and outdoor retailers including REI, EMS, and Sports Authority. Sold at all Wild Oats stores.
Project Description:	DPS (one page of formatted 1/8 ads, one page generic content) in the March/April 2008 issue
On-Line Component, if applicable:	VCM adventure travel ad on www.womensadventuremagazine.com for 3 months (concurrent with magazine ad), 150 words and photo in Spring enewsletter (focusing on great women's hikes), VCM splash page, Partner splash pages
Tourism Partner Opportunity:	1/8 = \$900 (formatted ads)



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Project:	San Francisco Chronicle Magazine
Medium:	Magazine (newspaper insert published by San Francisco Chronicle)
Sector:	Touring
Geographic Market:	CA
Demographic Market:	<ul style="list-style-type: none">• 53% have household incomes of \$100,000+• 62% have taken a vacation outside the continental US in the past 3 yrs
Profile:	This special Spring Travel edition of San Francisco Chronicle Magazine reaches an audience of educated, affluent readers who relish new travel opportunities, both in the U.S. and abroad. This annual insert is anticipated by readers, and gives them direction as they assess their choices for their domestic and foreign adventures.
Rationale:	San Francisco continues to be an affluent visitor market with a proven propensity to travel to British Columbia.
Circulation:	438,006
Distribution:	San Francisco Chronicle subscribers
Project Description:	Double page spread, one pg of regional editorial facing one pg of tourism partner formatted ads. Spring 2008 issue.
Tourism Partner Opportunity:	full colour, formatted ads:
	1/8 = \$1,798



**VANCOUVER
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All things are possible!

Project:	Women's Network - Good Housekeeping, Redbook & Woman's Day: 'San Francisco/Marin County Buy'
Medium:	Magazines
Sector:	Touring (Women)
Geographic Market:	CA (San Francisco & Marin County only buy)
Profile:	Good Housekeeping, Redbook and Woman's Day are without question three of the most trusted sources by women, when it comes to subjects such as healthcare, cosmetics, travel, furniture, appliances, interior design, food, spas, beauty and consumer goods.
Rationale:	Women are the primary purchasers of travel. This very targetted city buy allows us to reach women in the San Francisco City and Marin County area specifically, through these 3 well respected and well read publications.
Circulation:	24,991
Distribution:	Subscription copies only.
Project Description:	Full page feature, 1/2 pg of regional editorial on top of 1/2 pg of tourism partner ads. May 2008 issue.
Tourism Partner Opportunity:	free design display ads:
	1/6 = \$1,045
	1/3 = \$2,090



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Project:	CanadaScope
Medium:	Magazine
Sector:	Touring (Travel Trade)
Geographic Market:	International
Profile:	CanadaScope is the First All-Canadian publication for Inbound Canadian Tour and Travel Industry Planners. Every quarter Canadascope reaches international tour operators with news and stories featuring the very best that Canada has to offer their clients.
Rationale:	Before the arrival of CanadaScope, means to reach this market have been limited.
Circulation:	7,000
Distribution:	40,000 tour operator readers in 78 countries. (43% U.S., 21% Europe - including the U.K., 13% Canadian - including receptive operators, 23% other). Plus, convention delegates at the annual Rendez-vous Canada Marketplace.
Project Description:	Double page spread, one pg of regional editorial facing one pg of tourism partner ads. Jan & Apr 2009 issues (special 2 for 1 program).
Tourism Partner Opportunity:	free design display ads
	1/6 = \$725
	1/3 = \$1,450
	1/2 = \$2,175