



# PR SUPPLEMENTARY TEXTBOOK FOR CANADIAN PR STUDENTS

MEGAN RENAUD

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**CLICK ABOVE AND SKIP TO A SPECIFIC SECTION!**

# INTRODUCTION

I have been watching what is happening in the media and I have discovered more and more reporters losing their jobs while large media outlets like Postmedia, Glacier Media, and Black Press are merging and acquiring smaller media outlets. These outlets are drastically shifting and changing how reporters interact with media and who reporters are.

In this book, we will look at what an influencer is, what the role of media outlets are today and break down for everyone's understanding what the role of Public Relations, and the role of Public Relation professionals are in this ever-changing landscape.

This book is designed to be a digital download to supplement your existing PR Textbooks - we plan to update the book each quarter to ensure it's relevant, current, and timely.

There are still a lot of principles and the core of PR is the same but I think the outlets are changing. There is a financial shift of where people and brands are spending their advertising dollars. Most major media outlets are shifting their staffing, whether or not they even have staff. We will look at how to navigate outlets like this. This book will walk you through the different forms of PR, how to work in those different forms, and best practices. We will also look at what is working for PR now and beyond.

This booklet also includes an updated Media Landscape in Canada reference form so you can keep track of who owns who.



# INTRODUCTION

## WE'LL COVER FIVE MAIN AREAS:

**1 MEDIA BUYING**

**2 PITCHING**

**3 EXPERIENTIAL**

**4 OP-EDS**

**5 PR & SEO**



You might be surprised to see us covering SEO & PR - it's important to note that PR is becoming an ever important tool in the world of Search Engine Optimization (SEO). Having a high authority link back to your website is really, really helpful. We will cover the role of PR and SEO and how to make sure that your getting things from SEO that helps your brand as well. On top of getting more eyeballs and views, but also getting backlink help.

To ensure we are all on the same page, when we are defining Public Relations, we look at an avenue that works similarly. For example, if you look at E-Harmony, this is a site to set up dates. They look at profiles and see who would match together and hit it off. PR is becoming E-Harmony for your brand, the brand that you work for, and your job is too. Much like the E-Harmony website, the point is to get to know the brand really well and you get to know the people that are influencers or the people in the media. Your job is to connect them. This would be the part that is like setting them up on a date. If it works and they get along, you did a good job setting up a reporter with a brand, or an influencer with a brand, or an idea with a brand. Your hope is they make incredible story babies together.

Your job in PR is to make more and more story babies.

The hope of this book is to teach you more techniques and some outlets that you can consider for seeing more story babies in the world for the brands or influencers you work for.

# INTRODUCTION



# CHAPTER 1: ADVERTORIALS

Traditionally in media outlets, the advertising department and the editorial department were very separate. They were like Church and State or there was a giant wall between them, but of course, some things would sneak back and forth. In the last few years there has been a drastic change where the wall has been knocked down due to the fact that so many reporters have been laid off. Newspapers and magazines need the ad revenue to ensure the company stays afloat and they keep their jobs. This has shown with much more creativity in the ad departments.

By definition, an advertorial is 'a newspaper or magazine advertisements giving information about a product in the style of an editorial or objective journalistic article'. Of course, this doesn't just need to be about a product, but a brand or person or an idea.

Some terms that people have used besides advertorial is sponsored content, created by the creative content team at blank publication, in cooperation with (whoever is sponsoring this). Everyone has a different term that makes them feel better about the fact that they have sold out their publication to let someone essentially pay to play. Having paid content in publications is becoming more and more common.

In America recently, they have passed a law where you actually have to say if the content has been sponsored if it is online. This is seen a lot on social media platforms like Instagram and Facebook. Instagram has shifted their system so that influencers can disclose if the content is in paid partnership with someone in the location area of the post. In Canada, there isn't a law yet, but I think publications, in order to save their integrity, have started stating 'sponsored content', 'advertorial', 'featured content' and so on.

Looking at the chart below, an advertorial is when editorial and advertising have merged. Refer to the appendix for the full advertorial.

Consumer Bundles						2024 MEDIA KIT			
All bundles are customizable and flexible to fit your advertising needs. Other bundles available on request. EXCEPT JANUARY 2024, WHICH IS N/A									
BUNDLE	DESCRIPTION	PRINT		ONLINE		AD IMPRESSIONS	E-NEWS-LETTERS	SOCIAL MEDIA PUSH	PRICE
		AD SIZE	FEATURE	BC MAG ONLINE CONTENT					
<b>SOCIAL BUTTERFLY</b>	Integrated campaign to build social media buzz and reader awareness. The campaign is designed to increase your social presence and drive the campaign via social content through paid-included online and print placements read off this campaign.	1/4 Full Page in BC Magazine	-	4 Hours of Online Content	1	500,000	-	4	\$9,400
<b>TRAFFIC BUILDER</b>	Integrated campaign to drive traffic to your website through this advertorial bundle. The campaign is designed to drive more visitors with strategic call to action online and selected placements.	1/2 Full Page in BC Magazine or 1/4 Full Page in Read This Guide	-	4 Pieces of Content OR 1 Hour of Piece of Content	12	1,000,000	12	5	\$12,100
<b>EDUCATIONAL EXPERIENCE</b>	Integrated campaign that does a deep dive into the social and environmental. This campaign is focused on educating and entertaining with a healthy dose of online and print placements.	1/2 Outside Cover in BC Magazine 1/2 Full Page in BC Magazine or 1/4 Full Page in Read This Guide	1 Print Feature in BC Magazine	3 Pieces of Highlight Drive Content AND Feature Online Content	4	750,000	4	8	\$17,275
<b>MINI BUNDLE</b>	Targeted bundles for smaller budgets or those unable to try integration.	1/2 Half Page in BC Magazine	-	1 Feature Online	2	500,000	2	2	\$6,475

Display Rates & Dimensions					2024 MEDIA KIT			
EXCEPT JANUARY 2024, WHICH IS N/A								
NATIONAL DISPLAY RATES					DISPLAY AD DIMENSIONS (WIDTH x HEIGHT)			
SIZE	1X	2X	3X	4X	SIZE	NON BLEED	TRIM SIZE FOR BLEED ADS	
Full Page	\$4,900	\$4,400	\$4,000	\$1,600	Double Page Spread	15.5" x 30.25"	16" x 30.75"	
2/3 Page	\$3,400	\$3,075	\$2,800	\$1,100	Full Page Line	7.75" x 30.5"	8" x 30.75"	
1/2 Page	\$2,400	\$2,200	\$2,000	\$800	2/3 Page	4.833" x 30.75"	n/a	
1/3 Page	\$1,600	\$1,500	\$1,400	\$500	1/2 Page Vertical	3.5" x 30.75"	n/a	
1/6 Page	\$1,000	\$950	\$900	\$300	1/2 Page Horizontal	7" x 4.833"	n/a	
CPC	\$2.00	\$1.80	\$1.60	\$0.600	1/3 Page Vertical	2.25" x 30.75"	n/a	
1/2 CPC	\$1.10	\$1.00	\$0.900	\$0.300	1/3 Page Square	4.833" x 4.833"	n/a	
1/6 Page Vertical	2.25" x 4.833"	n/a			1/6 Page Vertical	1.52" x 4.833"	n/a	
COVERS					CUSTOM SPECIALS			
	1X	2X	3X	4X	UPLOADING ADS			
IF C Spread	\$6,000	\$5,700	\$5,000	\$4,000	Email Ads to <a href="mailto:submit@readthisgroup.ca">submit@readthisgroup.ca</a>			
IFC	\$5,070	\$5,100	\$4,700	\$4,000	Video Ads to <a href="mailto:submit@readthisgroup.ca">submit@readthisgroup.ca</a>			
IBC	\$5,000	\$5,100	\$4,300	\$3,700	Special Positions			
OBC	\$5,000	\$5,100	\$4,700	\$4,000	Special or non-standard position.			
					15% OFFER			
					Special or non-standard position.			
					Rates on request.			
					File Format: Print: Optimized PDF			



# CHAPTER 1: ADVERTORIALS

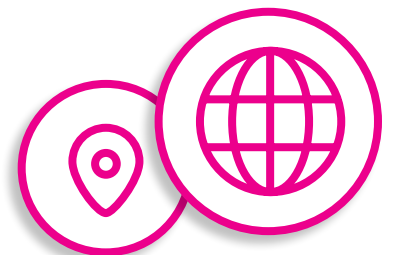
When you go in to pitch, some people say they don't do advertorials, but if you pitch it using the right term for them, like sponsored content, they will turn around and say 'oh yeah, we do have sponsored content'. I think much of this has to do with them wanting you to use their jargon and their term in order for it to be accepted. There is this ethical guilt they have for allowing you to pay to play.

I think understanding how the media world works and understanding which publication uses which language is really key and crucial so that you can find a really good win win win. Where if your client has a budget, especially if they have an advertising budget, and they are willing to test it out and willing to experiment with doing advertorials, they are going to see the benefits.

## THREE LARGE BENEFITS INCLUDE:

- 1 People tend to read editorial before glancing at or engaging with an ad.
- 2 Advertorials also live online as well as print, so not only is it a good link back to your website, but it's also good content that's shareable online. That's amazing for social media, digital ads and LinkedIn.
- 3 You can print off the online version. This is so much better than cutting out an ad from a newspaper and putting it on your wall. You print out the actual advertorial piece and put it on your wall because that looks awesome. People don't care if you put an ad in a newspaper, anyone can do that. It's really cool if you have an article in a newspaper.

Some people call in partner content, and it can be a really good partnership, especially if they are willing to get really creative with you. You can have some fun and do some contesting with their social media channels. For example, post a picture of you and the advertorial, or comment what you took away from the advertorial and tag a friend for a prize. There are some really creative ways to make sure you get eyeballs on your advertorial piece.



# CHAPTER 1: ADVERTORIALS

Now, some people are purchasing advertorials just for SEO purposes. They want a really high authority backlink to their website. Another reason could be that they are about to become a public company, so they purchase many advertorials in larger publications because they want to find investors.

The takeaway with advertorials is that if you pay to play, you will see the return more so than if you are just placing an advertisement. More major media organizations are becoming really fun and creative to work with because they are getting paid. They are willing to be more flexible because they are realizing that influencers and online publications are taking all this revenue and they are wanting to see some of that revenue as well. Major media organizations are willing to become more flexible and less frigid with how they operate, so it is easier to get advertorials or sponsored content out now.

Refer to the appendix to see the full rate sheet.

## Display Rates & Dimensions

2021 MEDIA KIT

EFFECTIVE JANUARY 2021, GROSS RATES



### NATIONAL DISPLAY RATES

SIZE	1X	2X	3X	4X
Full Page	\$4,900	\$4,605	\$4,015	\$2,500
2/3 Page	\$3,420	\$3,095	\$2,585	\$1,500
1/2 Page	\$2,450	\$2,260	\$1,880	\$1,300
1/3 Page	\$2,050	\$1,918	\$1,654	\$1,250
1/6 Page	\$1,201	\$1,116	\$946	\$650
DPS	\$7,424	\$6,810	\$5,612	\$3,000
1/2 DPS	\$3,712	\$3,405	\$2,800	\$2,500
<b>COVERS</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
IFC Spread	\$6,360	\$5,707	\$5,054	\$4,401
IFC	\$5,870	\$5,535	\$4,715	\$4,025
IBC	\$5,500	\$5,107	\$4,305	\$3,782
OBC	\$5,880	\$5,535	\$4,715	\$4,025

### 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**  
izima@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



## CHAPTER 2: EXPERIENTIAL & EVENTS

You can also call this chapter magic because it's something that can cost as little as a few hundred or a few thousand dollars but earn you millions of dollars in media. If it's done right at the right time in the right place with the right people it's a win. Of course, it also needs to be captured via video and/or photos either by the public or your own planned production team. If you crowdsource the capturing of this said experiential event or experience, you're saving even more.

A great example of this, to explain it further, would be what the production team with Game of Thrones did. They put out this incredible prop, which looked like a dragon skeleton, on a beach. They abandoned it there and then they seeded the press by saying, "Hey there's a dragon that washed up on the shore." The next day, millions of people have now seen that there was a dragon that had washed up on the beach, either in person, via social media or the news.

If you don't know, dragons are a big part of the show, thus getting millions of people to have dragons whether or not they were real, on the top of their minds through this 'stunt'. The cost of putting together a styrofoam dragon on the beach would have been maybe a few thousand dollars. What they got in publicity would have cost a lot more if they had promoted their season a different way. It was all about the right place at the right time.

Producing this type of experiential event and experiential experience could start by reading what other people are doing and seeing ideas to get really inspired by. There are some incredible things going on with experiential PR whether it is found with A&W, testing burgers on the street, or Molson Canadian with the beer fridge.

The Molson Canadian Beer fridge was placed around the country to celebrate Canada and our inclusivity as a nation. The only way to open the fridge was for six people to say 'I am Canadian' in six different languages. Once this was done, the beer fridge would open. This got people talking and interacting with each other in the street.



## CHAPTER 2: EXPERIENTIAL & EVENTS

You can get inspired by others. The segmenting that you want to do to come up with experiential ideas is get obsessed with that brand and do a deep dive into the inner workings of that brand. Think to yourself as you're walking out your regular everyday life, what that life is, whether it's buying groceries or walking down the street, or going to the beach, what would cause me to want to stop and be in awe of something that is on brand with my brand.

Finding the right partner - finding a win, win, win. What is a brand that I can partner my brand with that is on brand and they have a similar audience that we are both trying to target and reach? Find this and it's a big win for everyone involved. Perhaps they are already doing an event that you want to partner with them on?

We have all seen the traditional sponsored events or sponsored packages, but how do you let people actually experience your brand? A great example, albeit a small example, is from La-Z-Boy. They would sponsor various lounges at charity events where people would sit on their couches and experience the brand first hand. So, instead of just throwing their logo at a charity event they would actually bring in an experience.

Choosing whether you produce the content is important because I think so much of this is about the magic of virality of the experience. A feel-good example is WestJet. Every Christmas, WestJet does an experiential event. In last year's video series they reunited families, found out what some Christmas traditions are around the world, and celebrated the magic of Christmas. So the magic is seeing it first hand, but also seeing and sharing the video because of the heartwarming, overwhelming emotion you feel watching it. So when you are doing these events, think of emotion, think of something touching.

With your brand, what is the emotion people feel towards it? How do you cause people to have that emotion towards people, towards places, towards things, towards activities that you do? To touch back on Molson Canadian, it went over so well because people have such an emotional connection with their nationality. Game of Thrones, maybe not strong emotions, but super fans have a deep seeded connection with dragons.



# CHAPTER 2: EXPERIENTIAL & EVENTS

When you are planning an experiential event, one way you can go about it is to think of a problem that you can solve in your area. If there isn't an immediate idea, what can you do to cause people to feel or do something out of the ordinary? Your goal is not to hurt anyone, but to cause people to pause for a moment. Then, when the content is out there and live, what is going to cause them to stop their thumbs. Experiential PR seems to be some of the best thumb stopping content that's out there.

## “ | THUMB STOPPING CONTENT: HOW ARE YOU CREATING IT?

When it comes to events, and this isn't a guide on event planning, but one of the great trends we are slowly starting to see is fundraising events with a twist. Many are now throwing these events that are exclusive and in secret locations. For example, think Diner En Blanc, but for fundraising. You don't find out the location of the event until the day of. This makes these fundraising experience more exclusive and fun instead of the traditional, ballroom galas.

If you think of the five senses, how can you get someone to smell, touch, feel, see and hear your brand and ultimately, get an emotional connection to your brand? How you get them to emotionally connect? What your brand is about is the whole key to these experiential events. It's all about the big lead up and the big wow.

### - PR SENSORY DIAGRAM -

**EYES:** \_\_\_\_\_

**NOSE:** \_\_\_\_\_

**MOUTH:** \_\_\_\_\_

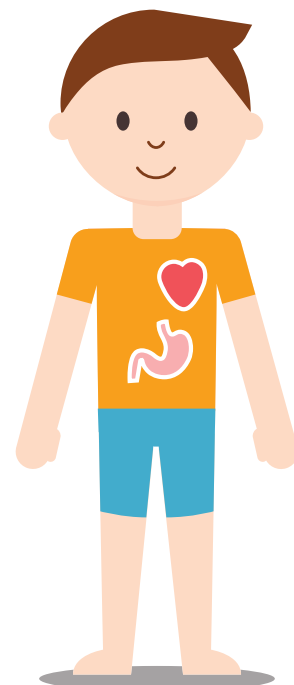
**EARS:** \_\_\_\_\_

**HEART:** \_\_\_\_\_

**HANDS:** \_\_\_\_\_

**GUT:** \_\_\_\_\_

**FEET:** \_\_\_\_\_



# CHAPTER 3: PITCHING PUBLICITY

Publicity is the notice or attention given to someone, or a brand, by the media. In order to gain the right publicity, you need to pitch your client to the media. In order to correctly pitch your client, you need to have a good grasp on them and what they represent. In other words, what is their TED Talk? What is their big idea? What do they know about, what have they done that no one else has? What makes them stand out against everyone else out there? What is it that would cause a reporter or influencer to stop and say wow, we need to feature this person or brand.

Once you know the ins and outs of your client, you can successfully pitch them to the media or influencers. To do this, you need to have a conversation with the outlet. You don't just need to send them the original pitch or question over email anymore. You can go through outlets like LinkedIn, Facebook messenger, Instagram direct messages. This is because the scope of media is ever changing and we, as PR professionals, need to change with it. So many reporters and influencers are independents or freelancers, so they may not be connected to a major organization. This means they have the freedom to pick and choose what they want to feature.

With this freedom they are experiencing, we need to find ins to get published or featured. You want to make sure you listen to what they say in their response back to your pitch. If it's a yes, you're good to go. However, if it's a no, listen to why. Is there an angle you can work to get them to change their mind and mould the information you want out to suit the media?

To ensure that you are sending a press release that is professional and more likely to be picked up by the media, please see the example on the next page:



# CHAPTER 3: PITCHING PUBLICITY

## Press Release

Landmark development marks historic milestone in innovation at UBC's Wesbrook Village

Captivating Title

Date

Vancouver, B.C. - May 18, 2018 - North America's first ever market Luxury Timber development has announced official completion at UBC's Wesbrook Village. Adera Development Corporation's Virtuoso uses Cross-Laminated Timber to create a state-of-the-art development. On May 24 at 12:30pm, Adera will be joined by UBC Properties Trust to unveil the REAP Gold plaque, recognizing Adera's contributions in building a sustainable community. Members of the media will be invited to tour the common areas at Virtuoso, learn about the impact of Luxury Wood construction, and what this means for the future of advanced building systems.

Who, What, When

Why

Virtuoso is a six storey residential development located at UBC's Wesbrook Village that is the first market condominium project constructed using Luxury Wood technology. "When Adera told us they were planning to use CLTs we got quite excited to see that next step of innovation" says Paul Young, Director Planning & Design at UBC Properties Trust. The Residential Environmental Assessment Program (REAP) is a comprehensive green building rating system that ensures lower consumption of water, energy and resources, and overall environmental impact on the community. Adera continues to be an industry leader, using sustainable construction methods to add to its diverse portfolio of award winning projects.

Luxury Wood is based on a construction method utilizing a mass timber floor system, essentially substituting a slab of concrete with a slab of wood, providing a stronger and more durable support system.

The use of Luxury Wood blends intelligent wood design with sustainable and locally sourced products to create new industry standards in innovation. "They're fundamentally changing the way residential construction is being done" says Stephen Toinal, VP of Sales & Marketing at Structuriam Products LP. Cross Laminated Timber is a prefabricated, engineered wood panel, consisting of multiple layers, formed into structural panels providing significant superiority over other materials. The use of wood provides a sustainable alternative to traditional materials. Offering superiority throughout the building process, mass timber provides efficiency to developers, quieter and healthy homes for home owners, as well as fire resistance and seismic resilience unlike ever before. "It's literally the way of the future when it comes to construction" says Eric Andreassen, VP Sales & Marketing at Adera.

Expert Quotes

Corporate Byline

### ABOUT ADERA

As one of BC's leading multi-disciplinary real estate organizations and almost 50 years of experience, Adera has built a world-class portfolio that includes the development of more than 10,000 homes, townhomes, condos, and over 4 million square feet of commercial space. Adera's commitment to innovation drives sustainability and supports the communities in which they build.

**CONTACT:**  
Jelly Marketing  
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[caroline@jellymarketing.com](mailto:caroline@jellymarketing.com)

Contact Information

Traditional media still has pull, it still has reach, it still has power. So when you are pitching to independents, don't rule out traditional media. You want to get to know the journalists in these positions. Take your time to ask them questions on what they are writing stories on, read their stuff to get a sense of their tone. Again, you want to treat this like E-Harmony. Who would be a good fit for you, what are they looking for, and what have they written about. Don't just send blanket press releases to these journalists. Get to know them, connect and have a conversation with them. You want to approach this type of pitch in a more interactive way. It is more about questions and interactions and engaging with the reporter and less about bombarding them with your ideas and thoughts. Look at it as it's not what you think they should do, but what they could do for you.

# CHAPTER 3: PITCHING PUBLICITY

If you can mould your client into an expert, you are more likely to get more publicity and have an easier time pitching them to the media. Some people have hit so many roadblocks because they haven't become an expert on something. Help your client become an expert. Malcolm Gladwell uses this term 'maven'. Maven means they are on the cutting edge, the expert on something they can talk about for eons. What is your client maven about.

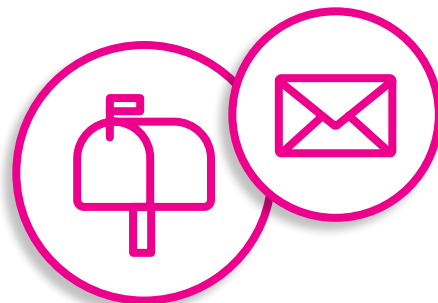
There are ways to get your client postured as an expert. You can run a survey on Google Forms or Survey Monkey and run a Facebook Ad Campaign to get people to enter the survey. These are some steps that will make it easier for you, and more beneficial for your client to land those pitches and gain publicity.

## PITCHING VIA DM:

Now is the day of the micro pitch. If you are unclear of what that is, let us help you. This is like your elevator pitch. How much information can you get in a small amount of time, or in this case, the smallest amount of space. You find these pitches coming through Instagram, Facebook, LinkedIn and Twitter. A micro pitch is short, sweet and to the point. We're giving 'sliding into your dms' another meaning.

When you're pitching through social media, it's easy to get lost in the space of creatives. You want your pitch to stand out. You need to tailor your pitch to the person it will be sent to. This means that it will be constantly changing. How can you tailor this pitch to this person? Make sure you've done your research. What does this person post, write, talk about and how will your brand or client align with them. This is when your inner sales person really needs to shine.

You need all important information in this pitch. Who or what are you pitching? Do they have any social media handles or websites? What background information can you give? While you want your micro pitch to be short and sweet, you also want it to be chalked full of information that is going to help with your win, win, win.



# CHAPTER 3: PITCHING PUBLICITY

It's not only about the information you're pitching them, but how you are seen on social media as well. Are your accounts up-to-date? Are they professional? Is there relevant information listed? If someone is going to read your pitch, they are definitely going to research you as well.

## SUBMITTING OP EDs & LISTICLES

When submitting Op Eds and listicles, you want your topics to be relevant. If they aren't relevant you have a lower chance of a publication picking up your story. As with advertorials, there is always a reason or 'agenda' for submitting one of these pieces. They can either benefit your agency, your client or a brand.

When you're submitting these pieces, you want them to be thought provoking. What is going to make the audience (the readers) engage. How can this gain buzz, shares, tweets and likes. Op Eds and listicles are fun, easy way to engage with your audience. You can give your opinion on issues, trends etc and be very onbrand. These articles are a great way to inadvertently advertise.

For example, say you had a client in the tourism industry. You could write a listicle on the Top Places to Visit in blank. It is easy to slip your client into the article and you can have a more organic response. Tourists would be more inclined to then visit your client. The key is to be true to the audience, but have an angle.

These types of articles are a great investment. Like with advertorials, you are more likely to have readers engage and take in what is written, rather than just staring at an advertisement.

When you are submitting these types of pieces, you need to research the different publications that are on brand with your brand. You wouldn't get a business piece necessarily in a food magazine. You are more likely to have your piece picked up if you are on brand with a publication. Look at what they've written, so there hasn't been anything similar around the same time.

Like all different types of submissions, have an open dialogue with who you are pitching to. Make it a conversation. Who are they, what is their style, and how can you help each other?

# CHAPTER 4: INFLUENCER & ONLINE PARTNERSHIPS

An influencer is someone who has the power to affect purchase decisions due to their knowledge, authority, position and trust with their audience. They are usually found on Instagram, or through blogs, in their own niche that they actively engage in. They portray a life that their audience wants to be apart of. They are all the rage and they are on trend right now.

An influencer is running a business, but they are a great avenue to use for your marketing. When an influencer comes to you and wants to charge you, the best attitude you can have towards this, is trying not to pick apart their following, but to consider costs you may have otherwise. If you were to hire a videographer, a photographer, a writer, what would all of those people charge you?

Consider the reach and the following as a bonus that comes along with hiring a particular content creator. Their content creation fee may be higher than normal, sometimes it may even be below standards, but you will end up getting all this great gravy with it.

When you're working with an influencer, you have offer discount codes, giveaways, or even just exposure. These days, there are free tools like bit.ly, google analytics and more. These tools count and verify how many people they sent your way. With specific codes you give them, you can see the click rate through Instagram, Facebook, or links through their blogs. This is going to determine whether or not working with this influencer was beneficial, and if you would want to work with them again. Ultimately, like with the pitch process, find a partnership that really fits with your brand and is really on brand so that they aren't just doing it for the money. You want to find an influencer that really aligns with you and your brand. It really is a win, win, win. Win for their readers (perks and discounts), win for them (they get paid), and a win for you (you get more exposure and marketing).

It is important that you work through the influencer contract together to ensure you're both on the same page. You want to make sure that you have set terms that can be met, but you don't want to give the influencer unrealistic expectations. You should set out how many posts or giveaways they are required to do. You also need to work out terms determining which other companies they can work with at the same time. You wouldn't want an influencer promoting you and your competition at the same time.



# CHAPTER 4: INFLUENCER & ONLINE PARTNERSHIPS

## MICRO INFLUENCERS

Micro Influencers are the people you turn to when you read the reviews on the restaurant you want to go to, the nail salon you want to check out, or a hotel you're thinking of visiting. When it comes to PR these are some of the people that could have so much, if not more, impact on anything that you would traditionally consider PR. These people, or Micro Influencers, are called 'Local Guides'. When you think of these local guides, think of sites such as Yelp, Trip Advisor, Facebook groups, Reddit and Quora.

So, the question you need to ask yourself is, what does your brand look like in those places? What is your review strategy? Do you or people on your staff go on Reddit, go on Quora, and respond to people. Are you responding to your Google Reviews, Yelp reviews, Tripadvisor reviews? Are you addressing concerns? Ultimately, how are you engaging in this community?

The other one you can consider, and this might be a stretch, but people are leaving product reviews and brand reviews on YouTube. Are you engaging with the YouTube community? Are you managing the process of getting great reviews on YouTube or are you letting your reviews have a free for all; letting people write or say whatever you want.

Apart from responding to these reviews on YouTube, you can also consider partnering with the right YouTube stars, like you would bloggers, to ensure these content creators are reviewing your product.

To keep on top of these reviews, we can't stress enough the importance of Google Alerts and Google Analytics to track when and where you're getting mentioned or press. It will allow you (even though, hopefully you won't need to) be right on top of any bad press, or reviews. You can put out the fire quickly.



# CHAPTER 5: SEO & PR

Search engine optimization (SEO) refers to the process of making online properties and content rank at the highest, most effective level possible based on current search engines algorithms. Search engine algorithms determine a site's ranking based on several factors, but mainly by a website's calculated authority.

In search engine land, "authority" attempts to measure a domain or URL's importance or popularity. This is largely measured using backlinks - links from your website from other websites. Having another website link to yours is a signal to search engines that your site holds a degree of relevance to the content at hand. The larger the number of sites that think you're important, the more important search engines think you are.

However, the authority of the websites linking to you also comes into play. A backlink from a high-authority domain will carry significantly more weight in search engines' eyes than a backlink from your niece's blog. This is why you want to chase after backlinks from high-authority sites, but how?

This is where PR comes in. Online publishers tend to be high-authority because their articles and stories receive many links (some more than others). By focusing on finding ways to get your sites or brands featured on these sites, you're slowly building a large and healthy backlink profile - one that will pay dividends in the future.

One thing to avoid for SEO purposes are advertorials. According to Google's terms of service, every link on your site that someone paid for must include a "nofollow" as a rel attribute. This would be inserted in the HTML code for the link. It tells search engines not to follow the link and count it towards site authority. Since premium publishers don't wish to risk a Google penalty, they tend to label advertorial links as "nofollow" by default, marking them effectively useless for SEO.



# CHAPTER 6: MEASURABLE TOOLS

There are so many tools that you can use to measure your success in PR. From press release tools, to traffic, to analytics and more. In this chapter we will talk about a few of our favourite tools that you should use if you want to see success in your PR.

## GOOGLE ANALYTICS

Google Analytics is the most beneficial tool to have and use. Analytics allows users to, in plain terms, analyze the data surrounding your site or app. It will tell you traffic trends, demographics, click rates, conversion rates and much more. This information is all found on your personal dashboard which makes Google Analytics really user friendly. There are even different options with varying features based on your business size.

Google offers free online courses through analytics called 'Analytics Academy'. This is a free tool that helps users get the most out of the product.

## BITLY

Bitly shortens URLs, brands URLs and helps manage links. To explain this with an example, follow along. If a brand is sponsoring a giveaway with an influencer, and they want to see how many people click on a link through the influencers blog or social media, they would make a Bitly link to give to the influencer. The brand can then track how many clicks or what the conversion rate is on the site.

This is a great way to view and understand traffic going to your site. You can track and optimize this traffic to ensure you're doing the most you can with your brand's site.



# CHAPTER 6: MEASURABLE TOOLS

## FACEBOOK INSIGHTS

Similar to Google Analytics, Facebook Insights tracks your traffic and visitors on your Facebook page. You are able to understand the interactions, or lack thereof, and optimize it. It is able to tell you the best time and day to post, as well as what type of content aligns with your audience the best.

Through insights, you are able to see how many people viewed a post, how many people clicked on it, as well as their demographics. It is a great tool to understanding your audience and launching your business page higher.

## GOOGLE ALERTS

If you are doing PR for a client, you want to know when they get mentioned on social media, in the news, or just people talking. Google Alerts allows you to know whenever you or your client is being mentioned online. Having this is key as you can quickly do damage control if needed, or capitalize on good press.

It also means if someone is mentioning you or your client in a review or a post you are able to quickly reply to them. This shows that you are relevant, in the know and carry an online presence.

## CISION

While this tool isn't all about measuring data, it is very helpful and useful to anyone in PR. Cision is a database for PR professionals and media. It is a great way to get out press releases, connect with journalists or influencers and monitor the impact of your press release. On top of that, Cision also offers simple analytics. If your press release is picked up, it will tell you what the click rate was online, a scoring on how often your brand is mentioned and you can track your coverage. This tool is a PR Professionals best friend.





## INFLUENCER MARKETING HUB

Their Instagram Money Calculator allows you to calculate your estimated earnings from your Instagram account if you believe you are an influencer. Based on your engagement and number of followers, influencers can determine their earnings potential.



## TRAACKR

Traackr powers influencer marketing programs for global brands across the globe. From discovery to management and measurement to insights, their platform enables organizations to optimize, scale and coordinate strategic influencer marketing programs.



## CISION

Cision is a media database that helps Public Relations Professionals connect with the right media. Influencers can leverage incoming opportunities by ensuring their blog is featured on Cision's platform.



## KLEAR

An influencer search engine, Klear helps brands find influencers in any category and location in the world across Instagram, Twitter, Youtube and Blogs with using their Influencer Marketing Software.

# APPENDIX



## #PAID

The #Paid platform is where “creators” (not influencers) connect with brands to engage with audiences in a meaningful way.



## HYPEAUDITOR

The platform is a fraud-detection system for Instagram. The platform analyzes Instagram accounts for fake followers and likes to help brands protect themselves from fraudulent accounts.



## GROUPHIGH

GroupHigh is an essential marketing tool for any content-minded marketer looking to build relationships with influencers. The platform helps marketers find blogs, influencers, content, and build reports.



## SHOP AND SHOUT

A marketplace that connects micro-influencers with brands, Shop and Shout simplifies the exchange for social exposure, simple.



## THE SOCIABLE SOCIETY

A progressive influencer agency, The Sociable Society works with influencers across North America to bridge the gap for brands looking to connect with influencers.

# APPENDIX - BC MAGAZINE MEDIA KIT

## 2021 Media Kit



2021 MEDIA KIT



**89.8K +** followers

**47K +** followers

**14.7K +** followers

Digital Editions

Online  
**198,518**  
Website  
Pageviews

Road Trips Special Issue  
X1 Issue p/a  
**50,000**  
Readership

British Columbia Magazine  
X4 Issues p/a  
**300,000**  
Readership

# APPENDIX - BC MAGAZINE MEDIA KIT

## Brand Overview

TYRONE STELZENMULLER  
DIRECTOR OF SALES  
604.620.0031 TYRONE@BCMAG.CA

2021 MEDIA KIT



	PRINT	WEBSITE	SOCIAL
REACH	<b>350,000</b> Readers	<b>198,518</b> Pageviews	<b>158,059</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>89,800</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%</b> BC <b>23%</b> International <b>18%</b> Rest of Canada	-	<b>89%</b> Canada <b>7%</b> USA <b>4%</b> UK
GENDER	<b>53%</b> Male / <b>47%</b> Female	-	<b>44%</b> Male / <b>56%</b> Female
MEDIAN HHI	<b>\$75,000+</b>	-	-

TOTAL BRAND REACH  
**706,577**

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.



# APPENDIX - BC MAGAZINE MEDIA KIT

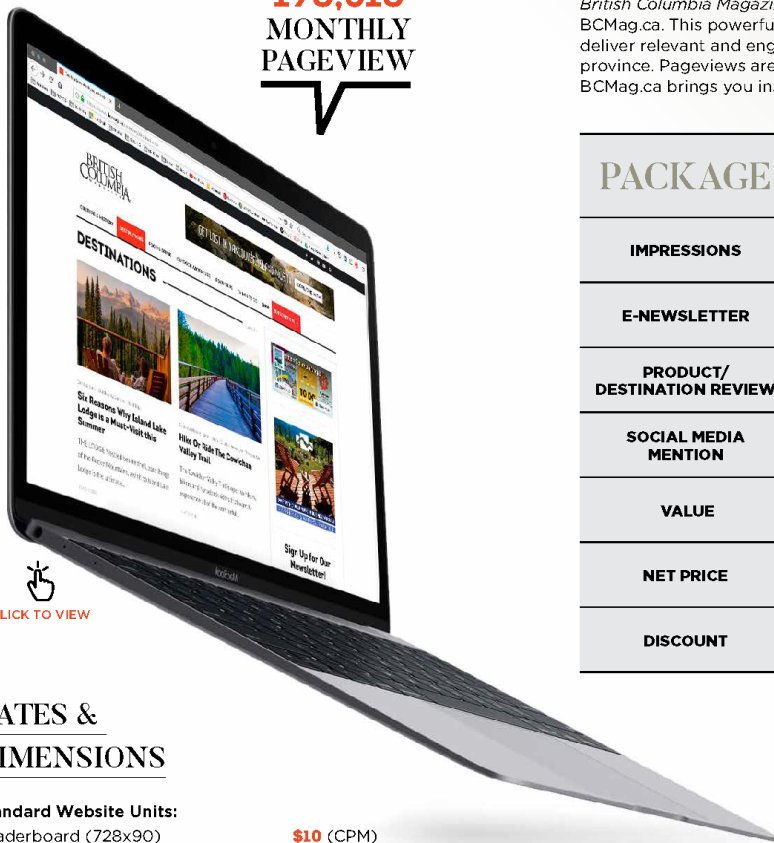
## Website

2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

**198,518**  
MONTHLY  
PAGEVIEW



 [CLICK TO VIEW](#)

### 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	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>
DISCOUNT	0%	<b>20%</b>	<b>40%</b>	<b>43%</b>

### 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)

# APPENDIX - BC MAGAZINE MEDIA KIT

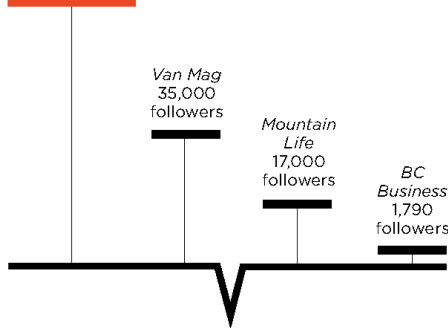
## Social

2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

**BRITISH COLUMBIA MAGAZINE**  
**89,800**  
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.

**89,800+**  
followers



CLICK TO VIEW

**47,185+**  
followers



CLICK TO VIEW

**14,700+**  
followers



CLICK TO VIEW

#### 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**  
**159,050\***

# APPENDIX - BC MAGAZINE MEDIA KIT

## Online Advertorial

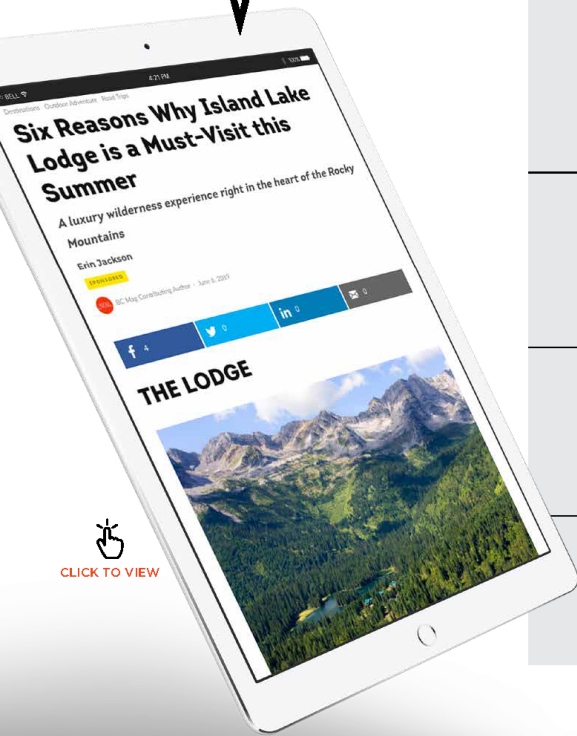
2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

Share your knowledge and expertise with specialized content featuring your brand. Learn more about our storytelling opportunities.

Sponsored Content example



CONTENT	DESCRIPTION	PRICE
<b>LISTICLES</b>	<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>	<b>\$750</b>
<b>LONG-FORM ARTICLES</b>	<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>	<b>\$2500</b>
<b>Q&amp;A</b>	<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>	<b>\$1000</b>
<b>PHOTO GALLERIES</b>	<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>	<b>\$750</b> (if photos are supplied)

# APPENDIX - BC MAGAZINE MEDIA KIT

## Destination Packages

2021 MEDIA KIT



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**



Sponsored Content example  
Summer 2019 issue

Other Packages available on request.



# APPENDIX - BC MAGAZINE MEDIA KIT

## Consumer Bundles

2021 MEDIA KIT



All bundles are customisable and flexible to suit your advertising needs. Other bundles available on request.

EFFECTIVE JANUARY 2021, GROSS RATES

BUNDLE	DESCRIPTION	PRINT		ONLINE				PRICE
		AD SIZE	FEATURE	BC MAG ONLINE CONTENT	AD IMPRESSIONS	E-NEWS-LETTERS	SOCIAL MEDIA PUSH	
<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>

# APPENDIX - BC MAGAZINE MEDIA KIT

## Display Rates & Dimensions

2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

### NATIONAL DISPLAY RATES

SIZE	1X	2X	3X	4X
Full Page	\$4,900	\$4,605	\$4,015	\$2,500
2/3 Page	\$3,420	\$3,095	\$2,585	\$1,500
1/2 Page	\$2,450	\$2,260	\$1,880	\$1,300
1/3 Page	\$2,050	\$1,918	\$1,654	\$1,250
1/6 Page	\$1,201	\$1,116	\$946	\$650
DPS	\$7,424	\$6,810	\$5,612	\$3,000
1/2 DPS	\$3,712	\$3,405	\$2,800	\$2,500
<b>COVERS</b>				
	1X	2X	3X	4X
IFC Spread	\$6,360	\$5,707	\$5,054	\$4,401
IFC	\$5,870	\$5,535	\$4,715	\$4,025
IBC	\$5,500	\$5,107	\$4,305	\$3,782
OBC	\$5,880	\$5,535	\$4,715	\$4,025

### 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**  
izima@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

# APPENDIX - BC MAGAZINE MEDIA KIT

## Retail Rates & Dimensions

2021 MEDIA KIT



EFFECTIVE JANUARY 2021, GROSS RATES

### RETAIL RATES

SIZE	1X	2X	3X	4X
Full Page	\$2,625	\$2,405	\$2,190	\$1,970
1/2 Horizontal	\$1,800	\$1,645	\$1,500	\$1,344

### 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

izima@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



# APPENDIX - BC MAGAZINE MEDIA KIT

## Bulletin Board Rates & Dimensions

2021 MEDIA KIT



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 2021, 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



<p>FULL PAGE</p> <p><b>\$1,660</b></p> <p><b>A</b></p> <p>7" x 9 5/8"</p>	<p>3/4 PAGE VERTICAL</p> <p><b>\$1,245</b></p> <p><b>B</b></p> <p>5 3/16" x 9 5/8"</p>	<p>1/2 PAGE HORIZONTAL</p> <p><b>\$830</b></p> <p><b>C</b></p> <p>7" x 4 3/4"</p>
<p>1/2 PAGE VERTICAL</p> <p><b>\$830</b></p> <p><b>D</b></p> <p>3 3/8" x 9 5/8"</p>	<p>3/8 PAGE HORIZONTAL</p> <p><b>\$625</b></p> <p><b>E</b></p> <p>5 3/16" x 4 3/4"</p>	<p>1/4 PAGE VERTICAL</p> <p><b>\$455</b></p> <p><b>F</b></p> <p>3 3/8" x 4 3/4"</p>
<p>1 FULL COLUMN</p> <p><b>\$455</b></p> <p><b>G</b></p> <p>1 9/16" x 9 5/8"</p>	<p>2 COLUMN X3" HORIZONTAL</p> <p><b>\$365</b></p> <p><b>H</b></p> <p>3 3/8" x 3"</p>	<p>2 COLUMN X2" HORIZONTAL</p> <p><b>\$275</b></p> <p><b>I</b></p> <p>3 3/8" x 2"</p>



# APPENDIX - BC MAGAZINE MEDIA KIT

## Deadlines & Editorial Calendar

2021 MEDIA KIT



\*DATES SUBJECT TO CHANGE

ISSUE	DATES ON SALE	FEATURES	DEADLINES
SPRING	March 11 to June 15*	<ul style="list-style-type: none"> <li>• Spring roundup: how to thaw out in BC</li> <li>• BC's last one-room school</li> <li>• Kootenay's Inland Temperate Rainforests</li> <li>• Battling BC's Invasive Species</li> <li>• Artists in the Gulf Islands</li> <li>• Destination: TBD (This could be you!)</li> </ul>	Reservation Deadline: <b>29 JANUARY</b> Artwork Deadline: <b>5 FEBRUARY</b> Newsstand Date: <b>8 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>• The cows of Meares Island</li> <li>• Climbing in Eldred Valley near Powell River</li> <li>• BC's Amphibians</li> <li>• Destination: TBD (This could be you!)</li> </ul>	Reservation Deadline: <b>7 MAY</b> Artwork Deadline: <b>14 MAY</b> Newsstand Date: <b>14 JUNE</b>
FALL	September 9 to December 9*	<ul style="list-style-type: none"> <li>• Harvest Time in BC</li> <li>• Wildlife Rescue</li> <li>• Guide to fall fishing</li> <li>• Camping in the South Chilcotin Mountains</li> <li>• A Historic Look at the Sto:lo First Nation</li> <li>• Destination: TBD (This could be you!)</li> </ul>	Reservation Deadline: <b>30 JULY</b> Artwork Deadline: <b>6 AUGUST</b> Newsstand Date: <b>6 SEPTEMBER</b>
WINTER	December 9 to March 11, 2021*	<ul style="list-style-type: none"> <li>• Winter Resorts</li> <li>• Revelstoke's avalanche hunters</li> <li>• Hopefully the triumphant return of Christmas Markets!</li> <li>• Pride and Potlatch, Restoring First Nations Culture</li> <li>• Family Fun in the Snow</li> <li>• Destination: TBD (This could be you!)</li> </ul>	Reservation Deadline: <b>29 OCTOBER</b> Artwork Deadline: <b>5 NOVEMBER</b> Newsstand Date: <b>6 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

# APPENDIX - CANADA WIDE MEDIA LANDSCAPE

CONTINUED

## CANADIAN MEDIA LANDSCAPE

CANADA IS HOME TO A DIVERSE ARRAY OF TELEVISION, RADIO, DIGITAL, AND PRINT MEDIA OUTLETS.  
WHO OWNS YOUR FAVOURITE NEWS OUTLET?

### TYPE OF MEDIA

TELEVISION DIGITAL  
PRINT RADIO

**BellMedia**

- 29+ TELEVISION
  - CTV NEWS
  - E!
  - TSN
- 3 RADIO
  - NEWSTALK 610
  - AM 600
  - GLOBAL NEWS

**POSTMEDIA**

- 39 PRINT
  - NATIONAL POST
  - THE VANCOUVER SUN
  - THE TORONTO SUN
- 01 DIGITAL
  - THE PEMBROKE DAILY OBSERVER

**CORUS.**

- 64 TELEVISION
  - GLOBAL NEWS
  - SHOWCASE
  - HGTV
- 67 DIGITAL
  - GLOBAL NEWS
  - FOOD NETWORK
  - W NETWORK
- 39 RADIO
  - CKNW
  - AM 730
  - CFOX

\*CORUS ENTERTAINMENT IS A SUBSIDIARY OF SHAW COMMUNICATIONS

**THE GLOBE AND MAIL\***

- 01 PRINT
  - THE CANADIAN PRESS

**Shaw)**

**Black Press**  
COMMUNITY NEWS MEDIA

- 83 PRINT
  - SURREY NOW LEADER
  - OASIS LIFE
  - KELOWNA CAPITAL

**ROGERS.**

- 8 TELEVISION
  - CITY
  - BREAKFAST TELEVISION
  - OMNI
- 16 RADIO
  - NEWS 1130
  - 680 NEWS
  - 1310 NEWS
- 6 PRINT
  - MARKETING MAGAZINE
  - MACLEANS
  - TODAY'S PARENT

**TORSTAR**

- 04 PRINT
  - TORONTO STAR
  - STAR METRO VANCOUVER

**QUEBECOR**

- 6 PRINT
  - ELE CANADA
  - CANADIAN LIVING
  - 24 HRS MONTREAL
- 5 TELEVISION
  - TVA NETWORK
  - VIDEOTRON
  - TVA SPORTS

**tc. TRANSCONTINENTAL**

- 5+ PRINT
  - L'ACTION
  - INVESTMENT EXECUTIVE
  - L'APPEL

**SING TAO**  
Media Group Canada

**BRUNSWICK NEWS**

**SING TAO**  
Media Group Canada

- 02 PRINT
  - SING TAO DAILY
  - THE STANDARD
- 01 RADIO
  - SING TAO AT

\*SING TAO CANADA IS A SUBSIDIARY OF FORSTAR\*

**BRUNSWICK NEWS**

- 22 PRINT
  - TELEGRAPH - JOURNAL
  - TIMES & TRANSCRIPT
  - THE DAILY GLEANER

**THE TIME PUBLICATION GROUP**

- 03 TELEVISION
  - CFJC
- 44 RADIO
  - 102.7 THE PEAK
  - COUNTRY 95.5
  - 89.5 THE DRIVE

**STINGRAY**

- 104 RADIO
  - Z 95.3
  - 840 CFCW
  - VOCM

**VICE**

- 01 PRINT
  - VICE MAGAZINE
- 03 DIGITAL
  - VICE NEWS CANADA
  - MOTHERBOARD
  - MUNCHIES

**MBS**  
RADIO

- 23 RADIO
  - CHFX
  - CFBC
  - CJCV

**ZOOMERMEDIA LIMITED**

- 05 TELEVISION
  - JOYTV
  - ONE TV
  - VISION
- 02 RADIO
  - ZOOMER RADIO
  - THE NEW CLASSICAL
- 02 PRINT
  - ON THE BAY MAGAZINE
  - ZOOMER MAGAZINE

**VISTA**  
Radio

- 54 RADIO
  - CKAY
  - CJSU
  - CFBV

**FAIRCHILD MEDIA GROUP**  
新時代傳媒集團

- 01 PRINT
  - POPULAR LIFESTYLE & ENTERTAINMENT
- 02 TELEVISION
  - FAIRCHILD TV
  - TALENTVISION
- 05 RADIO
  - FAIRCHILD RADIO 96.1
  - FAIRCHILD RADIO 94.7
  - FAIRCHILD RADIO 88.9

**mbc**  
MY BRANDED COMMUNICATION

- 22 RADIO
  - MYFM 93.3
  - OLDIES 99.7
  - CLASSIC ROCK 107.9

**GOLDEN WEST**  
COMMUNICATIONS

- 01 DIGITAL
  - STEINBACH ONLINE
- 48 RADIO
  - 800 CHAB
  - MIX 96.5
  - MAGIC 97.1

**crossroads**

- 03 TELEVISION
  - CITS YESTV
  - CKCS YESTV
  - CKES YESTV

**DAILYHIVE**

- 04 DIGITAL
  - DAILYHIVE VANCOUVER
  - DAILYHIVE CALGARY
  - DAILYHIVE TORONTO
  - DAILYHIVE MONTREAL

# APPENDIX - CANADA WIDE MEDIA LANDSCAPE

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<p><b>GOLDEN WEST</b></p> <p>01 • STEINBACH ONLINE</p> <p>48 • 800 CHAB • MIX 96.5 • MAGIC 97.1</p>	<p>• CKCS YESTV • CKES YESTV</p> <p><b>DAILY HIVE</b></p> <p>04</p> <p>• DAILYHIVE VANCOUVER • DAILYHIVE CALGARY • DAILYHIVE TORONTO • DAILYHIVE MONTREAL</p>
<p><b>RNC MEDIA</b></p> <p>02 • TVA GATINEAU/OTTAWA • CFEM TV</p> <p>05 • POP 96.5 • WOW 97.1 • 91.9 SPORTS</p>	<p><b>NARCITY MEDIA</b></p> <p>02</p> <p>• NARCITY CANADA • NARCITY QUEBEC</p>
<p><b>CBC</b></p> <p>31 • CBRT-DT, CHANNEL 9 • CBAT-DT, CHANNEL 4</p> <p>79 • CBCT-FM • CBME-FM • CBLA-FM</p> <p>05 • CBC.CA • RADIO-CANADA.CA • TOUTV</p>	<p><b>SJC</b></p> <p>12</p> <p>• CHATELAINE • MACLEAN'S • TORONTO LIFE</p>
<p><b>CW media.</b></p> <p>05 • WESTERN LIVING • BC BUSINESS • VANCOUVER MAGAZINE</p> <p>01 • TV WEEK</p>	<p><b>MONTECRISTO MAGAZINE</b></p> <p>01</p> <p>• MONTECRISTO MAGAZINE</p>
<p><b>GLACIER MEDIA GROUP</b></p> <p>14 • VANCOUVER COURIER • RICHMOND NEWS • TRI-CITY NEWS</p> <p>04 • BUSINESS IN VANCOUVER • CASTANET KELOWNA</p>	<p><b>BRITISH COLUMBIA</b></p> <p>01</p> <p>• KNOWLEDGE NETWORK</p>
<p><b>WeChat</b></p> <p>02 • GUIDE-VANCOUVER • GUIDE-TORONTO</p> <p>09 • VANPEOPLE.COM • VANBAOBAO • YORKBBS</p>	<p><b>THE WOODBRIDGE GROUP</b> Mastering Science To Serve Our Customers</p> <p>02</p> <p>• THE GLOBE AND MAIL • THOMSON REUTERS</p>
<p><b>HARVARD BROADCASTING</b></p> <p>13 • 100.5 CRUZ • 96.3 CRUZ • 95.7 CRUZ</p>	<p><b>Reader's Digest</b></p> <p>01</p> <p>• READER'S DIGEST</p>
<p><b>RAWLCO RADIO</b></p> <p>07 • C 95FM • ROCK 102 • 650 CKOM</p>	<p><b>THOMSON REUTERS</b></p> <p>03</p> <p>• LEXPERT</p>
<p><b>Independent</b></p> <p>10 • MIX SOCIETY • THE POST MILLENNIAL • THE MARITIME ANCHOR • THINKPOL • DAILY HIVE • THE VANCOUVER OBSERVER • THE TYEE</p> <p>04 • THE GEORGIA STRAIGHT • LE DEVOIR • THE CHRONICLE HERALD • TIMES CHRONICLE</p>	<p><b>MARKETING NEWS CANADA</b></p> <p>EST. 1984</p>

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<p>31 • CBRT-DT, CHANNEL 9 • CBAT-DT, CHANNEL 4</p> <p>79 • CBCT-FM • CBME-FM • CBLA-FM</p> <p>05 • CBC.CA • RADIO-CANADA.CA • TOUTV</p>	<p>12</p> <p>• CHATELAINE • MACLEAN'S • TORONTO LIFE</p>
<p><b>CW media.</b></p> <p>05 • WESTERN LIVING • BC BUSINESS • VANCOUVER MAGAZINE</p> <p>01 • TV WEEK</p>	<p><b>MONTECRISTO MAGAZINE</b></p> <p>01</p> <p>• MONTECRISTO MAGAZINE</p>
<p><b>GLACIER MEDIA GROUP</b></p> <p>14 • VANCOUVER COURIER • RICHMOND NEWS • TRI-CITY NEWS</p> <p>04 • BUSINESS IN VANCOUVER • CASTANET KELOWNA</p>	<p><b>BRITISH COLUMBIA</b></p> <p>01</p> <p>• KNOWLEDGE NETWORK</p>
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