

SUMMER/FALL 2022 MEDIA KIT

WHISTLER'S PREMIER  
PUBLICATION SINCE 1980

# whistler

MAGAZINE



**W**histler resort has proven to be a top destination with restored visitor confidence and trust. Businesses can count on *Whistler Magazine* for cost-effective marketing opportunities that will reach the in-resort, regional, destination and online audiences.

**Whistler Magazine** marks its 42nd anniversary in 2022 and we are proud to continue as Whistler's premier visitor publication, since 1980! Publishing on schedule throughout the last two as well as previous 40 years, this timely magazine will effectively reach your target audience in print as well as through our expanded VisitWhistler online portal.



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**Whistler Magazine** has the best content and distribution to promote your business:

- 30,000 total copies printed for hotel concierge and in-room display as well as stands throughout Whistler and Sea to Sky
- Distribution outside of market: 10,000 copies distributed to Lower Mainland homes – Delivered to homes in postal codes with HHI (High Household Income) demographics matching Whistler’s regional visitor target audience in West Vancouver, North Vancouver and Downtown Vancouver.
- Six months of distribution and shelf life: mid May to November 2022.
- Whistler and Whistler Magazine promoted on social through our many media partners.



**EDITORIAL CONTENT THAT REFLECTS OUR TOP CURRENT RESORT OFFERINGS:**

- Hiking and the growing popularity of getting around on foot
- Weekend Warriors who have now made Whistler home
- Indigenous art, culture and galleries
- Home and mountain design trends
- Fine dining and the secret to long-time success
- The best Happy Hours
- And much more!

**NOW, MORE THAN EVER,** businesses need to advertise wisely to reach potential customers.

**Whistler Magazine** has been promoting Whistler and partnering with businesses for decades and we are excited to continue to do that for you.



Burnabynow

north shore news

VANCOUVER IS AWESOME

NewWestminster RECORD

RICHMOND NEWS

TRICITY news

TIMES COLONIST

PIQUE

OPTIMIST

BUSINESS VANCOUVER

CoastReporter

SQUAMISH CHIEF

CASTANET

PRINCEGEORGE MATTERS

POWELL RIVER PEAK

# visitwhistler

## SPOTLIGHT -

### Marketing to visitors before they arrive

**ONLINE - DIGITAL PRESENCE** with the **VisitWhistler Spotlight** on GuidedBy.ca. You will reach visitors continuously for the six month period with an included digital profile and links to your business.

Active reach is essential in today's competitive media environment, and our strategy will reach potential visitors planning getaways and seeking Whistler's adventure destination.

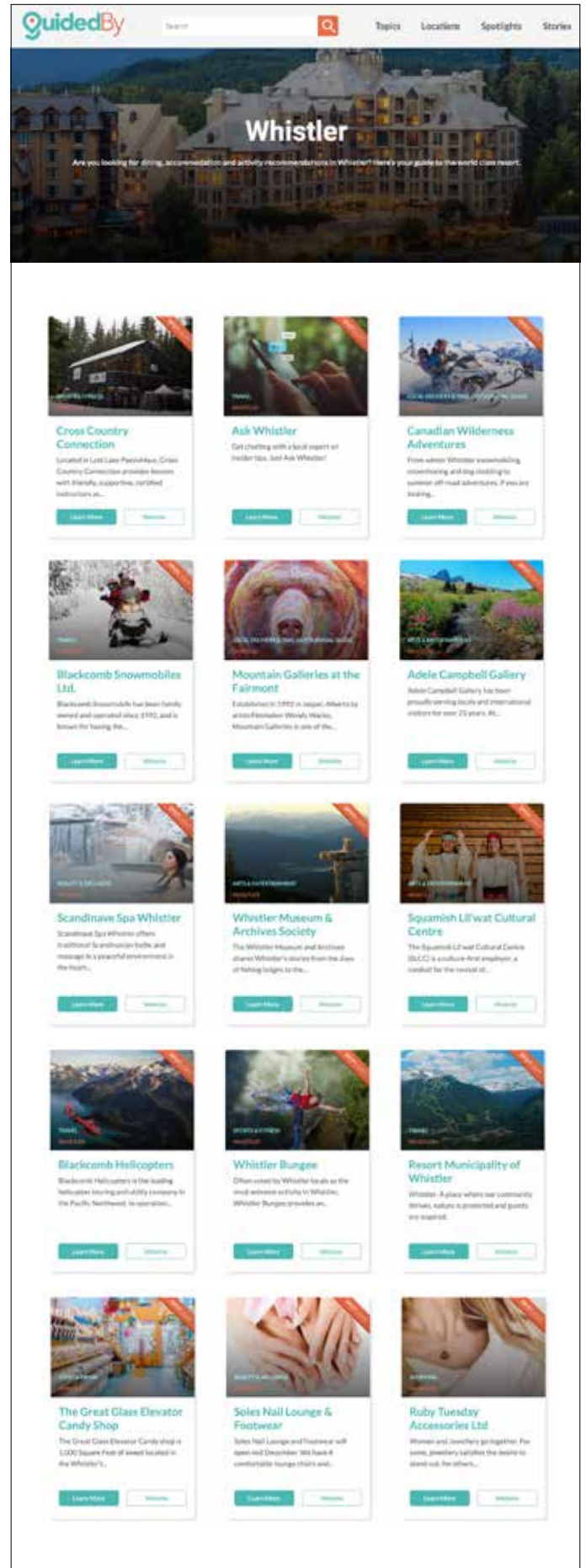
**FOR AWARENESS:** using first-party data-enhanced community display\* with insights from Google 360, we can target travel intenders throughout the six month duration of the campaign. We also use behaviourally-driven Facebook ads to push users to the site, as well as premium sponsored content (with driver ads) to build awareness.

**FOR ENGAGEMENT:** All advertisers will have profile pages set up on *GuidedBy.ca*\*\* . Story content pulls in to profile pages creating an enriched experience designed to push users towards conversion. Plus all *Whistler Magazine* content will be featured on the Visit Whistler Spotlight.

**FOR CONVERSION:** GuidedBy profile pages include an *Offer* feature. Pull users to your site with special offer messaging.

\*Our community news sites Google Analytics reveals that one of our first-party audience segments is travel buffs. This audience segment is 1,122,445 and a fairly even M/F audience split. Within this audience, 263,671 people have been actively looking for travel accommodations in the past 30 days.

\*\*GuidedBy is a service directory that connects actively searching consumers with businesses in their area.



# The Fine Print

## Deadlines

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Issue	Publication Date	Ad Sales & Material Deadline*	Print-Ready Deadline*
<b>Summer/Fall 2022</b>	<b>May 23, 2022</b>	<b>April 18, 2022</b>	<b>April 18, 2022</b>

No cancellations are accepted after the Ad Sales Deadline.

\* All materials for ad creation and changes to ads run in previous issues due by this date.

\* Final print-ready ads only – see Print-Ready Advertising information below.

## Discounts & Terms

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Full payment required 30 days from receipt of invoice for clients with active accounts, otherwise pre-payment is due at time of booking.

## Inserts

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Please call for quote.

## Position charges

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An additional 15% of the ad rate will be charged for guaranteed positioning. Positioning is at the discretion of the publisher except where specific positions are covered by written commitment of the publisher.

## Production charges

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Clients receive two ad proofs at no charge — further proofs will be billed at hourly rate of \$75, minimum charge \$75.

## Limitations of Liability

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Advertisements are accepted upon representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to approval of publisher. Publisher reserves the right to reject or cancel any advertising at any time for any reason. In event of an error or omission of all or part of any advertising, in no event to exceed the total of such charges payable for the advertising, publisher's liability is limited to the amount that such an error or omission reduces the value of the advertising, in no event to exceed the total of such charges payable for the advertising.

## Mechanical Requirements (Width x height in inches)

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### Horizontal

1/2 pg • 7.8 x 4.7  
2/3 pg • 7.8 x 6.25

### Vertical

1/4 pg • 3.8 x 4.7  
1/2 pg • 3.8 x 9.575  
2/3 pg • 5.15 x 9.575

### Full page

- Trim size 9 x 10.75  
*plus* .25" bleed on all four sides.  
(live area: 8.25 x 10)

### Double page spread

- Trim size 18 x 10.75  
*plus* .25" bleed on all four sides.  
(live area: 17.25 x 10)

### Unwind Recreation Guide

1/6 pg • 3.8 x 2.8  
1/3 horizontal • 7.8 x 2.8  
1/3 vertical • 3.8 x 5.75  
1/2 vertical • 3.8 x 8.75

### Services Directory

1/8 horizontal • 3.8 x 2.1

## Print-Ready Advertising

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This consists of ONLY those ads which are completely ready for press.

Full colour print-ready ads must be submitted to size via email, **Dropbox** or **WeTransfer**.

Ads must be high-res PDFs. Photos must be CMYK, minimum 300 dpi.

Maximum ink density for photos is 320%.

Microsoft Word, Quark XPress and Corel Draw documents cannot be accepted.

**FOR FULL-PAGE ADS, PLEASE BE SURE TO INCLUDE THE BLEED, AND DO NOT INCLUDE CROP MARKS, REGISTRATION MARKS OR ANY OTHER PRINTER MARKS.**