

2018 MEDIA KIT

WHISTLER'S PREMIER
PUBLICATION SINCE 1980

whistler



MAGAZINE



1980 - 2018
38TH
ANNIVERSARY
whistler
MAGAZINE

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Twice a year, 40,000 copies of WHISTLER MAGAZINE are printed and distributed to a targeted group of hotels, condominiums, retailers, restaurants and spas, reaching the most affluent residents and visitors with the highest disposable income and spending power.

Of our 40,000 copies some 10,000 are hardcover, keepsake editions that grace our high-end hotel rooms and exclusive mailing list. Each edition is restocked and on the shelf for six months, making it an excellent investment for advertisers. We're a "keeper" that guests take with them, and locals leave on their coffee tables through numerous seasons.

The Fine Print

Deadlines

Issue	Publication	Final Sales Deadline	Ad Material Deadline*
Winter/Spring 2018	November 23, 2017	September 15, 2017	September 25, 2017
Summer/Fall 2018	May 18, 2017	March 9, 2016	March 19, 2017

No cancellations are accepted after the space closing date.

Winter/Spring issue available mid-November, always prior to U.S. Thanksgiving Weekend and Ski Season Opening weekend. Summer/Fall issue is on the stands in mid-May, prior to the Canada's Victoria Day long weekend and U.S. Memorial Day weekend. * *Print-ready ads are due one week after Ad Material Deadline.*

Discounts & Terms

Full payment required 30 days from receipt of invoice for clients with active accounts, otherwise pre-payment is due at time of booking. Clients pre-paying the total price will qualify for a 2% discount. Production charges will be billed separately and are due 30 days from billing date. Service charge of 2% per month will be charged to overdue accounts.

Inserts

Please call for quote.

Position charges

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

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

Limitations of Liability

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)

Horizontal

1/2 pg • 7.125 x 4.75
2/3 pg • 7.125 x 6.25

Vertical

1/4 pg • 3.5 x 4.75
1/2 pg • 3.5 x 9.75
2/3 pg • 4.65 x 9.75

Full page

• Trim size 8.375 x 10.75
plus .25" bleed on all four sides.
(live area: 7.625 x 10)

Double page spread

• Trim size 16.75 x 10.75
plus .25" bleed on all four sides.
(live area: 16 x 10)

Recreation Guide

1/6 pg • 3.5 x 2.85
1/3 horizontal • 7.125 x 2.85
1/3 vertical • 3.5 x 5.9
1/2 vertical • 3.5 x 9

Services Directory

1/8 horizontal • 3.5 x 2.25

Print-Ready Advertising

This consists of ONLY those ads which are completely ready for press. Full colour print-ready ads must be submitted to size via Dropbox, WeTransfer, or ftped to our site. Formats accepted are: high-res PDFs (preferred), Adobe InDesign CC2017 or older documents, Adobe Illustrator eps files, and Photoshop tiffs. All fonts and supporting graphics must be included. Photos must be CMYK, minimum 300 dpi. Tiffs or jpgs with type must be minimum 600 dpi. Maximum ink density for photos is 320%. Microsoft Word, Quark XPress and Corel Draw documents can not 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.**

FTP Information

ftp.biv.com Login: wqguest Password: guest Directory: /WhistlerQuestion/Whistler Magazine