

WINTER/SPRING 2023 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 43rd anniversary in 2023 and we are proud to continue as Whistler's premier visitor publication, since 1980! Publishing on schedule throughout the last three, 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.



**Catherine Power-Chartrand**, GENERAL MANAGER, ADVERTISING & OPERATIONS

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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 November 2022 to May 2023.
- Whistler and Whistler Magazine promoted on social through our many media partners.



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

- Winter Sport Instructors and tips for improving your performance
- Wellness in Whistler
- Sport-focused art in Whistler galleries
- Popular Whistler elements in home design
- The secret to longevity – long-time Whistlerites share their stories
- Fine dining pastry chefs and their top creations, along with dessert wines to pair with them
- The best pub food
- 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

New Westminster RECORD

RICHMOND NEWS

TRICITY news

TIMES COLONIST

PIQUE

OPTIMIST

BUSINESS VANCOUVER

CoastReporter

SQUAMISH CHIEF

CANET

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.

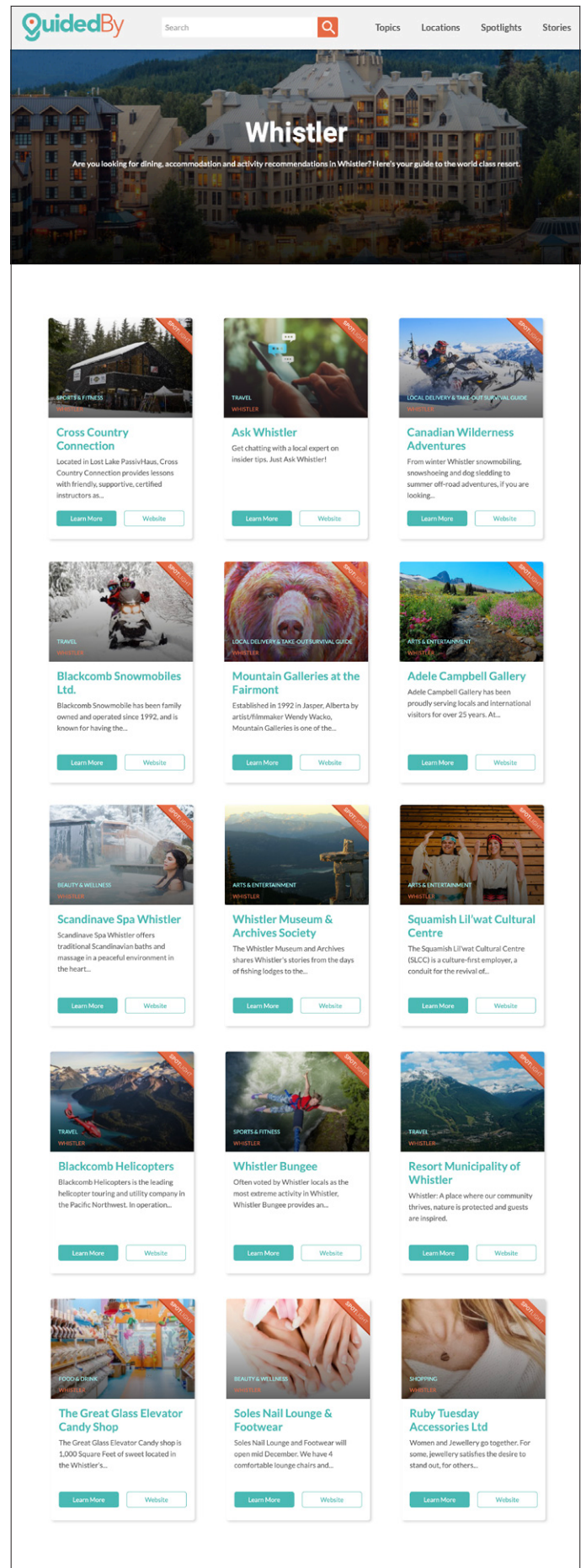
**FOR AWARENESS:** using first-party data-enhanced community display\* with insights from Google 360, we can target travel intenders throughout the six month duration of the campaign. We also use behaviourally-driven Facebook ads to push users to the site, as well as premium sponsored content (with driver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







## Winter/Spring 2023 Advertising Rates – Print and Online Package

### DISPLAY ADVERTISING Per issue

	1 X	2 X
Full page	\$6250	\$5750
2/3 page	\$4750	\$4375
1/2 page	\$3575	\$3275
1/4 page	\$1960	\$1670

### SPECIAL SECTIONS Per issue

<b>Shop Whistler Guide, Dining Guide, Nightlife Guide:</b>		
1/4 page	\$1,560	\$1430
1/2 page	\$2,995	\$2750
<b>UNWIND – Lifestyle and Recreation Guide:</b>		
1/6 page	\$1,170	\$1075
1/3 page	\$2,100	\$1950
1/2 page	\$2,995	\$2750
<b>Services Directory — Business or Accommodation:</b>		
1/8 page (horizontal display)	\$425	
Please note that special placement requests cannot be accommodated in this section.		

### COVERS Per issue

Back	\$9,070
Inside Front	\$8,240
Inside Back	\$7,875

### ONLINE ONLY

<https://guidedby.ca/publications/whistler-magazine>

Rates and details upon request

- Above rates are net.

# The Fine Print

## Deadlines

Issue	Publication Date	Ad Sales & Material Deadline*	Print-Ready Deadline*
<b>Winter/Spring 2023</b>	<b>November 23, 2022</b>	<b>October 14, 2022</b>	<b>October 14, 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

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

## 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 • 7.8 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

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.**