

# 2018 MEDIA KIT



## WHO WE ARE

British Columbia and the U.S. Pacific Northwest offers boaters some of the most diverse, wild and scenic cruising grounds in the world, and nobody reaches more power and sail boaters in this region than *Pacific Yachting* magazine. Founded in 1968, *Pacific Yachting* is the voice of boating on the West Coast, and is the most trusted, best-selling and most well-read boating magazine in Canada. We have earned the trust of our readers and advertisers through decades of first class boating content, and have built on these partnerships through our support of local boating community events, boat shows and regattas.

Maximize your investment. From cruising destinations and vacation ideas to maintenance projects and product reviews, *Pacific Yachting* magazine provides trusted content to readers and advertisers through our print, digital, video and online formats.

In addition, our *Boaters Blue Pages and Marina Guide* print publication and its online counterpart, [boatersbluepages.com](http://boatersbluepages.com), provide quick and easy access to marine-related businesses and marinas in our market.

Advertise your business in the first place local boaters look for trusted information on boats and boating on the West Coast.



# OVERVIEW

## OUR READERS



**59%** Own powerboats

**41%** Own sailboats

**48** Average age

Gender

**64%** Male

**36%** Female

**59%** of readers spend more than 30 days on the water every year

**79%** of readers have taken action on a product or business seen in PY

Primarily active boaters in B.C., Alberta, Washington, Oregon, and Alaska

## WEBSITE



**26,225**

Pageviews

**8,200**

Unique visitors

**2.33**

Time spent on site

\*Sourced from 3 month averages in Google analytics

## PRINT



**100,000**

Readership

**20,000**

Distribution

**2,400**

Digital Edition

## MAGAZINE FACTS

Reach



Founded in 1968

#1 selling boating magazine on Canadian newsstands

12 issues a year

Glossy, perfect bound, high quality

100% owned, produced & printed in Canada

## SOCIAL MEDIA



E-NEWSLETTER

**1,500**

Subscribers

FACEBOOK

**1,748**

Likes

INSTAGRAM

**412**

Followers

TWITTER

**3,160**

Followers



# DISPLAY RATES & DIMENSIONS

EFFECTIVE JANUARY 2018  
GROSS RATES

## RATES

SIZE	1X	3X	6X	12X
Full Page	\$3,775	\$3,650	\$3,500	\$3,200
2/3 Page	\$3,370	\$3,240	\$3,120	\$2,860
1/2 Island	\$3,210	\$3,090	\$2,970	\$2,730
1/2 Horizontal	\$2,900	\$2,800	\$2,590	\$2,485
1/3 Vertical/Square	\$2,310	\$2,235	\$2,160	\$2,010
Double 1/9	\$1,895	\$1,810	\$1,740	\$1,650
1/6 Vertical	\$1,685	\$1,645	\$1,595	\$1,505
1/9 Vertical	\$1,440	\$1,405	\$1,375	\$1,315

## COVERS

Inside Front	\$4,360	\$4,135	\$3,915	\$3,480
Inside Back	\$4,245	\$4,035	\$3,915	\$3,480
Outside Back	\$4,620	\$4,390	\$4,155	\$3,695

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position,  
15% extra.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacificyachting.com

### Bleed

Full page only 0.125"

### Production costs

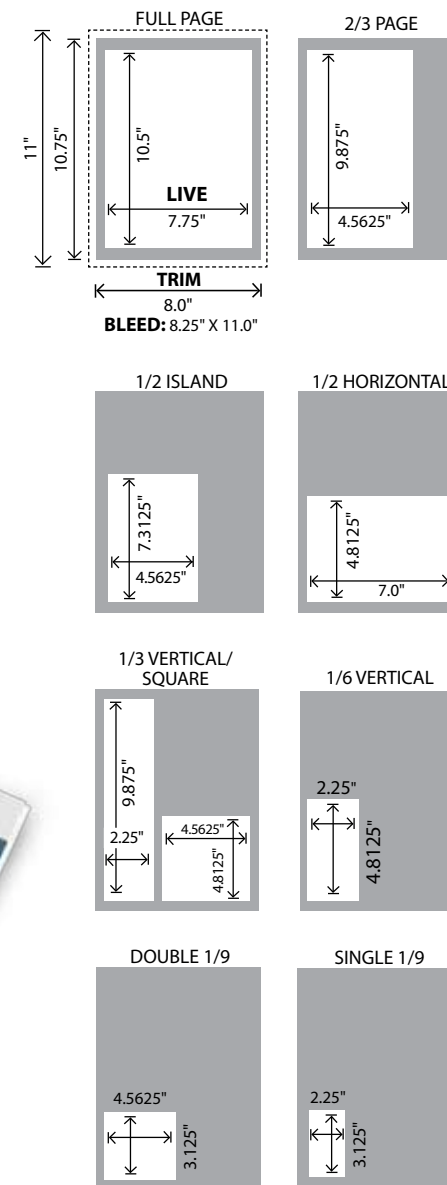
Any production work on  
advertisements will be invoiced  
at **\$75 per hour** to the advertiser

### File formats

Press Optimized PDF

## DIMENSIONS (WIDTH X HEIGHT)

SIZE	WIDTH	HEIGHT
Full Page Bleed	8.25"	11"
Full Page Live	7.75"	10.5"
2/3 Vertical	4.5625"	9.875"
1/2 Island	4.5625"	7.3125"
1/2 Horizontal	7"	4.8125"
1/3 Vertical	2.25"	9.8125"
1/3 Square	4.5625"	4.8125"
Double 1/9	4.5625"	3.125"
1/6 Vertical	2.25"	4.8125"
1/9 Vertical	2.25"	3.125"



# RETAIL RATES & DIMENSIONS

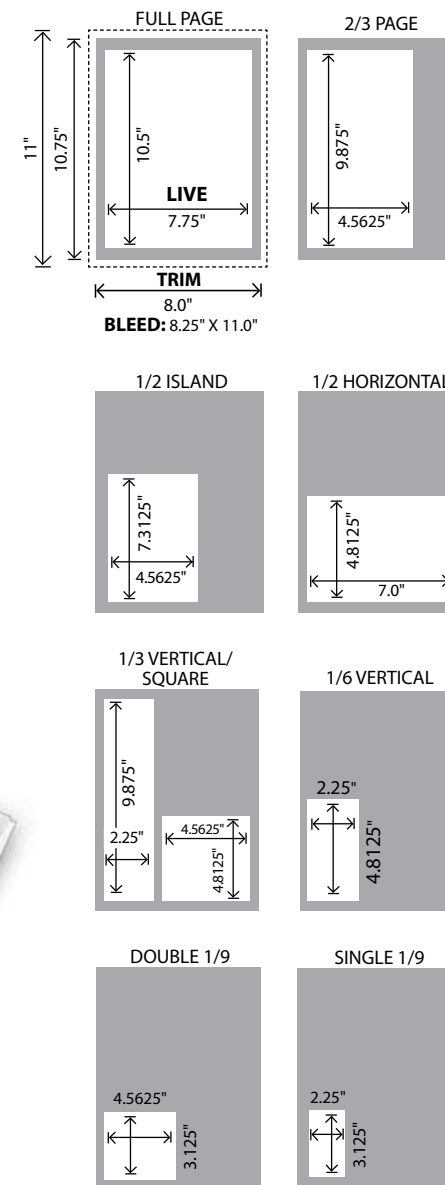
EFFECTIVE JANUARY 2018  
GROSS RATES

## RATES

SIZE	1X	3X	6X	12X
Full Page	\$2,625	\$2,405	\$2,190	\$1,970
2/3 Page	\$2,320	\$2,135	\$1,945	\$1,760
1/2 Island	\$2,020	\$1,845	\$1,675	\$1,500
1/2 Horizontal	\$1,800	\$1,645	\$1,500	\$1,344
1/3 Vertical/Square	\$1,365	\$1,260	\$1,150	\$1,045
Double 1/9	\$ 985	\$ 905	\$ 830	\$ 745
1/6 Vertical	\$ 830	\$ 765	\$ 705	\$ 640
1/9 Vertical	\$ 650	\$ 610	\$ 565	\$ 520

## DIMENSIONS (WIDTH X HEIGHT)

SIZE	WIDTH	HEIGHT
Full Page Bleed	8.25"	11"
Full Page Live	7.75"	10.5"
2/3 Vertical	4.5625"	9.875"
1/2 Island	4.5625"	7.3125"
1/2 Horizontal	7"	4.8125"
1/3 Vertical	2.25"	9.8125"
1/3 Square	4.5625"	4.8125"
Double 1/9	4.5625"	3.125"
1/6 Vertical	2.25"	4.8125"
1/9 Vertical	2.25"	3.125"



## CUSTOM SPECIALS

### Special Positions

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### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacificyachting.com

### 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



# BROKER RATES & DIMENSIONS

EFFECTIVE JANUARY 2018  
GROSS RATES

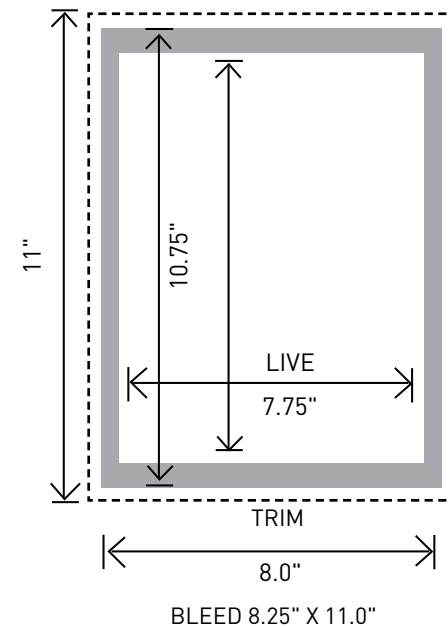
The brokerage section is for the sale of used boats and is limited to advertisements from dealers and brokers. Dealers are allowed up to 20% of their brokerage ad for new boat information (product name, photos and logo) at no additional cost. The retail rate will apply to the portion of new boat advertising exceeding the 20% limit. Production service charges apply. No agency commission.

## RATES

SIZE	1X	3X	6X	12X
Full Page	\$1,360	\$1,225	\$1,035	\$835

## DIMENSIONS (WIDTH X HEIGHT)

SIZE	WIDTH	HEIGHT
Full Page Bleed	8 1/4"	11"
Full Page Trim	8"	10 3/4"
Full Page Live	7 3/4"	10 1/2"



## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position, 15% extra.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads. Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacifyyachting.com

### 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



BROKER AD  
EXAMPLE



# CHARTER RATES & DIMENSIONS

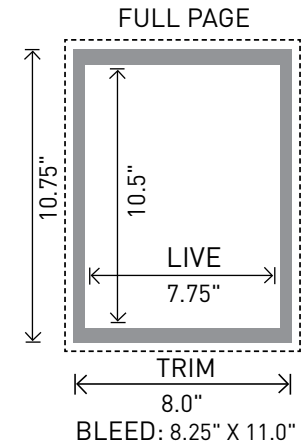
EFFECTIVE JANUARY 2018  
GROSS RATES

## RATES

SIZE	1X	3X	6X	12X
Full Page	\$1,870	\$1,695	\$1,470	\$1,325
1/2 Horizontal	\$1,375	\$1,240	\$1,090	\$985
1/4 Vertical	\$825	\$ 750	\$675	\$615

## DIMENSIONS (WIDTH X HEIGHT)

SIZE	WIDTH	HEIGHT
Full Page Bleed	8 1/4"	11"
Full Page Trim	8"	10 3/4"
Full Page Live	7 3/4"	10 1/2"
1/2 Horizontal	7"	4 13/16"
1/4 Vertical	3 3/10"	4 13/16"



## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position,  
15% extra.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacificyachting.com

### Bleed

Full page only 0.125"

### Production costs

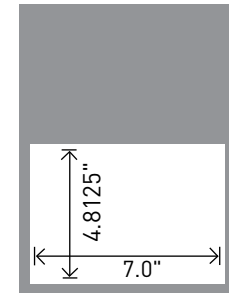
Any production work on  
advertisements will be invoiced  
at \$75 per hour to the advertiser

### File formats

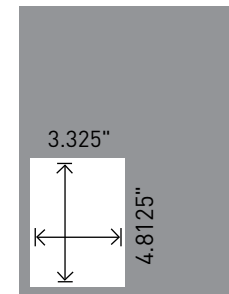
Press Optimized PDF



## 1/2 HORIZONTAL



## 1/4 VERTICAL



# CLASSIFIED RATES & DIMENSIONS

EFFECTIVE JANUARY 2018  
GROSS RATES

Display ads in the classifieds 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.

## LINERS

**\$1.50 a word with a \$25.00 minimum**

**\$50.00 per full colour 1.6" X 1" photo**

Frequency discounts available. Liner ads are a great way to advertise for extended periods.

To have your ad online as well please add \$10.00

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position, 15% extra.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads. Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacificyachting.com

### 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

FULL PAGE

\$1,660  
A  
7" x 9 5/8"

3/4 PAGE VERTICAL

\$1,245  
B  
5 3/16"  
x 9 5/8"

1/2 PAGE HORIZONTAL

\$830  
C  
7" x 4 3/4"

1/2 PAGE VERTICAL

\$830  
D  
3 3/8"  
x 9 5/8"

3/8 PAGE HORIZONTAL

\$625  
E  
5 3/16" x 4 3/4"

1/4 PAGE VERTICAL

\$455  
F  
3 3/8" x 4 3/4"

1 FULL COLUMN

\$455  
G  
1 9/16"  
x 9 5/8"

1 COLUMN X 6" VERTICAL

\$365  
H  
1 9/16" x 6"

2 COLUMN X 3" HORIZONTAL

\$365  
I  
3 3/8" x 3"

1 COLUMN X 5" VERTICAL

\$324  
J  
1 9/16" x 5"

1 COLUMN X 4" VERTICAL

\$275  
K  
1 9/16" x 4"

2 COLUMN X 2" HORIZONTAL

\$275  
L  
3 3/8" x 2"

1 COLUMN X 3" VERTICAL

\$222  
M  
1 9/16" x 3"

2 COLUMN X 1" HORIZONTAL

\$156  
N  
3 3/8" x 1"

1 COLUMN X 2" VERTICAL

\$156  
O  
1 9/16" x 2"

CAPTAIN'S CHAIR

\$200  
P  
2" x 2 1/2"



# REAL ESTATE RATES & DIMENSIONS

EFFECTIVE JANUARY 2018  
GROSS RATES

Display ads in real estate 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.

## CUSTOM SPECIALS

### Special Positions

Special or guaranteed position, 15% extra.

### Inserts

Rates on request.

### Videos

Video links to digital edition ads. Rates on request.

## UPLOADING ADS

### Email ads to

iva@pacificyachting.com

### 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



FULL PAGE

\$1660

A

7" x 9 5/8"

1/2 PAGE VERTICAL

\$830

B

3 3/8"  
x 9 5/8"

1/2 PAGE HORIZONTAL

\$830

7" x 4 3/4"

C

1/4 PAGE VERTICAL

\$455

3 3/8" x 4 3/4"

D

2 COLUMN X2" HORIZONTAL

\$275

3 3/8" x 2 1/4"

E

REAL ESTATE  
AD EXAMPLE



# DIGITAL & SOCIAL MEDIA

EFFECTIVE JANUARY 2018  
GROSS RATES

## PACIFYACHTING.COM

Pacifyyachting.com is a perfect online partner to our magazine. Where our print and digital publication delivers in depth articles and information for boaters in British Columbia and the Pacific Northwest, our interactive website offers our community the opportunity to connect more frequently. As well, the *Boaters Blue Pages & Marina Guide* is available online as a searchable directory with over 1,800 marine services and much more.

## FEATURES AND HIGHLIGHTS

- Blog, news, photos, videos, articles and more
- Banner advertising opportunities
- Classifieds
- E-Newsletter
- Events calendar
- Direct link to boatersbluepages.com
- Direct link to digital magazine
- Contests and polls
- Social media updates

## WEB RATES & DIMENTIONS

### Standard Website Units:

Leaderboard (728x90)	\$20 (CPM)
Big Box (300x250)	\$20 (CPM)
Small Banner (468x60)	\$20 (CPM)
Homepage Wallpaper (160x600)	\$25 (CPM)

### E-NEWSLETTER:

Leaderboard (728x90)	\$250
Big Box (300x250)	\$250

### OTHER:

Section sponsorship:	\$28 (CPM)
Homepage takeover:	\$1000 (CPD)
Social Media Mentions:	\$100 per mention

970 X 250  
970 X 90  
728 X 90  
468 X 60  
320 X 50  
300 X 250

## HOME PAGE



970 X 250  
970 X 90  
728 X 90  
468 X 60  
320 X 50  
300 X 250

## ARTICLE PAGE



26,225  
Pageviews

8,200  
Unique visitors

300 X 250

300 X 250

970 X 250  
970 X 90  
728 X 90  
468 X 60  
320 X 50  
300 X 250

## PACKAGES

	A PACKAGE	B PACKAGE	C PACKAGE	D PACKAGE
Online Ad Impressions	25,000	50,000	125,000	250,000
eNewsletter		1	2	4
Product/Destination Review			1	2
Social Media Mention				2
Value	\$500	\$1,250	\$4,200	\$8,800
Net Price	\$500	\$1,000	\$2,500	\$5,000
Discount	0%	20%	40%	43%



# EDITORIAL CALENDAR & DEADLINES

\* = Power Squadrons issue



## JANUARY\*

**Key feature:** Boat Show / New Boats

- Vancouver and Seattle Boat Show Special
- New power and sailboats for 2017
- Winter cruising ideas and destinations

Reservation Deadline **17 Nov**

Camera Ready Deadline **24 Nov**

Newsstand Date **19 Dec**

## FEBRUARY

**Key feature:** New trends in marine engines and technology

- Chartering: stories and tips
- New product buying guide
- Winter cruising and off-season adventure

Reservation Deadline **15 Dec**

Camera Ready Deadline **22 Dec**

Newsstand Date **23 Jan**

## MARCH

**Key feature:** Marine Electronics Special

- What's new in marine electronics, including nav equipment, GPS/chartplotters, radar, sonar and more

Reservation Deadline **19 Jan**

Camera Ready Deadline **26 Jan**

Newsstand Date **20 Feb**

## APRIL\*

**Key feature:** Spring Commissioning

- Spring tips, including maintenance, cleaning, repairs, provisioning
- Fishing tips and tricks

Reservation Deadline **16 Feb**

Camera Ready Deadline **23 Feb**

Newsstand Date **20 Mar**

## MAY\*

**Key feature:** Eco Boating Special / Safe Boating Month

- Eco-friendly boating and products
- Environmental issues
- Safe boating tips and equipment

Reservation deadline **23 Mar**

Camera Ready Deadline **30 Mar**

Newsstand Date **24 Apr**

## JUNE\*

**Key feature:** Small Boat Special

- Small boats, both power and sail: trailering, lake boats, commuter boats, runabouts, aluminum
- New small boat roundup
- New product buying guide

Reservation Deadline **20 Apr**

Camera Ready Deadline **27 Apr**

Newsstand Date **22 May**

## JULY

**Key feature:** Summer Cruising

- Summer Cruising: gunkholes, destinations, cruising ideas.
- Restaurants, pubs, wineries, golf, festivals and more
- Fun projects, historical pieces

Reservation Deadline **18 May**

Camera Ready Deadline **25 May**

Newsstand Date **19 June**

## AUGUST\*

**Key feature:** Summer Cruising / Classic Boats

- Gunkholes, destinations, cruising ideas.
- Classic boat profiles and buying guides
- Maintenance and restorations

Reservation Deadline **22 June**

Camera Ready Deadline **29 June**

Newsstand Date **24 July**

## SEPTEMBER

**Key feature:** Autumn Cruising

- Extending the cruising season: short trips—new ideas
- New product buying guide
- Vic-Maui Round-up

Reservation deadline **20 July**

Camera Ready Deadline **27 July**

Newsstand Date **21 Aug**

## OCTOBER

**Key feature:** Fall Maintenance

- Fall cruising fun
- Decommissioning tips
- Ideas for winter projects

Reservation Deadline **24 Aug**

Camera Ready Deadline **31 Aug**

Newsstand Date **25 Sept**

## NOVEMBER

**Key feature:** Chartering the World Special Issue

- Roundup of world-wide chartering hot spots, chartering stories and tips
- Winter cruising stories and ideas
- DIY winter projects

Reservation Deadline **21 Sept**

Camera Ready Deadline **28 Sept**

Newsstand Date **23 Oct**

## DECEMBER\*

**Key feature:** Holiday Gift Guide

- Winter cruising stories and ideas
- Rendezvous Roundup
- Holiday Gift Guide

Reservation Deadline **19 Oct**

Camera Ready Deadline **26 Oct**

Newsstand Date **20 Nov**



# COMMUNITY INVOLVEMENT

## EVENTS WE SPONSOR



## CHARITIES WE SPONSOR



## PACIFIC YACHTING PACIFIC CHALLENGE



## PACIFIC YACHTING VANCOUVER BOATSHOW AWARDS

