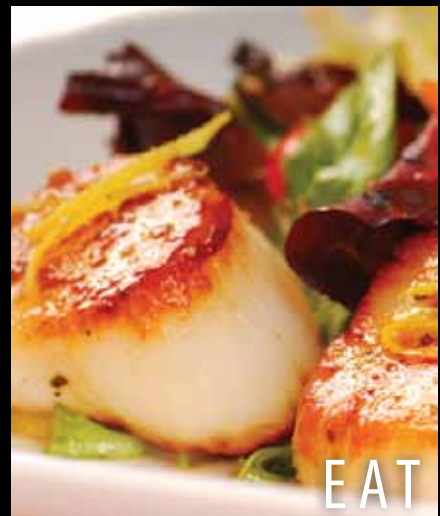




PLAY



LIVE



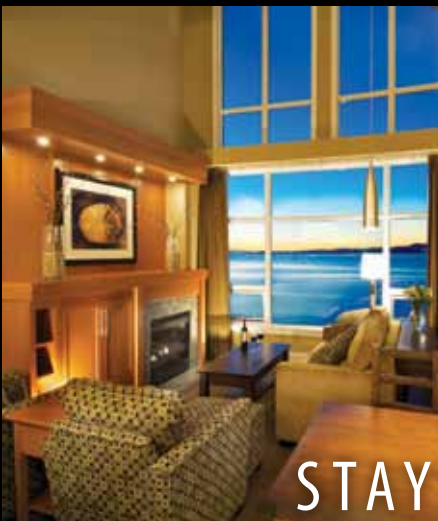
EAT

Island Times

M A G A Z I N E



EXPERIENCE



STAY



SHOP



CONNECT

Vancouver Island's Premiere Lifestyle Magazine

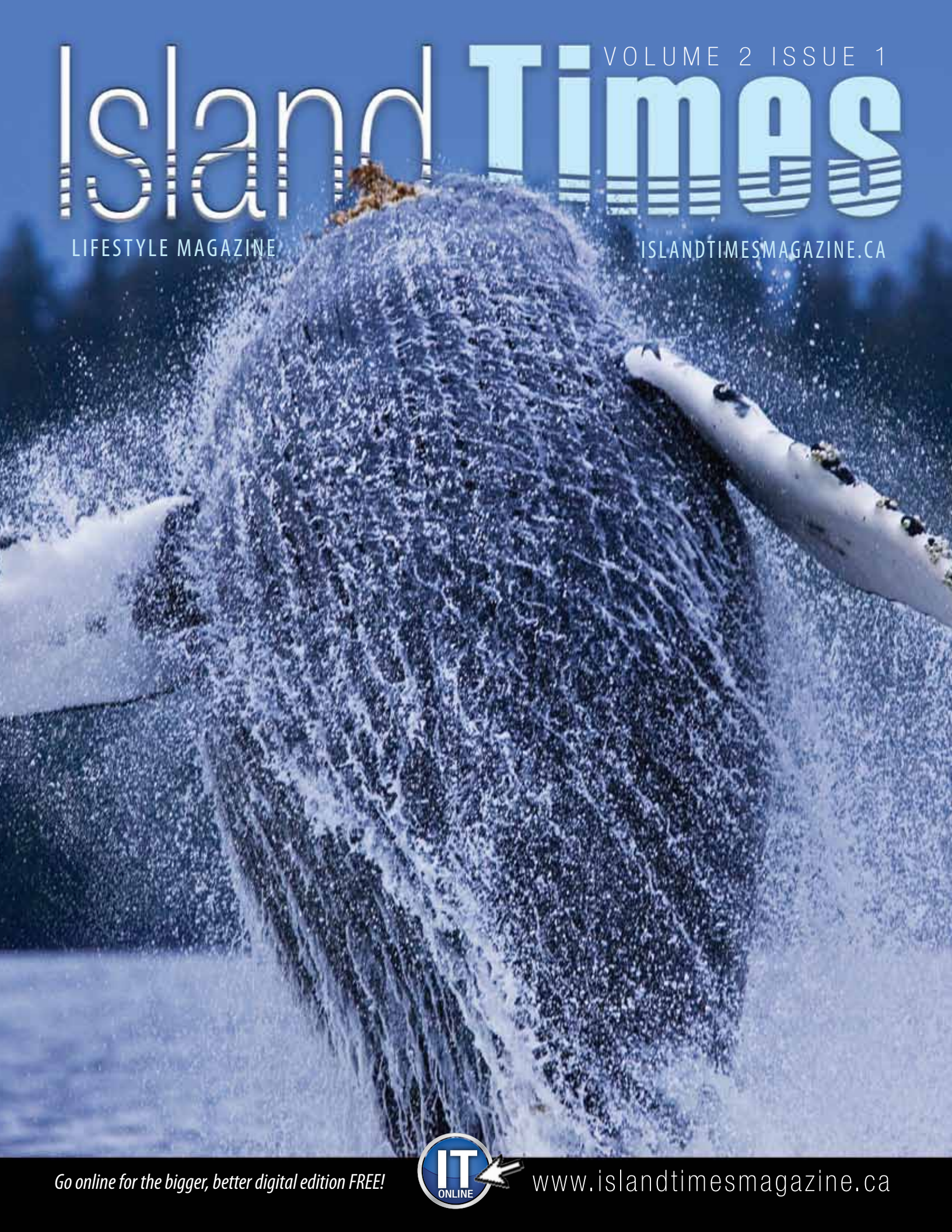
MEDIA KIT

Island Times

VOLUME 2 ISSUE 1

LIFESTYLE MAGAZINE

ISLANDTIMESMAGAZINE.CA



Go online for the bigger, better digital edition FREE!



www.islandtimesmagazine.ca



PLAY



LIVE



EAT



STAY



SHOP



EXPERIENCE



CONNECT

The Magazine

Island Times thrives as Vancouver Island's **premiere lifestyle magazine**. Four times a year, readers receive colorful, entertaining, and informative Vancouver Island based content. As a resource for Vancouver Island the magazine will promote your business to our readers.

With sections such as **Play, Live, Eat, Stay, Shop,** and **Connect**, there is always a great fit for any advertisers and their great offerings. The end result? Effective marketing that covers Vancouver Island centric reach from top to bottom.

Adding extra value to our readers we offer all content for free online. Bring your business an online presence for even more exposure. People across the world can always enjoy the **free state-of-the-art online issue** that we offer from our website at islandtimesmagazine.ca.

The Island Times advantage is advertising that endures and with a reach that **covers the full Island** including distribution into Washington State, Vancouver and across Canada or internationally. Our magazines are keep sakes. They carry memories of Vancouver Island vacations, family events and adventures. Every time someone feels like a casual read in a friend's house, they can see your marketing budget at work. A relatively small investment that brings you a **high end media presence** over and over again. What more can you ask for?

*Advertise with Island Times magazine today.
Contact us to get your adventure started.*



Survey

84% of readers described themselves as very satisfied over all with Island Times Magazine.

73% of readers were satisfied with content

82% of readers were satisfied with our online presence

78% of advertisers were satisfied with our distribution

97% of readers are satisfied with our print quality

68% of readers were satisfied with our ad relevance

Survey Results from Jan 2010 survey.

A total of 673 unique participants and advertisers responded to derive the above results.

Distribution

- 4% Capital Regional District
- 2% Cowichan Valley
- 50% Nanaimo Regional District
- 4% Alberni Clayoquot
- 6% Comox Valley
- 4% North island/Campbell River



Distribution is based on population density. All percentages are approximations.

Additional Areas

- 25% + BC Ferries
- 5% + West Calgary

How We Distribute

Calgary - distributed through Canwest Network in West Calgary

Direct mail to specific readers chosen by our current Real Estate clients

BC Ferries - on the Twassen-Duke Point Ferries
BC Ferries - on the Departure Bay-Horsehoe Bay Ferries

Tourist Information Centres across Vancouver Island

Quality Foods branches in central, west and northern Vancouver Island

Save on Foods in Parksville

Serious Coffee outlets central, west and northern Vancouver Island

Delicados Restaurants central, west and northern Vancouver Island

VIU downtown and main campus location

Resorts and hotels throughout central, west and northern Vancouver Island

Doctors, dentists and other professional offices throughout the Island

Email newsletter quarterly to over 10,000 contacts across Vancouver Island and International readership with link to our online digital edition of the magazine

If you would like your business to be a drop-off location please contact Island Times Magazine

Readership Per Issue **35,000**

Per Copy Annually **5.1 Readers**
60,000+

Printed Copies Per Issue **15,000**

Email Contacts Per Issue **10,000+**

Published: **4 times per year / quarterly**

Reach: **35,000 middle and upper income consumers**

Gender: **Female 53%**
Male 47%

Age Group: **Under 35 18%**
35-64 49%
65+ 33%

Income Group: **77% income \$50,000+**

Home Owners: **Greater than 50%**

Please note that all numbers are approximations determined by surveys and depend on various factors.

Ad Rates

# of Insertions	1x	3x	6x
Full Page	\$1575	\$1307	\$1173
2/3 Page	\$900	\$800	\$700
1/2 Page	\$700	\$600	\$550
1/3 Page	\$500	\$425	\$410
1/4 Page	\$425	\$350	\$310
1/6 Page	\$300	\$250	\$210
Business Card	\$225	\$200	\$175
Premium Positions			
Outside Back Cover	\$2275	\$1995	\$1875
Inside Front Cover	\$1975	\$1625	\$1450
Inside Back Cover	\$1775	\$1575	\$1325

Deadlines

ISSUE	SUBMISSION DEADLINES	RELEASE DATE
Volume 3 - Issue 1	February 15	March
Volume 3 - Issue 2	June 15th	July
Volume 3 - Issue 3	September 15th	October
Volume 3 - Issue 4	November 15th	December

Ad Sizes

Ad Design

First Ad Design is free for all new clients

Subsequent ads are charged as follows:

Full Page Ad \$175

1/2 Page Ad \$150

1/4 page Ad \$125

1/6 page Ad \$100

Business Card Ad \$75

We cannot take responsibility for ads that are not created by Island Times Magazine.

Help ensure that your advertisement has the most impact

- Is your ad in the appropriate format: PDF, TIFF, or JPEG?
- Is your ad in full color, CMYK format?
- Is your ad a minimum of 300 dpi?
- Are all fonts in your ad outlined?
- Are all files embedded, if using Adobe Illustrator?
- If your ad is a full-page, do you have crop marks and 1/4-inch bleeds?
- Is your ad submitted on time?

A special note on formatting

Island Times Magazine is produced and skillfully designed using the Adobe Creative Suite. Certain ad submission formats are unacceptable. These include: Corel, MS Word, and anything not fully compatible with the Adobe formats. Please adhere to this guideline so that we can give you the effective advertising your company deserves.

Email:

submit all ad materials to ads@islandtimesmagazine.ca

Terms

Pre-payment is required 30 days in advance of issue release

Cancellations require 30 days written notice prior to submission deadline

