

# 2022 MEDIA KIT



# DOUGLAS

Reaching Victoria's business leaders,  
entrepreneurs, and thinkers



**Douglas is the award-winning business brand providing insightful and in-depth coverage of local business news, trends and issues as well as intel on business leaders and changemakers — on Vancouver Island and beyond.**

Each issue of Douglas is produced by the region's most experienced magazine professionals. Our high editorial standards ensure strong reader engagement, the targeted distribution and attention to detail create the very best reader and advertiser experience.

Douglas boasts the largest circulation of any business magazine in B.C. Established in 2006 by Page One Publishing, Douglas continues to be the most popular and well-known business brand in Victoria and on Vancouver Island.

## DELIVERY CHANNELS

### **PRINT MAGAZINE**

Award-winning magazine targeting Southern Vancouver Island

### **ONLINE & VIDEO**

Hyper-local audience in a controlled and safe digital environment

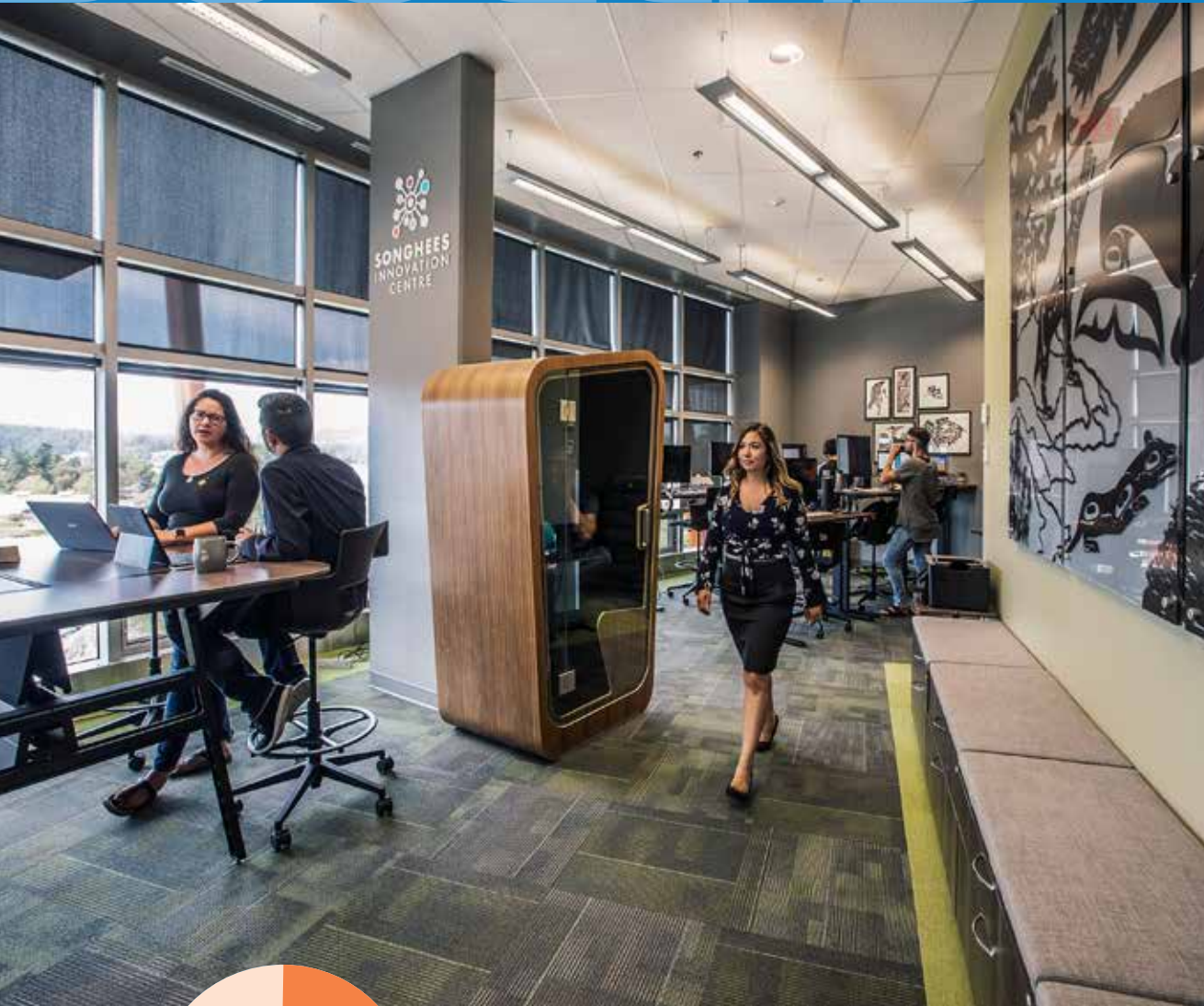
### **SOCIAL MEDIA**

Dedicated social media team driving traffic to the website

### **SIGNATURE EVENTS & SPECIAL EDITIONS**

Events and specialty issues with local impact





INFLUENTIAL | AFFLUENT | EDUCATED

# 378,000

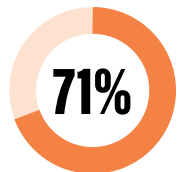
2021 PRINT READER ESTIMATE

# 300,000

ANNUAL ONLINE READERSHIP ESTIMATE

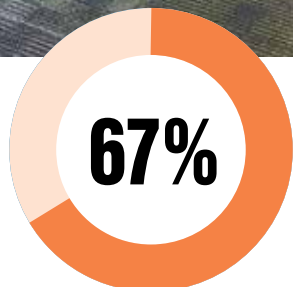
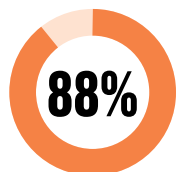
## Decision makers

71% ARE SENIOR MANAGERS,  
CEOS AND EXECUTIVES



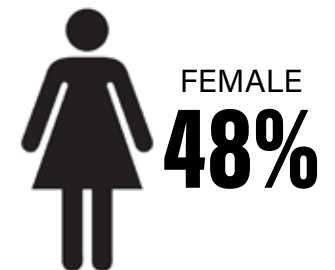
## Educated

88% ARE UNIVERSITY/  
COLLEGE GRADUATES



# \$150 to \$250k

AVERAGE HOUSEHOLD INCOME OF 67% OF READERS



# BUSINESS BRAND OF CHOICE

A man with short dark hair, wearing a black hoodie, black pants, and white sneakers, is sitting on a modern black staircase. He is looking directly at the camera. The staircase has a black metal railing. In the background, there is a white wall and a silver trash can.

**30,000**  
copies per issue

## **Complete South Island distribution**

- ▶ Canada Post targeted business delivery – Registered businesses: Greater Victoria to Nanaimo
  - ▶ Harbour Air terminals – Victoria, Nanaimo, Comox
  - ▶ Subscribers and VIP list, select retail, liquor stores
  - ▶ VIATEC, Innovation Island, Vancouver Island Tech park
  - ▶ Co-working spaces, local Chambers of Commerce
- 

## **Cost effective**

Low cost per user pricing based on a high volume press run and hyper local digital audience.

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## **Environmentally friendly**

*Douglas* is printed on environmentally-friendly FSC paper using vegetable-based inks. We support FSC certification and are committed to the responsible use of the world's forest resources.

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## **Complete marketing packages**

We create custom campaigns in print, video and digital advertising.

# DOUGLAS EDITORIAL CALENDAR



## Important Deadlines

Issue	Space Close	Ad Material
FEB/MAR, 2022	December 15, 2021	December 22, 2021
APR/MAY, 2022	February 14, 2022	February 21, 2022
JUN/JUL, 2022	April 15, 2022	April 22, 2022
AUG/SEP, 2022	June 15, 2022	June 22, 2022
OCT/NOV, 2022	August 15, 2022	August 22, 2022
DEC/JAN, 2022	October 14, 2022	October 21, 2022

Douglas is distributed the first week of the month (ie. the Feb/Mar issue is delivered the week of February 1-7).

### FEBRUARY/MARCH

#### The Urban Issue

Exploring the region's rapidly changing landscape, the people behind the progress and the attitudes shaping our cities.

- Educational Advertising Feature

### APRIL/MAY

#### 10 to Watch Issue

Showcasing the winners of *Douglas* magazine's 10 to Watch Awards, this highly anticipated issue highlights the South Island's best new businesses.

- 10 to Watch Sponsorships

### JUNE/JULY

#### The Tech Issue

Technology has reshaped our industries, our interactions and the environments we live and work in. This issue explores technology's ever-changing role in our lives and our workplaces.

*Note: While we do our best to create our editorial plan for the coming year, content is subject to change.*

### AUGUST/SEPTEMBER

#### The People Issue

This issue highlights key leaders in each sector who are making brave decisions that influence change, growth and innovation in our region.

- Business Profiles (category exclusive)

### OCTOBER/NOVEMBER

#### Small Business Issue

Celebrating Small Business Month, this issue focuses on the people and ideas driving small- and mid-sized businesses in our region.

- VIEA Special Supplement
- Meetings & Retreats

### DECEMBER/JANUARY

#### Green Business

Tapping into the region's expertise in environmental leadership, this issue showcases the opportunities new and established businesses are gaining through sustainable innovations.

- Holiday Gift Guide



## Display Ad Rates (per ad)

	Single	Multiple
1/3 Square	1,285	975
1/3 Vertical	1,495	1,175
1/2 Horizontal	2,150	1,725
1/2 Island	2,525	1,850
2/3 Vertical	2,750	1,950
Full Page	3,350	2,825
Double Page Spread	5,575	4,975

## Premium Positions

	Single	Multiple
Opposite Editor's Note	\$3,385	\$3,065
Opposite Contents Page	3,385	3,065
<b>SOLD</b> Page 3 (RH position)	3,385	3,065
<b>SOLD</b> Inside Back Cover	3,515	3,175
<b>SOLD</b> Inside Front Cover	3,515	3,175
<b>SOLD</b> Outside Back Cover	3,785	3,175

## Special Sections

### EDUCATION + CAREERS (Feb/Mar Issue)

A special insert to help professionals and the career minded to advance their careers and increase their skills.

**\$2,750** Full Page

**\$1,795** 1/2 Page

**\$950** 1/3 Square

### COMMUNITY + BUSINESS PROFILES (all issues except Apr/May)

Showcase yourself, your company, or your non-profit organization in a full-page advertorial-style ad. Ad design included. (Limited number available.)

**\$2,575** Full Page

**\$1,525** 1/2 Page

**+\$250/\$150** Writing

**+\$250** In-studio photography

**+\$375** We post your print business profile online. It lives on the homepage for at least 2 weeks, then on a secondary page for one year.

### HOLIDAY GUIDE (Dec/Jan Issue)

Highlights the season's hottest gift ideas. Ad design included.

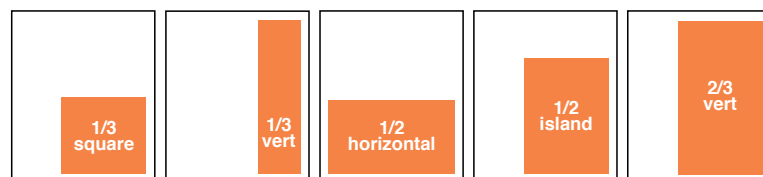
**\$550** 25 words

### MILESTONE/ANNIVERSARY CELEBRATIONS

**\$3,300** Full Page + Digital

**\$4,500** Full Page, Video + Digital

**\$5,500** Double Page Spread + Digital



## Ad Sizes

Page Size	Inches (w x h)
1/3 Square	4.94 x 4.7
1/3 Vertical	2.39 x 9.58
1/2 Horizontal	7.5 x 4.7
1/2 Island	4.94 x 7.14
2/3 Vertical	4.94 x 9.58
Full Page*	8.25 x 10.75
Double Page Spread*	16.5 x 10.75

\*Add .125" bleed on all sides. Crop marks, if included, should not be in bleed area. All copy and logos should be at least .25" from the trim. For double page spreads, keep all copy and logos at least .5" from the centre "gutter" area.



## Magazine Specifications

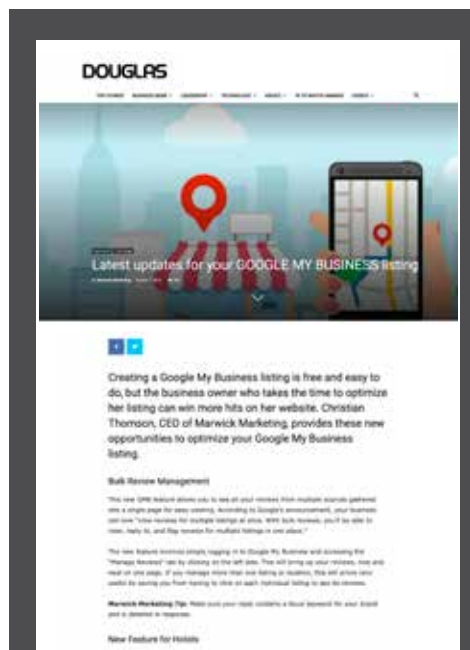
Trim Size	8.25" x 10.75" (WxH)
Bleed	Minimum .125"
Colour	CMYK throughout
Printing	Web offset, coated stock
Binding	Saddle stitched

Leaderboard **\$30\***Super  
Big Box  
**\$30\***Big Box  
**\$25\*****Combo Rates**Leaderboard + Big Box: **\$40**Leaderboard + Super Big Box: **\$45**

\* per 1,000 impressions

**Contest \$750**

- ▶ You provide Page One Publishing with \$100 minimum in prizeing
- ▶ 3 weeks promotion on homepage
- ▶ Includes Super Big Box ad on homepage
- ▶ Social media promotion
- ▶ Minimum 10,000 impressions

**Sponsored Content \$750**

- ▶ An editorial-style sponsored article (text + one image) that aligns your brand with one of our popular magazine brands for an organic look and feel
- ▶ Max 750 words supplied by you and approved by Page One Publishing
- ▶ Story lives on homepage for 2 weeks, then on a secondary page for one year
- ▶ Includes 1 social media post

**Business Profile \$375**

- ▶ Your print business profile online
- ▶ Lives on homepage for 2 weeks, then on a secondary page for one year



### SALES

sales@pageonepublishing.ca  
**250-595-7243**

### AD DESIGN & PRODUCTION

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