

# 2021 MEDIA KIT



2021 MEDIA KIT



2,600+ followers



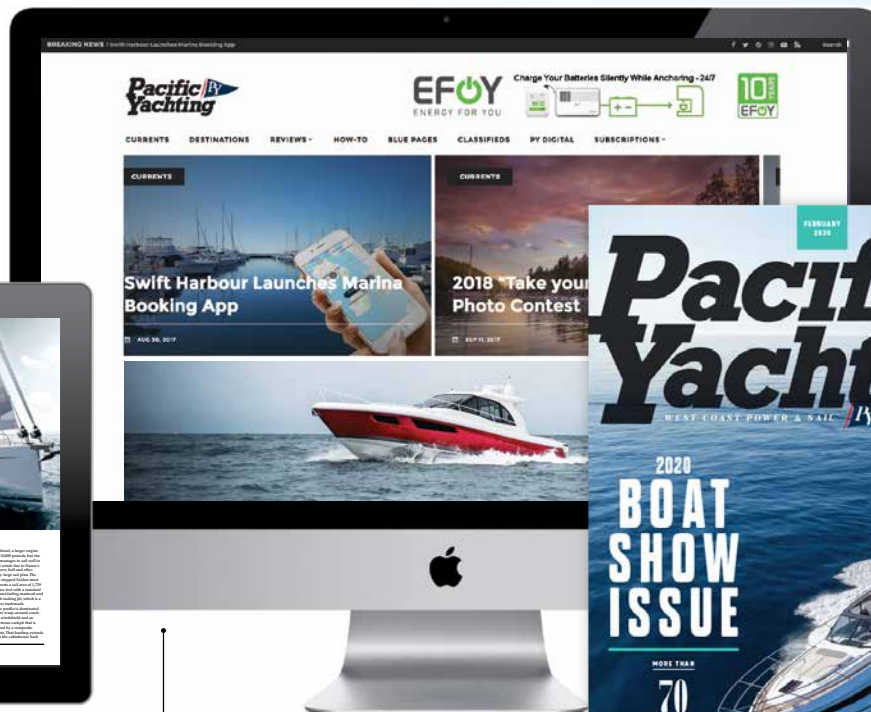
6,700+ followers



3,090+ followers



Digital Edition



Online  
26,225  
Website  
Pageviews



Pacific Yachting  
X12 Issues p/a  
**100,000**  
Readership



Boaters Blue Pages  
Annual Marine Directory  
**50,000**  
Copies distributed

# BRAND OVERVIEW

2021 MEDIA KIT

**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**

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.

	PRINT	WEBSITE	SOCIAL	
REACH	<b>152,400</b> Readers	<b>19,545</b> Pageviews	<b>13,606</b> Followers	
BREAKDOWN	<b>100,00</b> Pacific Yachting <b>50,000</b> Boaters Blue Pages <b>2,400</b> Digital subscribers	<b>19,545</b> Pageviews <b>10,059</b> Unique visitors <b>1:17</b> Time spent on site <small>*Sourced from 3 month averages in Google analytics</small>	<b>2,643</b> Instagram followers <b>6,731</b> Facebook followers <b>3,090</b> Twitter followers <b>1,142</b> E-newsletter subscribers	
MEDIAN AGE	<b>45-65</b>	-	<b>25-34</b> / <b>35-44</b> Instagram / Facebook	
DISTRIBUTION	<b>73%</b> BC <b>20%</b> Washington State <b>7%</b> Rest of Canada	-	<b>58%</b> BC <b>24%</b> Washington State <b>4%</b> UK	
GENDER	<b>64%</b> Male / <b>36%</b> Female	-	<b>60%</b> Male / <b>40%</b> Female	
MEDIAN HHI	<b>\$75,000+</b>	-	-	

## READER PROFILE

**59%** own powerboats  
**41%** own sailboats

**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

# DISPLAY RATES

2021 MEDIA KIT

SIZE	RATES				DIMENSIONS	
	EFFECTIVE JANUARY 2021, GROSS RATES				(WIDTH X HEIGHT)	
INSIDE	1X	3X	6X	12X	SIZE	BLEED
Double-Page Spread	?	?	?	?	16" X 10.75" Trim	16.25" X 11"
Full Page	\$3,775	\$3,650	\$3,500	\$3,200	8" X 10.75" Trim	8.25" X 11"
2/3 Page	\$3,370	\$3,240	\$3,120	\$2,860	4.5625" X 9.875"	n/a
1/2 Island	\$3,210	\$3,090	\$2,970	\$2,730	4.5625" X 7.3125"	n/a
1/2 Horizontal	\$2,900	\$2,800	\$2,590	\$2,485	7" X 4.8125"	n/a
1/2 Vertical	\$2,900	\$2,800	\$2,590	\$2,485	3.4" X 9.875"	n/a
1/3 Vertical	\$2,310	\$2,235	\$2,160	\$2,010	2.25" X 9.875"	n/a
1/3 Square	\$2,310	\$2,235	\$2,160	\$2,010	4.5625" X 4.8125"	n/a
Double 1/9	\$1,895	\$1,810	\$1,740	\$1,650	4.5625" X 3.125"	n/a
1/6 Vertical	\$1,685	\$1,645	\$1,595	\$1,505	2.25" X 4.8125"	n/a
1/9 Vertical	\$1,440	\$1,405	\$1,375	\$1,315	2.25" X 3.125"	n/a

COVERS	1X	2X	3X	4X	TRIM	BLEED
Inside Front	\$4,360	\$4,135	\$3,915	\$3,480	8" X 10.75"	8.25" X 11"
Inside Back	\$4,245	\$4,035	\$3,915	\$3,480	8" X 10.75"	8.25" X 11"
Outside Back	\$4,620	\$4,390	\$4,155	\$3,695	8" X 10.75"	8.25" X 11"

## 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

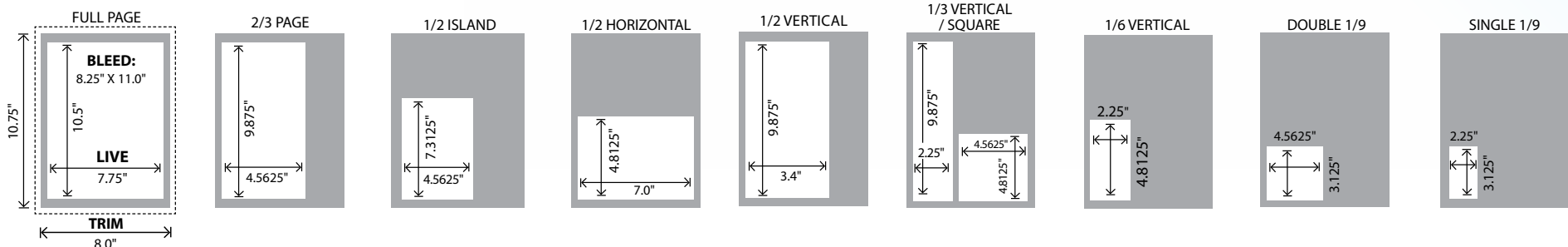
Full page only 0.125".

### Production Costs

Any production work on  
advertisements will be invoiced  
at **\$75 PER HOUR** to the  
advertiser.

### File Formats

Press Optimized PDF



### SIZE

### RATES

### DIMENSIONS

### CUSTOM SPECIALS

INSIDE
Full Page
2/3 Page
1/2 Island
1/2 Horizontal
1/3 Vertical
1/3 Square
Double 1/9
1/6 Vertical
1/9 Vertical

EFFECTIVE JANUARY 2021, GROSS RATES				
1X	3X	6X	12X	
\$2,625	\$2,405	\$2,190	\$1,970	
\$2,320	\$2,135	\$1,945	\$1,760	
\$2,020	\$1,845	\$1,675	\$1,500	
\$1,800	\$1,645	\$1,500	\$1,344	
\$1,365	\$1,260	\$1,150	\$1,045	
\$1,365	\$1,260	\$1,150	\$1,045	
\$ 985	\$ 905	\$ 830	\$ 745	
\$ 830	\$ 765	\$ 705	\$ 640	
\$ 650	\$ 610	\$ 565	\$ 520	

(WIDTH X HEIGHT)	
SIZE	BLEED
8" X 10.75" Trim	8.25" X 11"
4.5625" X 9.875"	n/a
4.5625" X 7.3125"	n/a
7" X 4.8125"	n/a
2.25" X 9.875"	n/a
4.5625" X 4.8125"	n/a
4.5625" X 3.125"	n/a
2.25" X 4.8125"	n/a
2.25" X 3.125"	n/a

#### 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

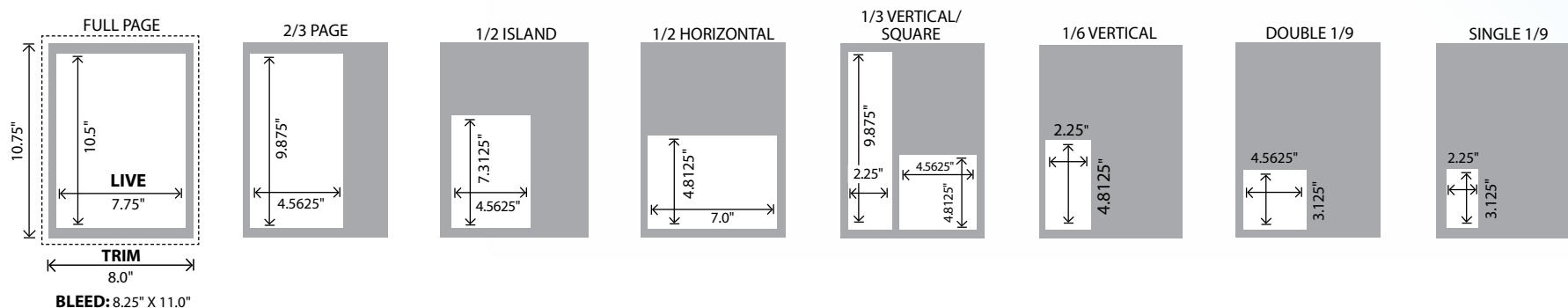
Full page only 0.125".

#### Production Costs

Any production work on  
advertisements will be invoiced  
at **\$75 PER HOUR** to the  
advertiser.

#### File Formats

Press Optimized PDF





# BROKER RATES

2021 MEDIA KIT

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.

SIZE	RATES				DIMENSIONS	
INSIDE	EFFECTIVE JANUARY 2021, GROSS RATES				(WIDTH X HEIGHT)	
Full Page	1X	3X	6X	12X	TRIM	BLEED
	\$1,360	\$1,225	\$1,035	\$835	8" X 10.75" Trim	8.25" X 11"

## CUSTOM SPECIALS

### Special Positions

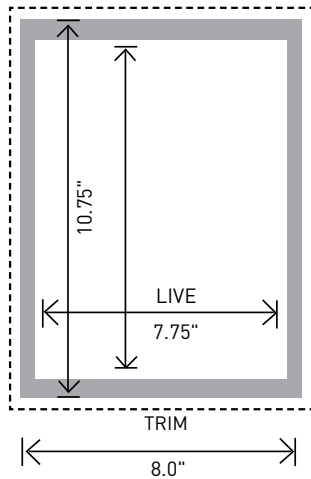
Special or guaranteed position,  
**15% EXTRA.**

### Inserts

Rates on request.

### Videos

Video links to digital edition ads.  
Rates on request.



BLEED 8.25" X 11.0"



## 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

# CHARTER RATES

2021 MEDIA KIT

## SIZE

INSIDE
Full Page
1/2 Horizontal
1/4 Vertical

## RATES

EFFECTIVE JANUARY 2021, GROSS RATES

1X	3X	6X	12X
<b>\$1,870</b>	<b>\$1,695</b>	<b>\$1,470</b>	<b>\$1,325</b>
<b>\$1,375</b>	<b>\$1,240</b>	<b>\$1,090</b>	<b>\$985</b>
<b>\$825</b>	<b>\$750</b>	<b>\$675</b>	<b>\$615</b>

## DIMENSIONS

(WIDTH X HEIGHT)

SIZE	BLEED
8" X 10.75" Trim	8.25" X 11"
7" X 4.8125"	n/a
3.325" X 4.8125"	n/a

## 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

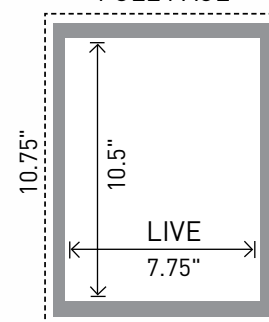
Any production work on  
advertisements will be invoiced  
at **\$75 PER HOUR** to the  
advertiser.

### File Formats

Press Optimized PDF

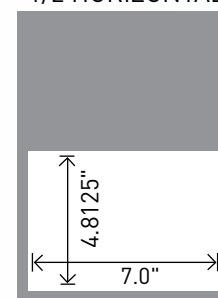


### FULL PAGE

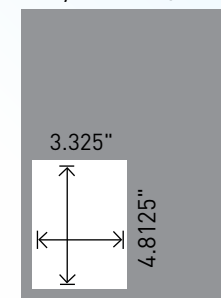


TRIM  
8.0"  
BLEED: 8.25" X 11.0"

### 1/2 HORIZONTAL



### 1/4 VERTICAL



# CLASSIFIED RATES

2021 MEDIA KIT

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.

EFFECTIVE JANUARY 2021, GROSS RATES

## 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

<p>FULL PAGE</p> <p><b>\$1,660</b></p> <p>A</p> <p>7" x 9 5/8"</p>	<p>3/4 PAGE VERTICAL</p> <p><b>\$1,245</b></p> <p>B</p> <p>5 3/16" x 9 5/8"</p>	<p>1/2 PAGE HORIZONTAL</p> <p><b>\$830</b></p> <p>C</p> <p>7" x 4 3/4"</p>	<p>1/2 PAGE VERTICAL</p> <p><b>\$830</b></p> <p>D</p> <p>3 3/8" x 9 5/8"</p>
<p>3/8 PAGE HORIZONTAL</p> <p><b>\$625</b></p> <p>E</p> <p>5 3/16" x 4 3/4"</p>	<p>1/4 PAGE VERTICAL</p> <p><b>\$455</b></p> <p>F</p> <p>3 3/8" x 4 3/4"</p>	<p>1 FULL COLUMN</p> <p><b>\$455</b></p> <p>G</p> <p>1 9/16" x 9 5/8"</p>	<p>1 COLUMN X 6" VERTICAL</p> <p><b>\$365</b></p> <p>H</p> <p>1 9/16" x 6"</p>
<p>2 COLUMN X 3" HORIZONTAL</p> <p><b>\$365</b></p> <p>I</p> <p>3 3/8" x 3"</p>	<p>1 COLUMN X 5" VERTICAL</p> <p><b>\$324</b></p> <p>J</p> <p>1 9/16" x 5"</p>	<p>1 COLUMN X 4" VERTICAL</p> <p><b>\$275</b></p> <p>K</p> <p>1 9/16" x 4"</p>	<p>2 COLUMN X 2" HORIZONTAL</p> <p><b>\$275</b></p> <p>L</p> <p>3 3/8" x 2"</p>
<p>1 COLUMN X 3" VERTICAL</p> <p><b>\$222</b></p> <p>M</p> <p>1 9/16" x 3"</p>	<p>2 COLUMN X 1" HORIZONTAL</p> <p><b>\$156</b></p> <p>N</p> <p>3 3/8" x 1"</p>	<p>1 COLUMN X 2" VERTICAL</p> <p><b>\$156</b></p> <p>O</p> <p>1 9/16" x 2"</p>	<p>CAPTAIN'S CHAIR</p> <p><b>\$200</b></p> <p>P</p> <p>2" x 2 1/2"</p>

# REAL ESTATE RATES

2021 MEDIA KIT

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.

SIZE		RATES	DIMENSIONS
		GROSS RATES	(WIDTH X HEIGHT)
#	INSIDE	1X	SIZE
A	Full Page	\$1660	7" X 9.625"
B	1/2 Vertical	\$830	3.375" X 9.65"
C	1/2 Horizontal	\$830	7" X 4.75"
D	1/4 Vertical	\$455	3.4" X 4.75"
E	2 Column x2	\$275	3.38" X 2.25"



1/2 VERTICAL  
AD EXAMPLE

1/4 VERTICAL  
AD EXAMPLE

FULL PAGE AD  
EXAMPLE

## 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

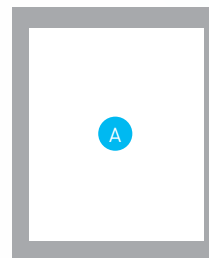
## CUSTOM SPECIALS

**Special Positions**  
Special or guaranteed position, **15% EXTRA.**

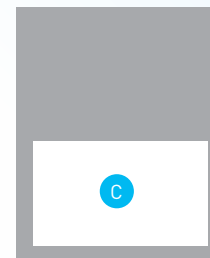
**Inserts**  
Rates on request.

**Videos**  
Video links to digital edition ads. Rates on request.

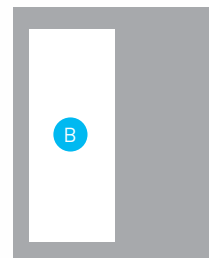
FULL PAGE



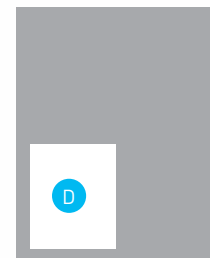
1/2 PAGE HORIZONTAL



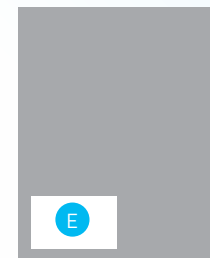
1/2 PAGE VERTICAL



1/4 PAGE VERTICAL



2 COLUMN X2" HORIZONTAL





### PACIFICYACHTING.COM

Pacificyachting.com is the 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 & 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 & DIMENSIONS

Leaderboard	728 X 90	<b>\$20</b> (CPM)
Big Box	300 X 250	<b>\$20</b> (CPM)
Small Banner	468 X 60	<b>\$20</b> (CPM)
Homepage Wallpaper	160 X 600	<b>\$25</b> (CPM)

#### E-Newsletter:

Leaderboard	728 X 90	<b>\$250</b>
Big Box	300 X 250	<b>\$250</b>

#### Other:

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

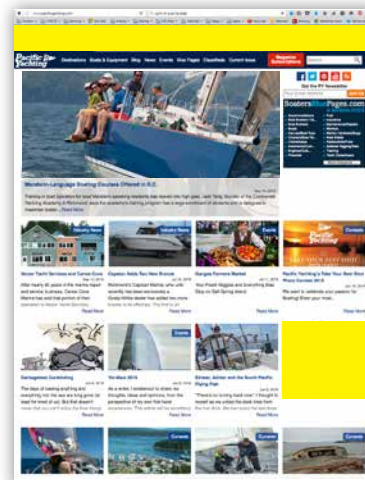
### PACKAGES

EFFECTIVE JANUARY 2021, GROSS RATES

	A PACKAGE	B PACKAGE	C PACKAGE	D PACKAGE
<b>Online Ad Impressions</b>	25,000	50,000	125,000	250,000
<b>E-Newsletter</b>	2	3	4	6
<b>Product/Destination Review</b>	-	-	1	2
<b>Social Media Mention</b>	2	3	4	6
<b>Value</b>	<b>\$500</b>	<b>\$1,250</b>	<b>\$4,200</b>	<b>\$8,800</b>
<b>Net Price</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>
<b>Discount</b>	<b>0%</b>	<b>20%</b>	<b>40%</b>	<b>43%</b>

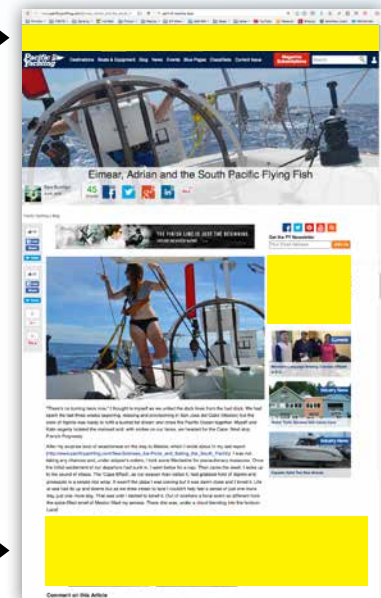
### HOME PAGE

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



### ARTICLE PAGE

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



300 X 250

300 X 250

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

# EDITORIAL CALENDAR & DEADLINES

2021 MEDIA KIT



= Power Squadrons issue

## JANUARY

**Key feature:** 2021 Season Preview

- Marina and cruising area updates
- New apps and services
- Winter cruising ideas and off-season adventure

Reservation Deadline **20 Nov**

Camera Ready Deadline **27 Nov**

Newsstand Date **21 Dec**



## MAY

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

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

Reservation deadline **26 Mar**

Camera Ready Deadline **1 April**

Newsstand Date **26 April**



## SEPTEMBER

**Key feature:** Autumn Cruising

- Extending the cruising season: short trips, new ideas
- New product buying guide
- Vic-Maui Roundup

Reservation deadline **23 July**

Camera Ready Deadline **30 July**

Newsstand Date **23 Aug**

## FEBRUARY

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

- Pacific Yachting's Boating Showcase
- New power and sailboats for 2021
- Winter cruising ideas and destinations
- Photo contest

Reservation Deadline **11 Dec**

Camera Ready Deadline **18 Dec**

Newsstand Date **18 Jan**

## 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 **23 April**

Camera Ready Deadline **30 April**

Newsstand Date **24 May**



## OCTOBER

**Key feature:** Fall Maintenance

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

Reservation Deadline **27 Aug**

Camera Ready Deadline **3 Sept**

Newsstand Date **27 Sept**

## MARCH

**Key feature:** Spring Commissioning

- Spring tips, including maintenance, cleaning, repairs, provisioning
- Marine Power: What's new in marine engines

Reservation Deadline **22 Jan**

Camera Ready Deadline **29 Jan**

Newsstand Date **22 Feb**

## JULY

**Key feature:** Summer Cruising

- Roundups, gunkholes, destinations, cruising ideas.
- Fun projects, historical pieces

Reservation Deadline **28 May**

Camera Ready Deadline **4 June**

Newsstand Date **28 June**

## NOVEMBER

**Key feature:** Chartering the World

- World-wide chartering hot spots, chartering stories and tips
- Winter cruising stories and ideas
- DIY winter projects

Reservation Deadline **24 Sept**

Camera Ready Deadline **1 Oct**

Newsstand Date **25 Oct**

## APRIL

**Key feature:** Marine Electronics Special

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

Reservation Deadline **19 Feb**

Camera Ready Deadline **26 Feb**

Newsstand Date **22 Mar**



## AUGUST

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

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

Reservation Deadline **25 June**

Camera Ready Deadline **2 July**

Newsstand Date **26 July**



## DECEMBER

**Key feature:** Holiday Gift Guide

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

Reservation Deadline **22 Oct**

Camera Ready Deadline **29 Oct**

Newsstand Date **22 Nov**

