

2022 MEDIA KIT



DIGITAL EDITION



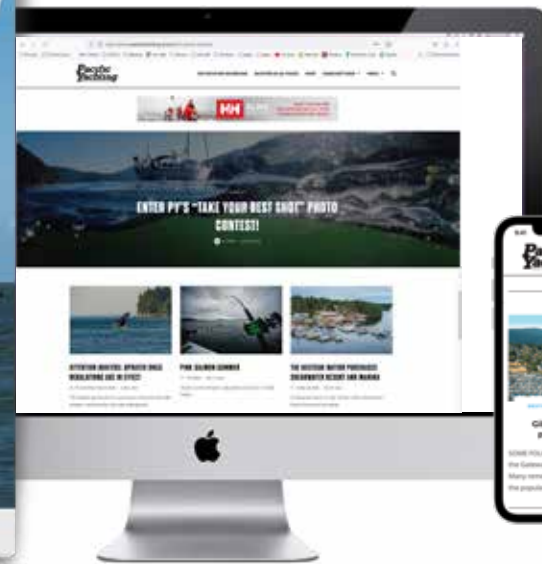
PRINT DIRECTORY

Boaters Blue Pages
Annual Marine Directory
50,000
Copies distributed



PRINT MAGAZINE

Pacific Yachting
X12 Issues p/a
100,000
Readership



ONLINE

26,225
Website
Pageviews



SOCIAL

f 6,700+ followers
@ 3,200+ followers
🐦 3,020+ followers

BRAND OVERVIEW



KEY FACTS

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, 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	152,400 Readers	19,545 Pageviews	15,100 Followers
BREAKDOWN	100,00 Pacific Yachting 50,000 Boaters Blue Pages 2,400 Digital subscribers	19,545 Pageviews 10,059 Unique visitors 1:17 Time spent on site <small>*Sourced from 3 month averages in Google analytics</small>	3,200 Instagram followers 6,730 Facebook followers 3,020 Twitter followers 2,150 E-newsletter subscribers
MEDIAN AGE	45-65	-	25-34 / 35-44 Instagram / Facebook
DISTRIBUTION	73% BC 20% Washington State 7% Rest of Canada	-	58% BC 24% Washington State 4% UK
GENDER	64% Male / 36% Female	-	60% Male / 40% Female
MEDIAN HHI	\$75,000+	-	-



TOTAL BRAND REACH
187,045 BOATERS

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



SIZE

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

RATES

EFFECTIVE JANUARY 2022, GROSS RATES

	1X	3X	6X	12X
Double-Page Spread	\$6,360	\$5,600	\$4,860	\$4,250
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
1/2 Vertical	\$2,900	\$2,800	\$2,590	\$2,485
1/3 Vertical	\$2,310	\$2,235	\$2,160	\$2,010
1/3 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

DIMENSIONS

(WIDTH X HEIGHT)

SIZE	BLEED
16" X 10.75" Trim	16.25" X 11"
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
3.4" X 9.875"	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

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

summer@opmediagroup.ca

Bleed

Full page only 0.125".

Production Costs

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

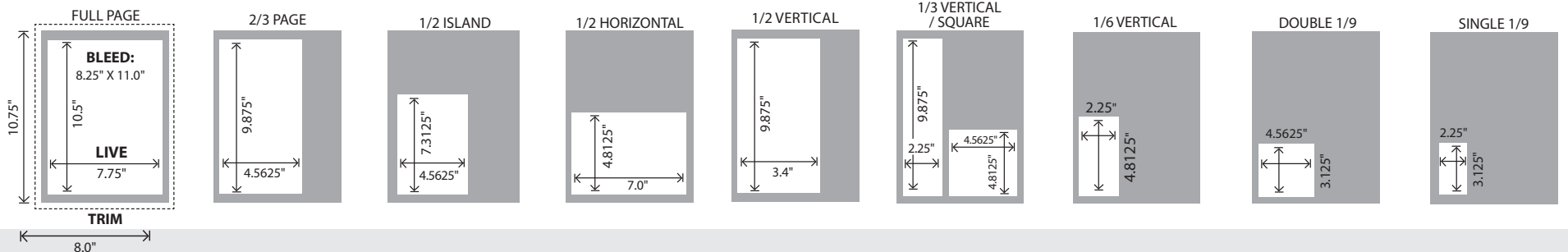
File Formats

Press Optimized PDF

COVERS
Inside Front
Inside Back
Outside Back

	1X	2X	3X	4X
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

TRIM	BLEED
8" X 10.75"	8.25" X 11"
8" X 10.75"	8.25" X 11"
8" X 10.75"	8.25" X 11"



RETAIL RATES



SIZE

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

RATES

EFFECTIVE JANUARY 2022, GROSS RATES

	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	\$1,365	\$1,260	\$1,150	\$1,045
1/3 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	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

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Bleed

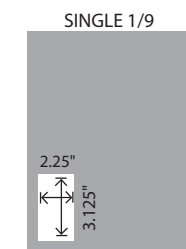
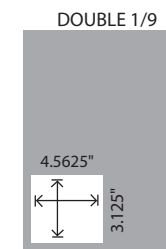
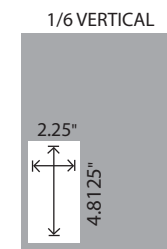
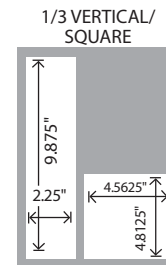
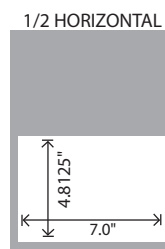
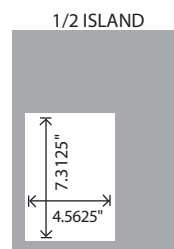
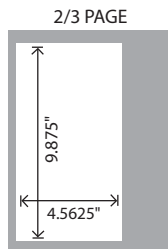
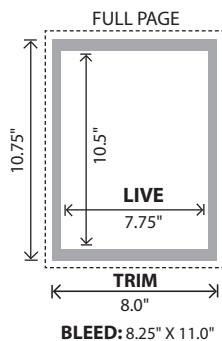
Full page only 0.125".

Production Costs

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

File Formats

Press Optimized PDF



BROKER RATES



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.

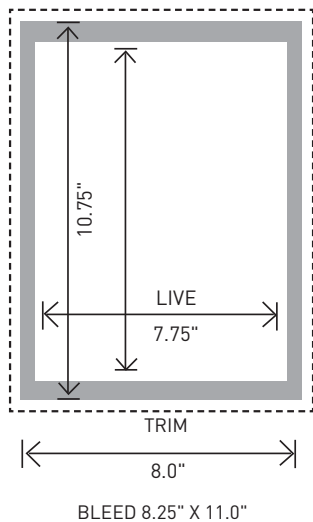
SIZE	RATES				DIMENSIONS	
	EFFECTIVE JANUARY 2022, GROSS RATES				(WIDTH X HEIGHT)	
INSIDE	1X	3X	6X	12X	TRIM	BLEED
Full Page	\$1,360	\$1,225	\$1,035	\$835	8" X 10.75" Trim	8.25" X 11"

CUSTOM SPECIALS

Special Positions
Special or guaranteed position,
15% EXTRA.

Inserts
Rates on request.

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



UPLOADING ADS

Email Ads to
summer@opmediagroup.ca

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



SIZE	RATES				DIMENSIONS	
	EFFECTIVE JANUARY 2022, GROSS RATES				(WIDTH X HEIGHT)	
INSIDE	1X	3X	6X	12X	SIZE	BLEED
Full Page	\$1,870	\$1,695	\$1,470	\$1,325	8" X 10.75" Trim	8.25" X 11"
1/2 Horizontal	\$1,375	\$1,240	\$1,090	\$985	7" X 4.8125"	n/a
1/4 Vertical	\$825	\$750	\$675	\$615	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

summer@opmediagroup.ca

Bleed

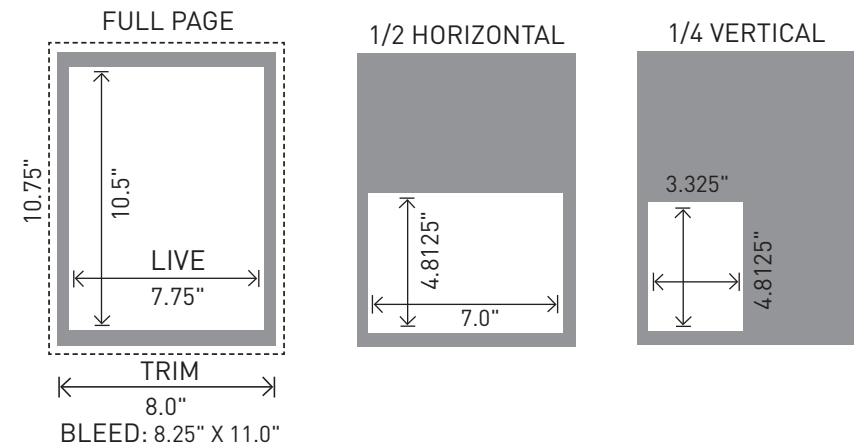
Full page only 0.125".

Production Costs

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

File Formats

Press Optimized PDF



CLASSIFIED 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.

EFFECTIVE JANUARY 2022, 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

summer@opmediagroup.ca

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

REAL ESTATE 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.

SIZE		RATES	DIMENSIONS
#	INSIDE	GROSS RATES	(WIDTH X HEIGHT)
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"

UPLOADING ADS

Email Ads to
summer@opmediagroup.ca

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.

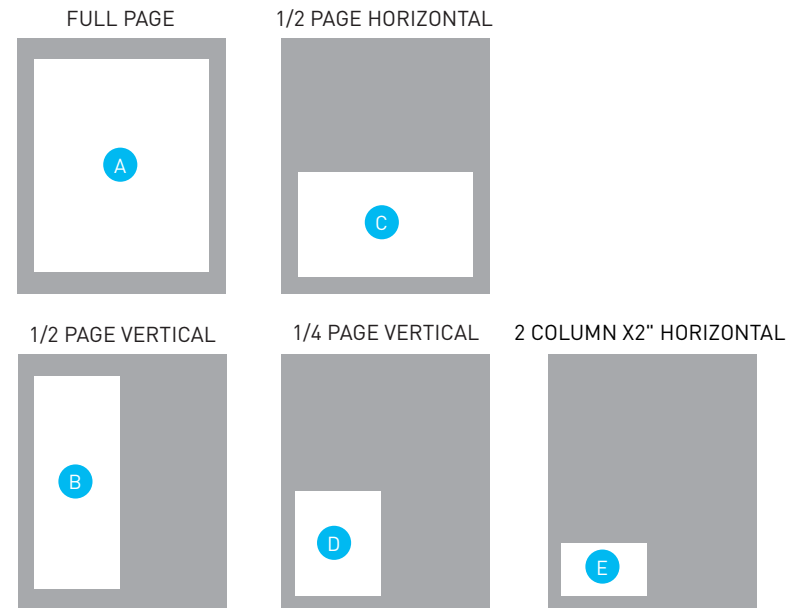
Videos
Video links to digital edition ads. Rates on request.



1/2 VERTICAL AD EXAMPLE

1/4 VERTICAL AD EXAMPLE

FULL PAGE AD EXAMPLE



DIGITAL & SOCIAL MEDIA



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	\$20 (CPM)
Big Box	300 X 250	\$20 (CPM)
Small Banner	468 X 60	\$20 (CPM)
Homepage Wallpaper	160 X 600	\$25 (CPM)

E-Newsletter:

Leaderboard	728 X 90	\$250
Big Box	300 X 250	\$250

Other:

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

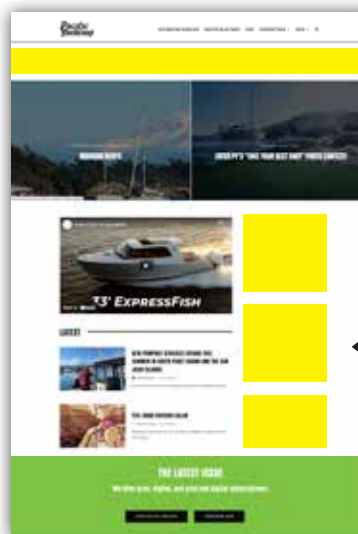
PACKAGES

EFFECTIVE JANUARY 2022, GROSS RATES

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

HOME PAGE

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



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

EDITORIAL CALENDAR & DEADLINES



= Power Squadrons issue

JANUARY ISSUE

Key feature: 2022 Season Preview

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

Reservation Deadline **19 Nov**

Camera Ready Deadline **26 Nov**

Newsstand Date **20 Dec**



MAY ISSUE

Key feature: Eco Boating Special /
Safe Boating Month

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

Reservation deadline **25 Mar**

Camera Ready Deadline **1 April**

Newsstand Date **25 April**



SEPTEMBER ISSUE

Key feature: Autumn Cruising

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

Reservation deadline **22 July**

Camera Ready Deadline **29 July**

Newsstand Date **22 Aug**

FEBRUARY ISSUE

Key feature: Boat Show / New Boats

- New power and sailboats for 2022
- Winter cruising ideas and destinations
- Photo contest

Reservation Deadline **10 Dec**

Camera Ready Deadline **17 Dec**

Newsstand Date **17 Jan**

JUNE ISSUE

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 **22 April**

Camera Ready Deadline **29 April**

Newsstand Date **23 May**



OCTOBER ISSUE

Key feature: Fall Maintenance

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

Reservation Deadline **26 Aug**

Camera Ready Deadline **2 Sept**

Newsstand Date **26 Sept**

MARCH ISSUE

Key feature: Spring Commissioning

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

Reservation Deadline **21 Jan**

Camera Ready Deadline **28 Jan**

Newsstand Date **21 Feb**

JULY ISSUE

Key feature: Summer Cruising

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

Reservation Deadline **27 May**

Camera Ready Deadline **3 June**

Newsstand Date **27 June**

NOVEMBER ISSUE

Key feature: Chartering the World

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

Reservation Deadline **23 Sept**

Camera Ready Deadline **30 Sept**

Newsstand Date **24 Oct**

APRIL ISSUE

Key feature: Marine Electronics Special

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

Reservation Deadline **18 Feb**

Camera Ready Deadline **25 Feb**

Newsstand Date **21 Mar**



AUGUST ISSUE

Key feature: Summer Cruising / Classic Boats

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

Reservation Deadline **24 June**

Camera Ready Deadline **1 July**

Newsstand Date **25 July**



DECEMBER ISSUE

Key feature: Holiday Gift Guide

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

Reservation Deadline **21 Oct**

Camera Ready Deadline **28 Oct**

Newsstand Date **21 Nov**

