

2026 MEDIA KIT



NEWSLETTER



PRINT DIRECTORY



PRINT MAGAZINE



WEBSITE



SOCIAL

PRINT • WEBSITE • NEWSLETTER

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.

BRAND OVERVIEW

	PLATFORM	REACH
	MAGAZINE	13,000 Distribution Per Issue (12 Issues Per Year)
	WEBSITE	9,994 Pageviews Per Month
	NEWSLETTER	4,000 Subscribers (Twice Monthly)
	SOCIAL	19,323 Followers   

TOTAL BRAND REACH
46,317 BOATERS PER MONTH

KEY FACTS

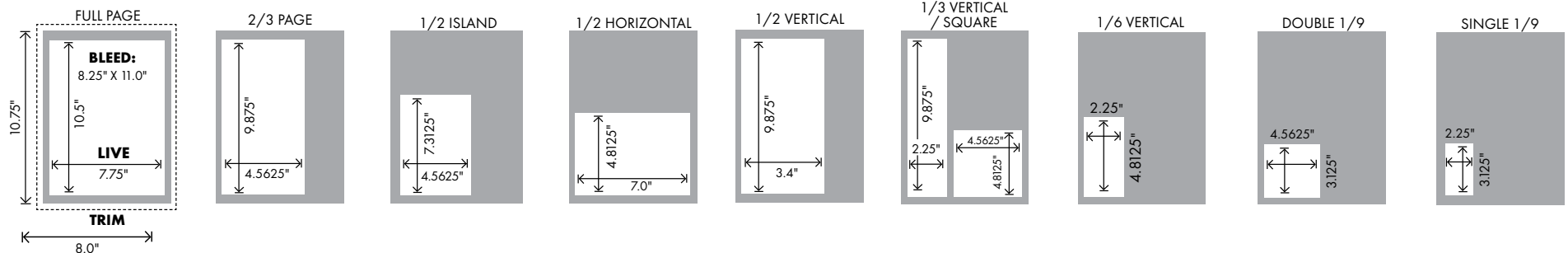
- British Columbia & U.S. Pacific Northwest
 - Founded in 1968
- #1 Selling boating magazine on Canadian newsstands
 - 12 issues per year
 - Glossy, perfect bound, high quality
- 100% owned, produced & printed in Canada



DISPLAY RATES

SIZE	RATES				DIMENSIONS	
	EFFECTIVE JANUARY 2026, GROSS RATES				(WIDTH X HEIGHT)	
INSIDE	1X	3X	6X	12X	SIZE	BLEED
Double-Page Spread	\$6,360	\$5,600	\$4,860	\$4,250	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 Rob Benac

rob@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

SIZE

RATES

DIMENSIONS

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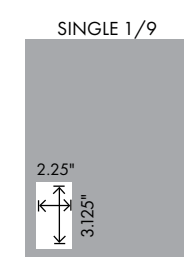
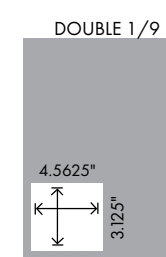
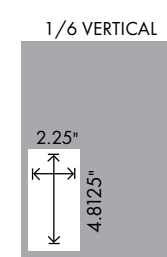
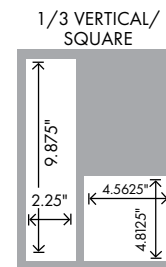
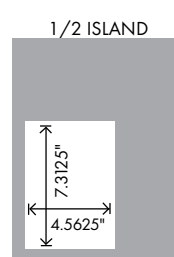
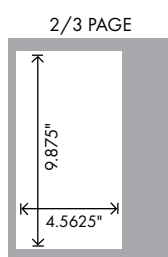
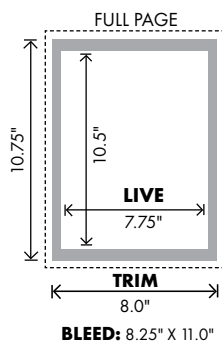
Press Optimized PDF

EFFECTIVE JANUARY 2026, GROSS RATES

(WIDTH X HEIGHT)

INSIDE	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

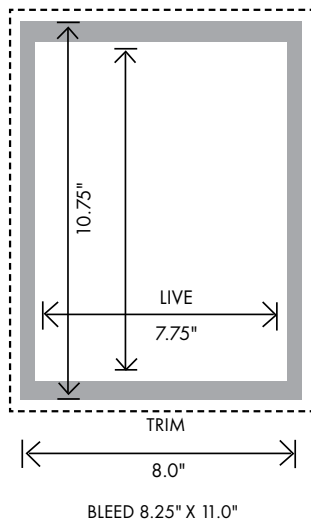
SIZE	BLEED
8" X 10.75" Trim	8.25" X 11"
4.5625" X 9.875"	n/a
4.5625" X 7.3125"	n/a
7" X 4.8125"	n/a
2.25" X 9.875"	n/a
4.5625" X 4.8125"	n/a
4.5625" X 3.125"	n/a
2.25" X 4.8125"	n/a
2.25" X 3.125"	n/a



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 2026, GROSS RATES				(WIDTH X HEIGHT)	
INSIDE	1X	3X	6X	12X	TRIM	BLEED
Full Page	\$1,385	\$1,250	\$1,065	\$855	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 Rob Benac

rob@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

INSIDE
Full Page
1/2 Horizontal
1/4 Vertical

RATES

EFFECTIVE JANUARY 2026, GROSS RATES

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

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.

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Bleed

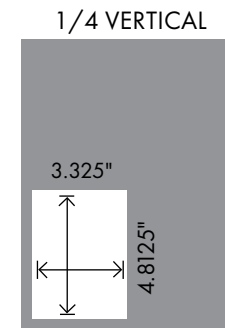
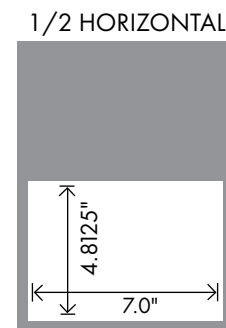
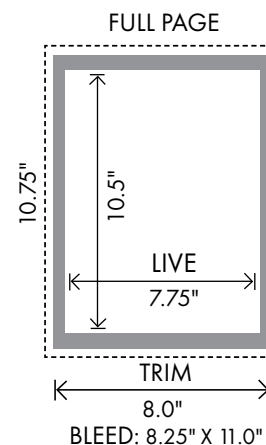
Full page only 0.125".

Production Costs

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

File Formats

Press Optimized PDF



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 2026, 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.

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 Rob Benac

rob@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

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

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 Rob Benac

rob@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.**

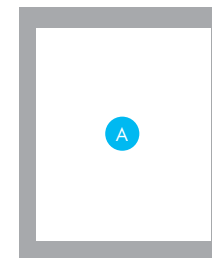
Inserts

Rates on request.

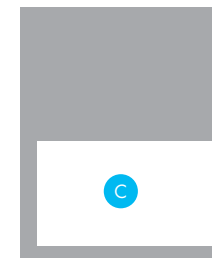
Videos

Video links to digital edition ads. Rates on request.

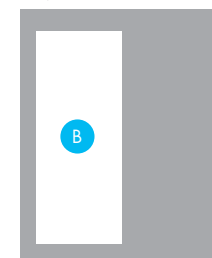
FULL PAGE



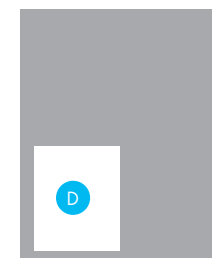
1/2 PAGE HORIZONTAL



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	\$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

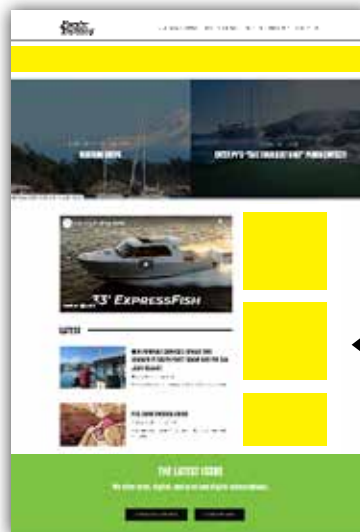
PACKAGES

EFFECTIVE JANUARY 2026, 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

JANUARY ISSUE

Key feature: 2026 Season Preview

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

Reservation Deadline **21 Nov**

Camera Ready Deadline **27 Nov**

Newsstand Date **22 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 **27 Mar**

Camera Ready Deadline **2 April**

Newsstand Date **27 April**

SEPTEMBER ISSUE

Key feature: Autumn Cruising

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

Reservation deadline **24 July**

Camera Ready Deadline **30 July**

Newsstand Date **24 Aug**

FEBRUARY ISSUE

Key feature: Boat Show / New Boats

- New power and sailboats for 2026
- Winter cruising ideas and destinations
- Photo contest

Reservation Deadline **19 Dec**

Camera Ready Deadline **31 Dec**

Newsstand Date **26 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 **24 Apr**

Camera Ready Deadline **30 Apr**

Newsstand Date **25 May**

OCTOBER ISSUE

Key feature: Fall Maintenance

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

Reservation Deadline **28 Aug**

Camera Ready Deadline **3 Sept**

Newsstand Date **28 Sept**

MARCH ISSUE

Key feature: Spring Commissioning

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

Reservation Deadline **23 Jan**

Camera Ready Deadline **29 Jan**

Newsstand Date **23 Feb**

JULY ISSUE

Key feature: Summer Cruising

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

Reservation Deadline **29 May**

Camera Ready Deadline **4 June**

Newsstand Date **29 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 **25 Sept**

Camera Ready Deadline **1 Oct**

Newsstand Date **26 Oct**

APRIL ISSUE

Key feature: Marine Electronics Special

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

Reservation Deadline **20 Feb**

Camera Ready Deadline **26 Feb**

Newsstand Date **23 Mar**

AUGUST ISSUE

Key feature: Summer Cruising / Classic Boats

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

Reservation Deadline **26 June**

Camera Ready Deadline **3 July**

Newsstand Date **27 July**

DECEMBER ISSUE

Key feature: Holiday Gift Guide

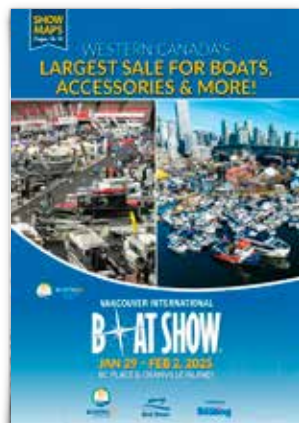
- Winter cruising stories and ideas
- Rendezvous Roundup
- Holiday Gift Guide

Reservation Deadline **23 Oct**

Camera Ready Deadline **29 Oct**

Newsstand Date **23 Nov**

ADDITIONAL OPPORTUNITIES



DESCRIPTION

The Vancouver International Boat Show hosts thousands of qualified boaters, prospective boaters, and businesses all under one roof. Distributed at the entrances to the show and emailed to Canadian boaters through the Captain's Club Newsletter, Canadian Boating's ONBOARD Newsletter, and all related social media sites.

Distributed throughout the Pacific Northwest to Subscribers, Retailers, Yacht Brokers, Charter Companies and Marine Related businesses, Boaters Blue Pages Print & Online is your one stop Marine Directory for Boaters!

Canadian Boating is the only power & sail national boating publication in Canada, covering stories from coast to coast that resonate with a wide variety of boaters and marine enthusiasts. We are a well-recognized and trusted brand in the boating community. Our editorial is written by marine journalists with a deep understanding of boating in Canada.

- A highly qualified audience of marine professionals across Canada
- Reach and frequency; Deploys every Tuesday morning, 51 weeks per year
- The only Canadian perspective on news, policies and trends

PLATFORMS

Print • Digital Edition

Print • Website

Print • Website • Newsletter

Website • Newsletter

FREQUENCY

Annual

Annual

6 issues Per Year

Weekly Newsletter

REACH

7,000 Print Distribution
55,000 Digital Distribution

50,000 Distribution

10,000 Distribution Per issue

6,740 Subscribers