



# PR IN 2019

## SUPPLEMENTARY TEXTBOOK FOR CANADIAN PR STUDENTS

MEGAN RENAUD

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**CLICK ABOVE AND SKIP TO A SPECIFIC SECTION!**

# INTRODUCTION

I have been watching what is happening in the media and I have discovered more and more reporters losing their jobs while large media outlets like Postmedia, Glacier Media, and Black Press are merging and acquiring smaller media outlets. These outlets are drastically shifting and changing how reporters interact with media and who reporters are.

In this book, we will look at what an influencer is, what the role of media outlets are today and break down for everyone's understanding what the role of Public Relations, and the role of Public Relation professionals are in this ever-changing landscape.

This book is designed to be a digital download to supplement your existing PR Textbooks - we plan to update the book each quarter to ensure it's relevant, current, and timely.

There are still a lot of principles and the core of PR is the same but I think the outlets are changing. There is a financial shift of where people and brands are spending their advertising dollars. Most major media outlets are shifting their staffing, whether or not they even have staff. We will look at how to navigate outlets like this. This book will walk you through the different forms of PR, how to work in those different forms, and best practices. We will also look at what is working for PR now and beyond.

This booklet also includes an updated Media Landscape in Canada reference form so you can keep track of who owns who.



# INTRODUCTION

## WE'LL COVER FIVE MAIN AREAS:

**1 MEDIA BUYING IN 2019**

**2 PITCHING IN 2019**

**3 EXPERIENTIAL IN 2019**

**4 OP-EDS 2019**

**5 PR & SEO IN 2019**



You might be surprised to see us covering SEO & PR - it's important to note that PR is becoming an ever important tool in the world of Search Engine Optimization (SEO). Having a high authority link back to your website is really, really helpful. We will cover the role of PR and SEO and how to make sure that your getting things from SEO that helps your brand as well. On top of getting more eyeballs and views, but also getting backlink help.

To ensure we are all on the same page, when we are defining Public Relations, we look at an avenue that works similarly. For example, if you look at E-Harmony, this is a site to set up dates. They look at profiles and see who would match together and hit it off. PR is becoming E-Harmony for your brand, the brand that you work for, and your job is too. Much like the E-Harmony website, the point is to get to know the brand really well and you get to know the people that are influencers or the people in the media. Your job is to connect them. This would be the part that is like setting them up on a date. If it works and they get along, you did a good job setting up a reporter with a brand, or an influencer with a brand, or an idea with a brand. Your hope is they make incredible story babies together.

Your job in PR is to make more and more story babies.

The hope of this book is to teach you more techniques and some outlets that you can consider for seeing more story babies in the world for the brands or influencers you work for.

# INTRODUCTION

## Media Buying

Negotiate, and purchase media opportunities for clients.



## Editorial Hustling

**80%** of pitches, today, are sent through social media. The other **20%** are sent the traditional Press Release way.



## 4 ROLES FOR THE PR PROFESSIONAL IN 2019



## Op-ed Submitting

Op-ed and Listicle submissions are a great quick and easy way to get content out.



## Experiential Marketing

These are the types of events or stunts for your clients that you hope will go viral.

# CHAPTER 1: ADVERTORIALS

Traditionally in media outlets, the advertising department and the editorial department were very separate. They were like Church and State or there was a giant wall between them, but of course, some things would sneak back and forth. In the past year, there has been a drastic change where the wall has been knocked down due to the fact that so many reporters have been laid off. Newspapers and magazines need the ad revenue to ensure the company stays afloat and they keep their jobs. This has shown with much more creativity in the ad departments.

By definition, an advertorial is 'a newspaper or magazine advertisements giving information about a product in the style of an editorial or objective journalistic article'. Of course, this doesn't just need to be about a product, but a brand or person or an idea.

Some terms that people have used besides advertorial is sponsored content, created by the creative content team at blank publication, in cooperation with (whoever is sponsoring this). Everyone has a different term that makes them feel better about the fact that they have sold out their publication to let someone essentially pay to play. Having paid content in publications is becoming more and more common.

In America recently, they have passed a law where you actually have to say if the content has been sponsored if it is online. This is seen a lot on social media platforms like Instagram and Facebook. Instagram has shifted their system so that influencers can disclose if the content is in paid partnership with someone in the location area of the post. In Canada, there isn't a law yet, but I think publications, in order to save their integrity, have started stating 'sponsored content', 'advertorial', 'featured content' and so on.

Looking at the chart below, an advertorial is when editorial and advertising have merged. Refer to the appendix for the full advertorial.

### BCBUSINESS MEDIA KIT 2019

#### PRINT RATES (NET) AND DEADLINES

RATES	1x	2x	3x	4x	5x
Full Page	\$5,395	\$5,040	\$4,790	\$4,535	\$4,330
2/3 Page	\$4,775	\$4,540	\$4,315	\$4,130	\$3,980
1/2 Page	\$4,140	\$4,165	\$3,980	\$3,765	\$3,595
Digital	\$3,885	\$3,795	\$3,570	\$3,395	\$3,290
1/3 Page	\$2,855	\$2,525	\$2,295	\$2,200	\$2,165
1/6 Page	\$1,380	\$1,315	\$1,250	\$1,185	\$1,130
OPS	\$10,080	\$9,595	\$9,105	\$8,610	\$8,220
1/2 OPS	\$5,275	\$5,040	\$4,795	\$4,550	\$4,355
HC or BC	\$9,790	\$8,620	\$8,485	\$8,290	\$8,075
IBC	\$7,940	\$7,395	\$7,290	\$7,120	\$6,925
Page 3 - Lead Page	\$6,430	\$6,365	\$6,175	\$6,080	\$5,790
Page 4.5	\$6,195	\$6,100	\$6,085	\$6,000	\$5,500

All rates are in Canadian dollars (taxes not included). Rates are for space only. Production not included.

Ask us about our integrated package pricing.

Not based on advertising submitted to BCBusiness must have either "Advertiser" or "Product/Content" placed on the ad or other the top right corner of the page, in order to allow the correct use of the space. Some rates may be negotiable. Inquiries are invited. See only link: [bcbusiness.com](http://bcbusiness.com) and text box located at the end of the page at BCBusiness.

### BCBUSINESS MEDIA KIT 2019

#### PRINT SPECIFICATIONS

NON BLEED ADS	NON BLEED ADS	BLEED ADS*	BLEED ADS*
Full Page	7.875 x 10.825	Full Page	7.875 x 10.875
2/3 Page Vertical	6.75 x 10.825	2/3 Page Vertical	5.575 x 10.875
Digital	4.75 x 7.5	Digital	5.575 x 10.875
1/2 Page Horizontal	7.875 x 4.9375	1/2 Page Horizontal	7.875 x 5.325
1/3 Page Vertical	2.325 x 10.825	1/3 Page Vertical	—
1/3 Page Spread	3.75 x 4.9375	1/3 Page Spread	—
1/6 Page Vertical	2.325 x 4.9375	1/6 Page Spread	—
1/6 Page Horizontal	4.75 x 2.475	1/6 Page Horizontal	—
Double Page Spread	15.000 x 10.825	Double Page Spread	15.75 x 10.875
1/2 Double Page Spread	7.500 x 4.9375	1/2 Double Page Spread	15.75 x 5.325

\*All bleed ads must be submitted to BCBusiness at least 10 business days before the print deadline.

#### AD SIZES

### BCBUSINESS MEDIA KIT 2019

#### WE ACCEPT

- PDF FILES (PRINT) AND PDF FILES (WEB)
- Only bleed ads to use exact size specifications can be submitted as a PDF. If ad production is required, page and image sizes will be supplied to you at the time of the final proof.

#### WE DO NOT ACCEPT

- Images that are not in color space, such as CMYK, RGB, or CMYK.
- Images that are not in color space, such as CMYK, RGB, or CMYK.

#### FILE SUBMISSION

- To upload files using Canada Wide Media's FTP system, please contact [advertising@bcbusiness.com](mailto:advertising@bcbusiness.com) for additional information.
- Send email to [advertising@bcbusiness.com](mailto:advertising@bcbusiness.com) include name of ad, deadline and issue date.

#### PROOFS

Color matching cannot be guaranteed unless a professionally calibrated, industry standard color proof is provided.

#### RULES FOR ACCURATE OUTPUT

BELOW ARE GUIDELINES FOR PRODUCING THE BEST FILE POSSIBLE.

- CONTRAST: Please refer to our Ad size (above) and specify job at exact size.
- COLOR: All files should be prepared and supplied in CMYK, RGB, Spot Color and files with 32 gamma will be automatically converted to 45 and vice versa.
- RESOLUTION: Images must be a minimum 300 dpi when placed at 100% in ad.
- CROP MARKS: Must be offset a minimum of 1/8" (3mm) from the edge. Registration marks are not required.
- CROPPING: All text must be converted to outlines in the final file to ensure accuracy. All text will be automatically converted to outlines as part of our final output.
- BLEED: Minimum 1/8" bleed required around the image.
- TRAPPING: Do not supply trapped text (trapping is handled in process to our printer's specifications).
- EXPORT: Please include a border on all final ad files, minimum 1/8".



# CHAPTER 1: ADVERTORIALS

When you go in to pitch, some people say they don't do advertorials, but if you pitch it using the right term for them, like sponsored content, they will turn around and say 'oh yeah, we do have sponsored content'. I think much of this has to do with them wanting you to use their jargon and their term in order for it to be accepted. There is this ethical guilt they have for allowing you to pay to play.

I think understanding how the media world works and understanding which publication uses which language is really key and crucial so that you can find a really good win win win. Where if your client has a budget, especially if they have an advertising budget, and they are willing to test it out and willing to experiment with doing advertorials, they are going to see the benefits.

## THREE LARGE BENEFITS INCLUDE:

- 1** People tend to read editorial before glancing at or engaging with an ad.
- 2** Advertorials also live online as well as print, so not only is it a good link back to your website, but it's also good content that's shareable online. That's amazing for social media, digital ads and LinkedIn.
- 3** You can print off the online version. This is so much better than cutting out an ad from a newspaper and putting it on your wall. You print out the actual advertorial piece and put it on your wall because that looks awesome. People don't care if you put an ad in a newspaper, anyone can do that. It's really cool if you have an article in a newspaper.

Some people call in partner content, and it can be a really good partnership, especially if they are willing to get really creative with you. You can have some fun and do some contesting with their social media channels. For example, post a picture of you and the advertorial, or comment what you took away from the advertorial and tag a friend for a prize. There are some really creative ways to make sure you get eyeballs on your advertorial piece.



# CHAPTER 1: ADVERTORIALS

Now, some people are purchasing advertorials just for SEO purposes. They want a really high authority backlink to their website. Another reason could be that they are about to become a public company, so they purchase many advertorials in larger publications because they want to find investors.

The takeaway with advertorials is that if you pay to play, you will see the return more so than if you are just placing an advertisement. More major media organizations are becoming really fun and creative to work with because they are getting paid. They are willing to be more flexible because they are realizing that influencers and online publications are taking all this revenue and they are wanting to see some of that revenue as well. Major media organizations are willing to become more flexible and less frigid with how they operate, so it is easier to get advertorials or sponsored content out now.

Refer to the appendix to see the full rate sheet.

## BCBUSINESS

MEDIA KIT 2019

### PRINT RATES (NET) AND DEADLINES

#### RATES

	1x	3x	6x	8x	10x
<b>Full Page</b>	\$5,305	\$5,040	\$4,790	\$4,555	\$4,330
<b>2/3 Page</b>	\$4,775	\$4,540	\$4,315	\$4,100	\$3,900
<b>1/2 Page Horizontal</b>	\$4,410	\$4,185	\$3,980	\$3,785	\$3,595
<b>Digest</b>	\$3,885	\$3,755	\$3,570	\$3,395	\$3,230
<b>1/3 Page</b>	\$2,655	\$2,525	\$2,395	\$2,280	\$2,165
<b>1/6 Page</b>	\$1,380	\$1,315	\$1,250	\$1,185	\$1,130
<b>DPS</b>	\$10,085	\$9,585	\$9,105	\$8,660	\$8,230
<b>1/2 DPS</b>	\$8,375	\$7,960	\$7,565	\$7,195	\$6,835
<b>IFC or IBC</b>	\$6,750	\$6,620	\$6,480	\$6,280	\$6,075
<b>OBC</b>	\$7,560	\$7,395	\$7,250	\$7,020	\$6,825
<b>Page 3 - Lead Page</b>	\$6,430	\$6,305	\$6,175	\$5,980	\$5,790
<b>Page 4, 5</b>	\$6,105	\$5,990	\$5,865	\$5,680	\$5,500

All rates are in Canadian dollars (taxes not included). Rates are for space only; Production not included.

#### CLOSING DATES - 2019

ISSUE	SPACE CLOSE	AD MATERIAL DUE	DISTRIBUTION DATE
<b>February</b>	December 6	December 14	January 18
<b>March</b>	January 10	January 18	February 13
<b>April</b>	February 7	February 15	March 14
<b>May</b>	March 14	March 22	April 17
<b>June</b>	April 12	April 18	May 21
<b>TOP 100 July/August</b>	May 10	May 16	June 14
<b>September</b>	July 12	July 18	August 16
<b>October</b>	August 12	August 16	October 3
<b>November</b>	September 20	September 26	October 25
<b>December/January 2018</b>	October 11	October 19	November 15

Extensions available on request.



### Ask us about our integrated package pricing.

Text-based advertisements submitted to *BCBusiness* must have either "Advertisement," "Advertorial" or "Promoted Content" placed on the ad in either the top-left corner of the page, or along the centre of the top or bottom of the page. Text size must be equivalent to, or larger than, the body text. *BCBusiness* font and text size cannot be used nor can the ad mimic the style of *BCBusiness*.

FOR MORE INFORMATION, CONTACT:  
**CANADA WIDE MEDIA 604.299.7311**  
[sales@canadawide.com](mailto:sales@canadawide.com)

*BCBusiness* is published by Canada Wide Media Limited. Founded in 1976, Canada Wide Media creates, curates and delivers exclusive and engaging content across multiple platforms, reaching more than six million consumers each year - across Western Canada and beyond.

Canada Wide Media Limited  
 230, 4321 Still Creek Drive  
 Burnaby, British Columbia  
 Canada, V5C 6S7



SALES: BCB-324

## CHAPTER 2: EXPERIENTIAL & EVENTS

You can also call this chapter magic because it's something that can cost as little as a few hundred or a few thousand dollars but earn you millions of dollars in media. If it's done right at the right time in the right place with the right people it's a win. Of course, it also needs to be captured via video and/or photos either by the public or your own planned production team. If you crowdsource the capturing of this said experiential event or experience, you're saving even more.

A great example of this, to explain it further, would be what the production team with Game of Thrones did. They put out this incredible prop, which looked like a dragon skeleton, on a beach. They abandoned it there and then they seeded the press by saying, "Hey there's a dragon that washed up on the shore." The next day, millions of people have now seen that there was a dragon that had washed up on the beach, either in person, via social media or the news.

Of course, Game of Thrones was just about to go into their newest season, so the timeliness factor was on point. If you don't know, dragons are a big part of the show, thus getting millions of people to have dragons whether or not they were real, on the top of their minds through this 'stunt'. The cost of putting together a styrofoam dragon on the beach would have been maybe a few thousand dollars. What they got in publicity would have cost a lot more if they had promoted their season a different way. It was all about the right place at the right time.

Producing this type of experiential event and experiential experience could start by reading what other people are doing and seeing ideas to get really inspired by. There are some incredible things going on with experiential PR whether it is found with A&W, testing burgers on the street, or Molson Canadian with the beer fridge.

The Molson Canadian Beer fridge was placed around the country to celebrate Canada and our inclusivity as a nation. The only way to open the fridge was for six people to say 'I am Canadian' in six different languages. Once this was done, the beer fridge would open. This got people talking and interacting with each other in the street.



## CHAPTER 2: EXPERIENTIAL & EVENTS

You can get inspired by others. The segmenting that you want to do to come up with experiential ideas is get obsessed with that brand and do a deep dive into the inner workings of that brand. Think to yourself as you're walking out your regular everyday life, what that life is, whether it's buying groceries or walking down the street, or going to the beach, what would cause me to want to stop and be in awe of something that is on brand with my brand.

Finding the right partner - finding a win, win, win. What is a brand that I can partner my brand with that is on brand and they have a similar audience that we are both trying to target and reach? Find this and it's a big win for everyone involved. Perhaps they are already doing an event that you want to partner with them on?

We have all seen the traditional sponsored events or sponsored packages, but how do you let people actually experience your brand? A great example, albeit a small example, is from La-Z-Boy. They would sponsor various lounges at charity events where people would sit on their couches and experience the brand first hand. So, instead of just throwing their logo at a charity event they would actually bring in an experience.

Choosing whether you produce the content is important because I think so much of this is about the magic of virality of the experience. A feel-good example is WestJet. Every Christmas, WestJet does an experiential event. In last year's video series they reunited families, found out what some Christmas traditions are around the world, and celebrated the magic of Christmas. So the magic is seeing it first hand, but also seeing and sharing the video because of the heartwarming, overwhelming emotion you feel watching it. So when you are doing these events, think of emotion, think of something touching.

With your brand, what is the emotion people feel towards it? How do you cause people to have that emotion towards people, towards places, towards things, towards activities that you do? To touch back on Molson Canadian, it went over so well because people have such an emotional connection with their nationality. Game of Thrones, maybe not strong emotions, but super fans have a deep seeded connection with dragons.



# CHAPTER 2: EXPERIENTIAL & EVENTS

When you are planning an experiential event, one way you can go about it is to think of a problem that you can solve in your area. If there isn't an immediate idea, what can you do to cause people to feel or do something out of the ordinary? Your goal is not to hurt anyone, but to cause people to pause for a moment. Then, when the content is out there and live, what is going to cause them to stop their thumbs. Experiential PR seems to be some of the best thumb stopping content that's out there.

## “ | THUMB STOPPING CONTENT: HOW ARE YOU CREATING IT?

When it comes to events, and this isn't a guide on event planning, but one of the great trends we are slowly starting to see is fundraising events with a twist. Many are now throwing these events that are exclusive and in secret locations. For example, think Diner En Blanc, but for fundraising. You don't find out the location of the event until the day of. This makes these fundraising experience more exclusive and fun instead of the traditional, ballroom galas.

If you think of the five senses, how can you get someone to smell, touch, feel, see and hear your brand and ultimately, get an emotional connection to your brand? How you get them to emotionally connect? What your brand is about is the whole key to these experiential events. It's all about the big lead up and the big wow.

### - PR SENSORY DIAGRAM -

**EYES:** \_\_\_\_\_

**NOSE:** \_\_\_\_\_

**MOUTH:** \_\_\_\_\_

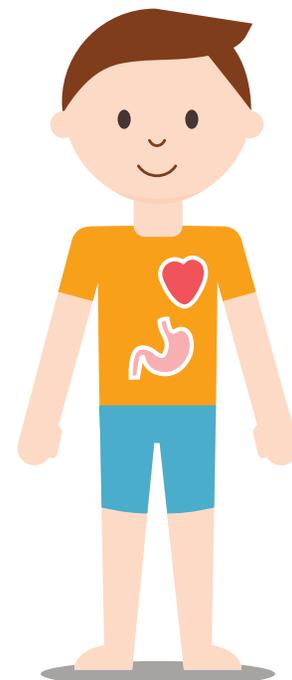
**EARS:** \_\_\_\_\_

**HEART:** \_\_\_\_\_

**HANDS:** \_\_\_\_\_

**GUT:** \_\_\_\_\_

**FEET:** \_\_\_\_\_



# CHAPTER 3: PITCHING PUBLICITY IN 2019

Publicity is the notice or attention given to someone, or a brand, by the media. In order to gain the right publicity, you need to pitch your client to the media. In order to correctly pitch your client, you need to have a good grasp on them and what they represent. In other words, what is their TED Talk? What is their big idea? What do they know about, what have they done that no one else has? What makes them stand out against everyone else out there? What is it that would cause a reporter or influencer to stop and say wow, we need to feature this person or brand.

Once you know the ins and outs of your client, you can successfully pitch them to the media or influencers. To do this, you need to have a conversation with the outlet. You don't just need to send them the original pitch or question over email anymore. You can go through outlets like LinkedIn, Facebook messenger, Instagram direct messages. This is because the scope of media is ever changing and we, as PR professionals, need to change with it. So many reporters and influencers are independents or freelancers, so they may not be connected to a major organization. This means they have the freedom to pick and choose what they want to feature.

With this freedom they are experiencing, we need to find ins to get published or featured. You want to make sure you listen to what they say in their response back to your pitch. If it's a yes, you're good to go. However, if it's a no, listen to why. Is there an angle you can work to get them to change their mind and mould the information you want out to suit the media?

To ensure that you are sending a press release that is professional and more likely to be picked up by the media, please see the example on the next page:



# CHAPTER 3: PITCHING PUBLICITY IN 2019

## Press Release

Landmark development marks historic milestone in innovation at UBC's Wesbrook Village

Captivating Title

Date

Vancouver, B.C. - May 18, 2018 - North America's first ever market Luxury Timber development has announced official completion at UBC's Wesbrook Village. Adera Development Corporation's Virtuoso uses Cross-Laminated Timber to create a state-of-the-art development. On May 24 at 12:30pm, Adera will be joined by UBC Properties Trust to unveil the REAP Gold plaque, recognizing Adera's contributions in building a sustainable community. Members of the media will be invited to tour the common areas at Virtuoso, learn about the impact of Luxury Wood construction, and what this means for the future of advanced building systems.

Who, What, When

Why

Virtuoso is a six storey residential development located at UBC's Wesbrook Village that is the first market condominium project constructed using Luxury Wood technology. "When Adera told us they were planning to use CLTs we got quite excited to see that next step of innovation" says Paul Young, Director Planning & Design at UBC Properties Trust. The Residential Environmental Assessment Program (REAP) is a comprehensive green building rating system that ensures lower consumption of water, energy and resources, and overall environmental impact on the community. Adera continues to be an industry leader, using sustainable construction methods to add to its diverse portfolio of award winning projects.

Luxury Wood is based on a construction method utilizing a mass timber floor system, essentially substituting a slab of concrete with a slab of wood, providing a stronger and more durable support system.

The use of Luxury Wood blends intelligent wood design with sustainable and locally sourced products to create new industry standards in innovation. "They're fundamentally changing the way residential construction is being done" says Stephen Toinal, VP of Sales & Marketing at Structuriam Products LP. Cross Laminated Timber is a prefabricated, engineered wood panel, consisting of multiple layers, formed into structural panels providing significant superiority over other materials. The use of wood provides a sustainable alternative to traditional materials. Offering superiority throughout the building process, mass timber provides efficiency to developers, quieter and healthy homes for home owners, as well as fire resistance and seismic resilience unlike ever before. "It's literally the way of the future when it comes to construction" says Eric Andreassen, VP Sales & Marketing at Adera.

Expert Quotes

Corporate Byline

### ABOUT ADERA

As one of BC's leading multi-disciplinary real estate organizations and almost 50 years of experience, Adera has built a world-class portfolio that includes the development of more than 10,000 homes, townhomes, condos, and over 4 million square feet of commercial space. Adera's commitment to innovation drives sustainability and supports the communities in which they build.

**CONTACT:**  
Jelly Marketing  
Caroline Coons  
604-805-7020  
[caroline@jellymarketing.com](mailto:caroline@jellymarketing.com)

Contact Information

Traditional media still has pull, it still has reach, it still has power. So when you are pitching to independents, don't rule out traditional media. You want to get to know the journalists in these positions. Take your time to ask them questions on what they are writing stories on, read their stuff to get a sense of their tone. Again, you want to treat this like E-Harmony. Who would be a good fit for you, what are they looking for, and what have they written about. Don't just send blanket press releases to these journalists. Get to know them, connect and have a conversation with them. You want to approach this type of pitch in a more interactive way. It is more about questions and interactions and engaging with the reporter and less about bombarding them with your ideas and thoughts. Look at it as it's not what you think they should do, but what they could do for you.

# CHAPTER 3: PITCHING PUBLICITY IN 2019

If you can mould your client into an expert, you are more likely to get more publicity and have an easier time pitching them to the media. Some people have hit so many roadblocks because they haven't become an expert on something. Help your client become an expert. Malcolm Gladwell uses this term 'maven'. Maven means they are on the cutting edge, the expert on something they can talk about for eons. What is your client maven about.

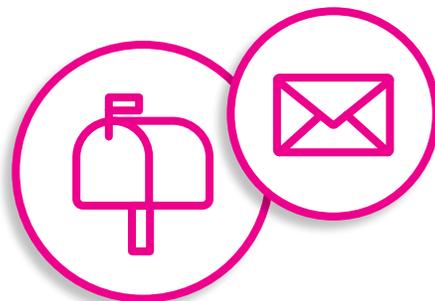
There are ways to get your client postured as an expert. You can run a survey on Google Forms or Survey Monkey and run a Facebook Ad Campaign to get people to enter the survey. These are some steps that will make it easier for you, and more beneficial for your client to land those pitches and gain publicity.

## PITCHING IN 2019 VIA DM:

Now is the day of the micro pitch. If you are unclear of what that is, let us help you. This is like your elevator pitch. How much information can you get in a small amount of time, or in this case, the smallest amount of space. You find these pitches coming through Instagram, Facebook, LinkedIn and Twitter. A micro pitch is short, sweet and to the point. We're giving 'sliding into your dms' another meaning.

When you're pitching through social media, it's easy to get lost in the space of creatives. You want your pitch to stand out. You need to tailor your pitch to the person it will be sent to. This means that it will be constantly changing. How can you tailor this pitch to this person? Make sure you've done your research. What does this person post, write, talk about and how will your brand or client align with them. This is when your inner sales person really needs to shine.

You need all important information in this pitch. Who or what are you pitching? Do they have any social media handles or websites? What background information can you give? While you want your micro pitch to be short and sweet, you also want it to be chalked full of information that is going to help with your win, win, win.



# CHAPTER 3: PITCHING PUBLICITY IN 2019

It's not only about the information you're pitching them, but how you are seen on social media as well. Are your accounts up-to-date? Are they professional? Is there relevant information listed? If someone is going to read your pitch, they are definitely going to research you as well.

## SUBMITTING OP EDS & LISTICLES

When submitting Op Eds and listicles, you want your topics to be relevant. If they aren't relevant you have a lower chance of a publication picking up your story. As with advertorials, there is always a reason or 'agenda' for submitting one of these pieces. They can either benefit your agency, your client or a brand.

When you're submitting these pieces, you want them to be thought provoking. What is going to make the audience (the readers) engage. How can this gain buzz, shares, tweets and likes. Op Eds and listicles are fun, easy way to engage with your audience. You can give your opinion on issues, trends etc and be very onbrand. These articles are a great way to inadvertently advertise.

For example, say you had a client in the tourism industry. You could write a listicle on the Top Places to Visit in blank. It is easy to slip your client into the article and you can have a more organic response. Tourists would be more inclined to then visit your client. The key is to be true to the audience, but have an angle.

These types of articles are a great investment. Like with advertorials, you are more likely to have readers engage and take in what is written, rather than just staring at an advertisement.

When you are submitting these types of pieces, you need to research the different publications that are on brand with your brand. You wouldn't get a business piece necessarily in a food magazine. You are more likely to have your piece picked up if you are on brand with a publication. Look at what they've written, so there hasn't been anything similar around the same time.

Like all different types of submissions, have an open dialogue with who you are pitching to. Make it a conversation. Who are they, what is their style, and how can you help each other?

# CHAPTER 4: INFLUENCER & ONLINE PARTNERSHIPS

An influencer is someone who has the power to affect purchase decisions due to their knowledge, authority, position and trust with their audience. They are usually found on Instagram, or through blogs, in their own niche that they actively engage in. They portray a life that their audience wants to be apart of. They are all the rage and they are on trend right now.

An influencer is running a business, but they are a great avenue to use for your marketing. When an influencer comes to you and wants to charge you, the best attitude you can have towards this, is trying not to pick apart their following, but to consider costs you may have otherwise. If you were to hire a videographer, a photographer, a writer, what would all of those people charge you?

Consider the reach and the following as a bonus that comes along with hiring a particular content creator. Their content creation fee may be higher than normal, sometimes it may even be below standards, but you will end up getting all this great gravy with it.

When you're working with an influencer, you have offer discount codes, giveaways, or even just exposure. These days, there are free tools like bit.ly, google analytics and more. These tools count and verify how many people they sent your way. With specific codes you give them, you can see the click rate through Instagram, Facebook, or links through their blogs. This is going to determine whether or not working with this influencer was beneficial, and if you would want to work with them again. Ultimately, like with the pitch process, find a partnership that really fits with your brand and is really on brand so that they aren't just doing it for the money. You want to find an influencer that really aligns with you and your brand. It really is a win, win, win. Win for their readers (perks and discounts), win for them (they get paid), and a win for you (you get more exposure and marketing).

It is important that you work through the influencer contract together to ensure you're both on the same page. You want to make sure that you have set terms that can be met, but you don't want to give the influencer unrealistic expectations. You should set out how many posts or giveaways they are required to do. You also need to work out terms determining which other companies they can work with at the same time. You wouldn't want an influencer promoting you and your competition at the same time.

# CHAPTER 4: INFLUENCER & ONLINE PARTNERSHIPS

## MICRO INFLUENCERS

Micro Influencers are the people you turn to when you read the reviews on the restaurant you want to go to, the nail salon you want to check out, or a hotel you're thinking of visiting. When it comes to PR these are some of the people that could have so much, if not more, impact on anything that you would traditionally consider PR. These people, or Micro Influencers, are called 'Local Guides'. When you think of these local guides, think of sites such as Yelp, Trip Advisor, Facebook groups, Reddit and Quora.

So, the question you need to ask yourself is, what does your brand look like in those places? What is your review strategy? Do you or people on your staff go on Reddit, go on Quora, and respond to people. Are you responding to your Google Reviews, Yelp reviews, Tripadvisor reviews? Are you addressing concerns? Ultimately, how are you engaging in this community?

The other one you can consider, and this might be a stretch, but people are leaving product reviews and brand reviews on YouTube. Are you engaging with the YouTube community? Are you managing the process of getting great reviews on YouTube or are you letting your reviews have a free for all; letting people write or say whatever you want.

Apart from responding to these reviews on YouTube, you can also consider partnering with the right YouTube stars, like you would bloggers, to ensure these content creators are reviewing your product.

To keep on top of these reviews, we can't stress enough the importance of Google Alerts and Google Analytics to track when and where you're getting mentioned or press. It will allow you (even though, hopefully you won't need to) be right on top of any bad press, or reviews. You can put out the fire quickly.



# CHAPTER 5: SEO & PR

Search engine optimization (SEO) refers to the process of making online properties and content rank at the highest, most effective level possible based on current search engines algorithms. Search engine algorithms determine a site's ranking based on several factors, but mainly by a website's calculated authority.

In search engine land, "authority" attempts to measure a domain or URL's importance or popularity. This is largely measured using backlinks - links from your website from other websites. Having another website link to yours is a signal to search engines that your site holds a degree of relevance to the content at hand. The larger the number of sites that think you're important, the more important search engines think you are.

However, the authority of the websites linking to you also comes into play. A backlink from a high-authority domain will carry significantly more weight in search engines' eyes than a backlink from your niece's blog. This is why you want to chase after backlinks from high-authority sites, but how?

This is where PR comes in. Online publishers tend to be high-authority because their articles and stories receive many links (some more than others). By focusing on finding ways to get your sites or brands featured on these sites, you're slowly building a large and healthy backlink profile - one that will pay dividends in the future.

One thing to avoid for SEO purposes are advertorials. According to Google's terms of service, every link on your site that someone paid for must include a "nofollow" as a rel attribute. This would be inserted in the HTML code for the link. It tells search engines not to follow the link and count it towards site authority. Since premium publishers don't wish to risk a Google penalty, they tend to label advertorial links as "nofollow" by default, marking them effectively useless for SEO.



# CHAPTER 6: MEASURABLE TOOLS

There are so many tools that you can use to measure your success in PR. From press release tools, to traffic, to analytics and more. In this chapter we will talk about a few of our favourite tools that you should use if you want to see success in your PR.

## GOOGLE ANALYTICS

Google Analytics is the most beneficial tool to have and use. Analytics allows users to, in plain terms, analyze the data surrounding your site or app. It will tell you traffic trends, demographics, click rates, conversion rates and much more. This information is all found on your personal dashboard which makes Google Analytics really user friendly. There are even different options with varying features based on your business size.

Google offers free online courses through analytics called 'Analytics Academy'. This is a free tool that helps users get the most out of the product.

## BITLY

Bitly shortens URLs, brands URLs and helps manage links. To explain this with an example, follow along. If a brand is sponsoring a giveaway with an influencer, and they want to see how many people click on a link through the influencers blog or social media, they would make a Bitly link to give to the influencer. The brand can then track how many clicks or what the conversion rate is on the site.

This is a great way to view and understand traffic going to your site. You can track and optimize this traffic to ensure you're doing the most you can with your brand's site.



# CHAPTER 6: MEASURABLE TOOLS

## FACEBOOK INSIGHTS

Similar to Google Analytics, Facebook Insights tracks your traffic and visitors on your Facebook page. You are able to understand the interactions, or lack thereof, and optimize it. It is able to tell you the best time and day to post, as well as what type of content aligns with your audience the best.

Through insights, you are able to see how many people viewed a post, how many people clicked on it, as well as their demographics. It is a great tool to understanding your audience and launching your business page higher.

## GOOGLE ALERTS

If you are doing PR for a client, you want to know when they get mentioned on social media, in the news, or just people talking. Google Alerts allows you to know whenever you or your client is being mentioned online. Having this is key as you can quickly do damage control if needed, or capitalize on good press.

It also means if someone is mentioning you or your client in a review or a post you are able to quickly reply to them. This shows that you are relevant, in the know and carry an online presence.

## CISION

While this tool isn't all about measuring data, it is very helpful and useful to anyone in PR. Cision is a database for PR professionals and media. It is a great way to get out press releases, connect with journalists or influencers and monitor the impact of your press release. On top of that, Cision also offers simple analytics. If your press release is picked up, it will tell you what the click rate was online, a scoring on how often your brand is mentioned and you can track your coverage. This tool is a PR Professionals best friend.





## INFLUENCER MARKETING HUB

Their Instagram Money Calculator allows you to calculate your estimated earnings from your Instagram account if you believe you are an influencer. Based on your engagement and number of followers, influencers can determine their earnings potential.



## TRAACKR

Traackr powers influencer marketing programs for global brands across the globe. From discovery to management and measurement to insights, their platform enables organizations to optimize, scale and coordinate strategic influencer marketing programs.



## CISION

Cision is a media database that helps Public Relations Professionals connect with the right media. Influencers can leverage incoming opportunities by ensuring their blog is featured on Cision's platform.



## KLEAR

An influencer search engine, Klear helps brands find influencers in any category and location in the world across Instagram, Twitter, Youtube and Blogs with using their Influencer Marketing Software.



## #PAID

The #Paid platform is where “creators” (not influencers) connect with brands to engage with audiences in a meaningful way.



## HYPEAUDITOR

The platform is a fraud-detection system for Instagram. The platform analyzes Instagram accounts for fake followers and likes to help brands protect themselves from fraudulent accounts.



## GROUPHIGH

GroupHigh is an essential marketing tool for any content-minded marketer looking to build relationships with influencers. The platform helps marketers find blogs, influencers, content, and build reports.



## SHOP AND SHOUT

A marketplace that connects micro-influencers with brands, Shop and Shout simplifies the exchange for social exposure, simple.



## THE SOCIABLE SOCIETY

A progressive influencer agency, The Sociable Society works with influencers across North America to bridge the gap for brands looking to connect with influencers.

# APPENDIX – BC BUSINESS MEDIA KIT



MEDIA KIT 2019

# BCBUSINESS



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Burnaby, British Columbia  
Canada, V5C 6S7



# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

MEDIA KIT 2019



### THREE UNIQUES

- 1 We track and guarantee results.
- 2 We have highly engaged niche readerships who trust our content.
- 3 We have turnkey, proven campaigns that integrate print, online, social, email, content and video.

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

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**MULTI-PLATFORM REACH. DELIVERING RESULTS**



Canada Wide Media Limited  
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Canada, V5C 6S7



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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

### THE NUMBERS

### MEDIA KIT 2019

#### PRINT

Founded in  
**1972**

Glossy,  
high-quality  
magazine

**10** ISSUES  
PER YEAR

Winner of “Magazine  
of the Year, Small  
Circulation” and “Best  
Front of Book” in  
the 2016 Editors’  
Choice Awards

CIRCULATION ..... **24,000**  
READERSHIP ..... **100,000**

#### DISTRIBUTION



- Paid subscribers
- Newsstand sales
- Air Canada Maple Leaf Lounges across Canada
- Aboard all Harbour Air flights 
- Helijet terminals in Vancouver and Victoria 
- Gateway Valet at YVR
- Chambers of Commerce in B.C.
- BC Restaurant and Food Services Association members
- Various business and charity events in B.C.

#### DIGITAL

**110,000+**  
average unique visitors per month

**125,000+**  
average page views per month

**0.10%**  
average digital banner ad CTR

#### DAILY EMAIL eNEWSLETTER



Monday to Friday

**8,500+** **23%**  
Opt-in-Subscribers Open Rate

#### OUR AUDIENCE\*

52% MALE / 48% FEMALE  
PRIMARY AGE GROUP 25-54  
DECISION MAKERS  
ABOVE AVERAGE  
HOUSEHOLD INCOMES  
WELL EDUCATED  
HIGH FINANCIAL ASSETS

\*SOURCE: BCBUSINESS READER  
AND WEB SURVEYS,  
GOOGLE ANALYTICS



**52,000+**  
FOLLOWERS

**15,500+**  
FOLLOWERS

**14,500+**  
FOLLOWERS

**REFERRAL SOURCE:**  
Search: **54%**  
Social Media/Referral: **28%**  
Direct: **17%**  
eNewsletter: **1%**

**LOCATION:**  
Ontario: **14%**  
Alberta: **7%**  
Quebec: **3%**  
Other: **3%**

**TOP IN MARKET FOR:**

- Finance and Investment Services
- Travel
- Employment and Careers
- Real Estate
- Auto and Vehicles

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# APPENDIX – BC BUSINESS MEDIA KIT

# BCBUSINESS

## MEDIA KIT 2019

### PRINT RATES (NET) AND DEADLINES

#### RATES

	1x	3x	6x	8x	10x
<b>Full Page</b>	\$5,305	\$5,040	\$4,790	\$4,555	\$4,330
<b>2/3 Page</b>	\$4,775	\$4,540	\$4,315	\$4,100	\$3,900
<b>1/2 Page Horizontal</b>	\$4,410	\$4,185	\$3,980	\$3,785	\$3,595
<b>Digest</b>	\$3,885	\$3,755	\$3,570	\$3,395	\$3,230
<b>1/3 Page</b>	\$2,655	\$2,525	\$2,395	\$2,280	\$2,165
<b>1/6 Page</b>	\$1,380	\$1,315	\$1,250	\$1,185	\$1,130
<b>DPS</b>	\$10,085	\$9,585	\$9,105	\$8,660	\$8,230
<b>1/2 DPS</b>	\$8,375	\$7,960	\$7,565	\$7,195	\$6,835
<b>IFC or IBC</b>	\$6,750	\$6,620	\$6,480	\$6,280	\$6,075
<b>OBC</b>	\$7,560	\$7,395	\$7,250	\$7,020	\$6,825
<b>Page 3 - Lead Page</b>	\$6,430	\$6,305	\$6,175	\$5,980	\$5,790
<b>Page 4, 5</b>	\$6,105	\$5,990	\$5,865	\$5,680	\$5,500

All rates are in Canadian dollars (taxes not included). Rates are for space only; Production not included.

#### CLOSING DATES - 2019

ISSUE	SPACE CLOSE	AD MATERIAL DUE	DISTRIBUTION DATE
<b>February</b>	December 6	December 14	January 18
<b>March</b>	January 10	January 18	February 13
<b>April</b>	February 7	February 15	March 14
<b>May</b>	March 14	March 22	April 17
<b>June</b>	April 12	April 18	May 21
<b>TOP 100 July/August</b>	May 10	May 16	June 14
<b>September</b>	July 12	July 18	August 16
<b>October</b>	August 12	August 16	October 3
<b>November</b>	September 20	September 26	October 25
<b>December/January 2018</b>	October 11	October 19	November 15

Extensions available on request.

### Ask us about our integrated package pricing.

Text-based advertisements submitted to *BCBusiness* must have either "Advertisement," "Advertorial" or "Promoted Content" placed on the ad in either the top-left corner of the page, or along the centre of the top or bottom of the page. Text size must be equivalent to, or larger than, the body text. *BCBusiness* font and text size cannot be used nor can the ad mimic the style of *BCBusiness*.

FOR MORE INFORMATION, CONTACT:

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

MEDIA KIT 2019

### PRINT SPECIFICATIONS

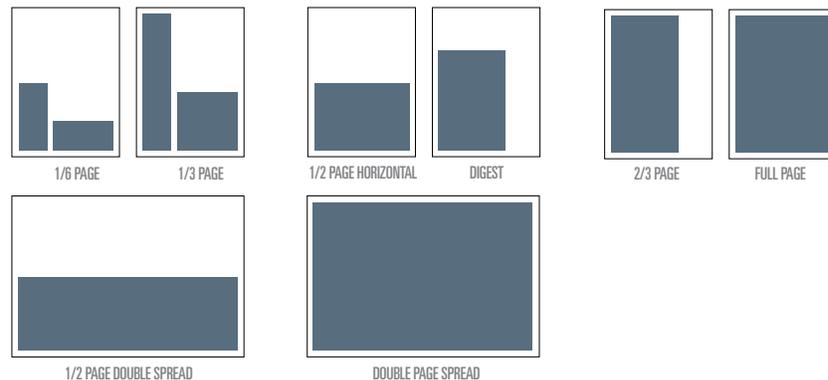
#### NON BLEED ADS

AD SIZES (inches) width by height	NON-BLEED SIZE
Full Page	7.1875 x 10.0625
2/3 Page Vertical	4.75 x 10.0625
Digest	4.75 x 7.5
1/2 Page Horizontal	7.1875 x 4.9375
1/3 Page Vertical	2.3125 x 10.0625
1/3 Page Square	4.75 x 4.9375
1/6 Page Vertical	2.3125 x 4.9375
1/6 Page Horizontal	4.75 x 2.4375
Double Page Spread	15.0625 x 10.0625
1/2 Double Page Spread	15.0625 x 4.9375

#### BLEED ADS\*

AD SIZES (inches) width by height	TRIM SIZE <small>Please add minimum 1/8" beyond trim size on all sides to allow for bleed</small>	LIVE SIZE <small>For guaranteed type safety, all critical live material must be contained within live area.</small>
Full Page	7.875 x 10.875	7.25 x 10.125
2/3 Page Vertical	5.125 x 10.875	4.375 x 10.125
Digest	—	—
1/2 Page Horizontal	7.875 x 5.3125	7.125 x 4.5625
1/3 Page Vertical	—	—
1/3 Page Square	—	—
1/6 Page Vertical	—	—
1/6 Page Horizontal	—	—
Double Page Spread	15.75 x 10.875	15 x 10.125
1/2 Double Page Spread	15.75 x 5.3125	15 x 4.5625

#### AD SIZES



#### WE ACCEPT

- **PDF FILES** (PDFX1/a files are preferred)\*
- **NATIVE FILES** created in Photoshop, Illustrator, InDesign, EPS, TIFF, JPG

\* Only finished ads to our exact size specifications can be submitted as a PDF. If ad production is required, logos and images must be supplied in one of the formats listed above

#### WE DO NOT ACCEPT

- Native files created in Corel Draw, Quark Xpress, Microsoft Office (i.e. Word or Publisher)

#### FILE SUBMISSION

PLEASE SUBMIT FILES VIA FTP UPLOAD OR EMAIL.

- To upload files using Canada Wide's FTP System, please contact [ads@canadawide.com](mailto:ads@canadawide.com) for upload instructions
- Send emails to [ads@canadawide.com](mailto:ads@canadawide.com); include **name of ad, publication and issue date**

#### PROOFS

Colour matching cannot be guaranteed unless a professionally calibrated, industry standard colour match proof is provided

#### RULES FOR ACCURATE OUTPUT

BELOW ARE GUIDELINES FOR PRODUCING THE BEST FILE POSSIBLE:

- **DIMENSIONS** - Please refer to our Ad sizes (above) and supply ads at exact sizes
- **COLOUR** - All files should be created and supplied in CMYK, RGB, Spot Colour and files with ICC profiles will be automatically converted on intake and some colour shift may occur
- **RESOLUTION** - Images must be a minimum 266 ppi when placed at 100% in ad
- **CROP MARKS** - Must be offset a minimum of p9 or 0.125" from trim edge. Registration marks are not required
- **FONTS** - All fonts must be converted to outlines in the native file to ensure accuracy. All live text will be automatically converted to outlines as part of our intake process
- **BLEEDS** - Minimum 0.125" bleed required beyond trim marks. Ensure that bleeds are included in settings for PDF creation
- **TRAPPING** - Do not supply trapped files (trapping is handled in prepress to our printer's specifications)
- **BORDER** - Please include a border on all fractional ads; minimum 0.3pt

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

## MEDIA KIT 2019

### DIGITAL RATES AND SPECIFICATIONS



#### WEBSITE STANDARD RATES\* (NET):

RUN OF SITE DIGITAL AD IMPRESSIONS: \$25 CPM

RUN OF NETWORK: Ask your account manager

#### OTHER OPTIONS:

PAGE TAKEOVER: \$800 per day

PAGE TETHER: \$35 CPM

GEO-TARGETING: \$30 CPM

\*All rates are in CDN dollars (taxes not included). Rates are for space only. Production not included

#### STANDARD SPECIFICATIONS:

##### REQUIRED:

LEADERBOARD: 728w x 90h pixels

BIG BOX: 300w x 250h pixels

##### OPTIONAL:

BILLBOARD: 970w x 250h pixels OR

LARGE LEADERBOARD: 970w x 90h pixels

MOBILE/ADJUSTABLE: 468w x 50h

##### ACCEPTED FORMATS: GIF, JPG, HTML5\*

\*HTML5 creative require at least one standard click tag

#### ELECTRONIC REQUIREMENTS:

FILE SIZE 40KB to 60KB

##### VIDEO/ANIMATION GUIDELINES

- 15-second animation limit
- 30-second auto play video limit—videos longer than 30 seconds must be click initiated
- Auto play video cannot have audio or must start muted (with an option to unmute)
- No looping on animation of video
- All video must provide video controls (play, pause, mute, etc.)

##### 'EXPANDING CREATIVE' GUIDELINES

- 300x250 creatives should have maximum expansion of 600x250 left and right
- 468x60 creatives should have maximum expansion of 468x120 up and down
- 728x90 creatives should have maximum expansion of 728x315 up and down
- Expansion must be initiated
- Max file size 200KB
- Close button required on all expanding creatives

Ask us about our integrated package pricing.

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

MEDIA KIT 2019

### DAILY eNEWSLETTER



8,500+ Opt-in-Subscribers

#### RATES (NET):

WEEKLY RATE: ..... \$495 (Includes an ad Monday to Friday)  
 EVENT LISTING: ..... \$175 (Monday to Friday)  
 (includes listing on [BCBusiness.ca](http://BCBusiness.ca))

#### AD SIZE AVAILABLE:

LEADERBOARD ..... 728 x 90  
 BIG BOX ..... 300x250

#### SPECIFICATIONS:

FORMATS: GIF or JPG (If submitting an animated GIF, please note that readers using Microsoft Outlook 2007 and later shows only the first frame of the series in a GIF file)  
 FILE MAX. SIZE: 60KB. Provide URL link

### DEDICATED eBLAST

Send a custom eBlast to the *BCBusiness* opt-in subscriber list of 8,500+  
 ONE eBLAST ..... \$1,250

### CUSTOM SOCIAL MEDIA MESSAGE

TWITTER ONLY: ..... \$950  
 TWITTER, FACEBOOK & LINKEDIN ..... \$1,250

Ask us about our integrated package pricing.

Leaderboard

Big Box

FOR MORE INFORMATION, CONTACT: ..... *BCBusiness* is published by Canada Wide Media Limited. Founded in 1976, Canada Wide Media  
**CANADA WIDE MEDIA 604.299.7311** ..... creates, curates and delivers exclusive and engaging content across multiple platforms,  
**[sales@canadawide.com](mailto:sales@canadawide.com)** ..... reaching more than six million consumers each year – across Western Canada and beyond.

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

## MEDIA KIT 2019

### CONTENT MARKETING

#### SPONSORED CONTENT:

Feature your brand in an engaging and valuable way through a sponsored piece. The direction of the content is decided through a collaboration between you and the *BCBusiness* content team, and produced by one of our experienced journalists to maintain the voice and values of the publication. Your brand will be associated with the content through logo and/or text recognition.

#### INCLUDES:

- Consultation with the *BCBusiness* content team on the direction of the content based on your target audience and marketing objectives
- 500- to 600-word sponsored content piece written for you
- Full page in *BCBusiness* magazine to showcase the sponsored content, designed by *BCBusiness* following our sponsored content layout guidelines
- Placement of sponsored content on *BCBusiness.ca* in-stream with editorial content, receiving exposure on the homepage and on related section pages, in addition to targeting visitors who match your specific customer profile
- eNewsletter—highlighted at least once in the *BCBusiness* eNewsletter
- Social media—promoted through the extensive *BCBusiness* social media audience

**COST: \$6,735**

**Upgrade to 900 words and a double page spread in *BCBusiness* magazine**

**COST: \$13,257**

#### ADD-ONS:

**ORIGINAL PHOTO SHOOT: From \$500**

**CUSTOM VIDEO: From \$1,000**

**Ask us about our integrated package pricing.**



#### PROMOTED CONTENT:

- 500- to 600-word business profile piece written on your organization/product/services
- Full page in *BCBusiness* magazine to showcase your business profile, designed by *BCBusiness* following our promoted content layout guidelines
- Placement of the business profile on *BCBusiness.ca* and on at least one *BCBusiness* eNewsletter
- Same prices as sponsored content

#### DIGITAL ONLY CONTENT:

- Includes sponsored content or promoted content digital elements
- No print placement

**COST: \$3,500**

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

MEDIA KIT 2019

### EVENT PARTNERSHIPS



#### 30 UNDER 30

Each April, *BCBusiness* celebrates B.C.'s young innovators who excel in their respective industries, give back to their community and are shaking up business in our province in a big way. The April issue of *BCBusiness* is the culmination of this esteemed celebration. There's no better opportunity to align your brand with the next generation of business leaders and rub shoulders with the city's corporate community, influencers and media.

APRIL 2019  
VANCOUVER CLUB  
**250+ ATTENDEES**

[BCBusiness.ca/30under30](http://BCBusiness.ca/30under30)



#### TOP 100 LUNCHEON

The annual TOP 100 issue is B.C.'s most authoritative ranking of the companies shaping our province. Our annual list highlights the top revenue earners and puts key business leaders in the spotlight. *BCBusiness* will be honouring the TOP 100 Companies at one of BC's largest business networking luncheons. Your partnership of the TOP 100 Luncheon will promote your company's products and services to an affluent audience of 1,000 CEOs, COOs, top executives and senior management.

JUNE 20, 2019  
FAIRMONT HOTEL VANCOUVER  
**1,000 ATTENDEES**

[BCBusiness.ca/Top100](http://BCBusiness.ca/Top100)



#### CUSTOM EVENTS

Partner with *BCBusiness* to host an exclusive event targeted to your audience. Using the content expertise of *BCBusiness* and our network, your company can benefit from a custom event that meets your marketing objectives. Be seen as a thought leader in your industry and have the opportunity to connect directly with your clients and prospects. From start to finish, *BCBusiness* will organize all details of the event including venue, catering, ticket invitations and/or sales, speaker acquisition and more.

EVENT TYPE, DATE, TIME  
AND ATTENDEE NUMBERS  
TO BE **CHOSEN BY YOU**

FOR MORE INFORMATION, CONTACT:  
**CANADA WIDE MEDIA 604.299.7311**  
[sales@canadawide.com](mailto:sales@canadawide.com)

*BCBusiness* is published by Canada Wide Media Limited. Founded in 1976, Canada Wide Media creates, curates and delivers exclusive and engaging content across multiple platforms, reaching more than six million consumers each year – across Western Canada and beyond.

Canada Wide Media Limited  
230, 4321 Still Creek Drive  
Burnaby, British Columbia  
Canada, V5C 6S7



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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

## MEDIA KIT 2019

### OTHER CW MEDIA ADVERTISING OPPORTUNITIES

	TVWEEK	BCLIVING.CA	REAL WEDDINGS + REALWEDDINGS.CA	AWARD	YOUTHINK PS	VANCOUVER MAGAZINE/ VANMAG.COM	WESTERN LIVING/ WESTERNLIVING.CA	WESTERN LIVING CONDO
<b>EDITORIAL FOCUS</b>	A guide to what to watch each week.	The BCLiving brand helps you to live life in B.C. to the fullest.	Inspiring and guiding B.C. couples with a fresh mix of beautifully photographed features and practical advice.	Serving the needs of Canadian architects, interior designers, builders, general contractors, consulting engineers and landscape architects.	Western Canada's post secondary resource guide for high school students.	Insightful, informative coverage of the issues, the people, the places and the events that shape Vancouver.	Informs and entertains a sophisticated and engaged urban reader on home design, décor, food, wine, and travel.	Inspiring spaces and essentials for small living in Western Canada.
<b>FREQUENCY</b>	52	DAILY	2	6	2	6	10	2
<b>DISTRIBUTION</b>	Lower Mainland, Vancouver Island and Sunshine Coast	BC and beyond	BC	National across Canada	BC and Alberta	Vancouver/North and West Vancouver	BC and AB	BC and AB
<b>AGE</b>	50+	35-54	25-40	40-54	14-17	24-55	25-54	25-54
<b>GENDER</b>	50/50	78% Female	Female	Male	50/50	50/50	50/50	50/50
<b>PRINT</b>	31,000+		15,000	10,000	75,000	30,000	45,000	28,000
<b>MONTHLY DIGITAL UNIQUE VISITORS</b>		190,000+	6,250+			127,000+	70,500+	
								

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# APPENDIX – BC BUSINESS MEDIA KIT

## BCBUSINESS

MEDIA KIT 2019

### CW MEDIA CUSTOM PARTNERS



BC SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS



BC SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS



BC HYDRO



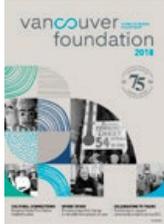
TOURISM VANCOUVER



CANADIAN MORTGAGE BROKERS ASSOCIATION



ST. PAUL'S FOUNDATION



VANCOUVER FOUNDATION



PACIFIC SALMON FOUNDATION



BC WOMEN'S HOSPITAL FOUNDATION



LIONS GATE HOSPITAL FOUNDATION

### CUSTOM PUBLICATION ADVERTISING OPPORTUNITIES



**BCAA MAGAZINE**  
**EDITORIAL FOCUS:** Lifestyle magazine produced for BCAA, reaching its members.  
**FREQUENCY:** 2  
**DISTRIBUTION:** BC  
**AGE:** AVG 59  
**GENDER:** 50/50  
**PRINT:** 494,000



**MINERAL EXPLORATION**  
**EDITORIAL FOCUS:** Official magazine of the Association of Mineral Exploration providing information to those in the B.C. mining industry.  
**FREQUENCY:** 4  
**DISTRIBUTION:** BC  
**AGE:** 35 - 54  
**GENDER:** Male  
**PRINT:** 5,500

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# APPENDIX - CANADA WIDE MEDIA LANDSCAPE

## CANADA WIDE MEDIA

CANADA IS HOME TO A DIVERSE ARRAY OF TELEVISION, RADIO, DIGITAL, AND PRINT MEDIA OUTLETS. WHO OWNS YOUR FAVOURITE NEWS OUTLET?

### TYPE OF MEDIA

TELEVISION	DIGITAL
PRINT	RADIO

**BellMedia**

37	• CTV NEWS • E! • TSN
200	• BLOOMBERG • CTV • MTV
60	• NEWSTALK 610 • AM 800 • GLOBAL NEWS

**POSTMEDIA**

38	• NATIONAL POST • THE VANCOUVER SUN • THE TORONTO SUN
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**CORUS.**

50	• GLOBAL NEWS • SHOWCASE • HGTV
67	• GLOBAL NEWS • FOOD NETWORK • W NETWORK
39	• CKNW • AM 730 • CFOX

\*CORUS ENTERTAINMENT IS A SUBSIDIARY OF SHAW COMMUNICATIONS

**Shaw)**

**THE GLOBE AND MAIL\***

01	• THE GLOBE AND MAIL <small>*OWNED BY THE WOODBROOK COMPANY</small>
----	--

**Black Press**  
COMMUNITY NEWS MEDIA

110	• SURREY NOW LEADER • CENTRAL ALBERTA LIFE • KELLOWNA CAPITAL
-----	---

**ROGERS.**

10	• CITY • BREAKFAST TELEVISION • OMNI
52	• NEWS 1130 • 660 NEWS • 1310 NEWS

**TORSTAR**

02	• TORONTO STAR • STAR METRO VANCOUVER
----	--

**QUEBECOR**

73	• CANADIAN LIVING • ELLE CANADA • STYLE AT HOME
18	• TVA NOUVELLES • EVASION • TVA SPORTS

**tc • TRANSCONTINENTAL**

24	• L'ACTION • INVESTMENT EXECUTIVE • L'APPEL
----	---

## CONTINUED

**SING TAO**  
Media Group Canada

09	• SING TAO CANADA • THE STANDARD • HEADLINE DAILY
05	• SING TAO ONLINE
01	• SING TAO AI

**GLACIER**  
MEDIA GROUP

15	• VANCOUVER COURIER • RICHMOND NEWS • TRI-CITY NEWS
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**THE JIM PATTERSON**  
GROUP

03	• CFJC
44	• 102.7 THE PEAK • COUNTRY 99.5 • 88.5 THE DRIVE

**BRUNSWICK NEWS**

22	• TELEGRAPH - JOURNAL • TIMES & TRANSCRIPT • THE DAILY GLEANER
----	--

**VICE**

01	• VICE MAGAZINE
01	• VICELAND
15	• VICE NEWS • MOTHERBOARD • HUNCHES

**STINGRAY**

101	• Z 95.3 • 840 CFCW • VOCH
-----	----------------------------------

**ZOOMERMEDIA LIMITED**

02	• ZOOMER MAGAZINE • ON THE BAY MAGAZINE
04	• JOYTV • VISIONTV • ONETV
06	• VISIONTV • ONETV • CARP
02	• ZOOMER RADIO • THE NEW CLASSICAL

**MBS**  
107.0

23	• CHFX • CFBC • CJCW
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**SJC**

15	• CHATELAINE • MACLEAN'S • HELLO!
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**DAILYhive**

01	• DAILYHIVE
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**JELLY**  
DIGITAL MARKETING & PR

UPDATED 04.04.19

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