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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.
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.

Oped 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.
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.
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.
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.
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.
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.
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.

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**PR SENSORY DIAGRAM**

- **EYES:**
- **NOSE:**
- **MOUTH:**
- **EARS:**
- **HEART:**
- **HANDS:**
- **GUT:**
- **FEET:**
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:
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 2020

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 2020 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 2020

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?
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.
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.
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.
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 will we 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.
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.
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.
BCBusiness provides quality, need-to-know business content across multiple platforms reaching busy professionals when they need, and how they need it. Reach your target market using an integrated approach giving you the results you need.
APPENDIX – BC BUSINESS MEDIA KIT

BCBUSINESS

THE NUMBERS

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..... 22,000
READERSHIP........ 100,000

DISTRIBUTION

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

DIGITAL

123,000+
average unique visitors per month

137,500+
average page views per month

0.10%
average digital banner ad CTR

EMAIL eNEWSLETTER

Monday, Wednesday, Friday

7,900+ Opt-in Subscribers 32% Open Rate

52,600+ 16,000+ 16,500+
FOLLOWERS FOLLOWERS FOLLOWERS

REFERRAL SOURCE:
Search: 62%
Social Media/Referral: 18%
Direct: 10%
eNewsletter: 1%

LOCATION:
British Columbia: 76%
Ontario: 13%
Alberta: 7%
Quebec: 2%
Other: 2%

TOP IN MARKET FOR:
• Finance and Investment Services
• Travel
• Employment and Careers
• Real Estate
• Auto and Vehicles
• Sports and Fitness
• Software and Business Productivity

OUR AUDIENCE*

54% MALE / 46% 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

For more information, contact:
Canada Wide Media 604.299.7311
sales@canadawide.com

BCBusiness is published by Canada Wide Media Limited. Founded in 1959, Canada Wide Media creates, curates and delivers exclusive and engaging content across multiple platforms, reaching millions ofCanadians consumers each year. Based in Western Canada and beyond.
APPENDIX – BC BUSINESS MEDIA KIT

PRINT CLOSING DATES – 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>AD MATERIAL DUE</th>
<th>DISTRIBUTION DATE</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>December 2</td>
<td>December 10</td>
<td>January 21</td>
</tr>
<tr>
<td>March</td>
<td>January 14</td>
<td>January 20</td>
<td>Late February</td>
</tr>
<tr>
<td>April</td>
<td>February 20</td>
<td>February 30</td>
<td>Early April</td>
</tr>
<tr>
<td>May</td>
<td>March 19</td>
<td>March 27</td>
<td>April 22</td>
</tr>
<tr>
<td>June</td>
<td>April 9</td>
<td>April 17</td>
<td>May 19</td>
</tr>
<tr>
<td>TOP 100, July/August</td>
<td>May 8</td>
<td>May 14</td>
<td>June 12</td>
</tr>
<tr>
<td>September</td>
<td>July 13</td>
<td>July 17</td>
<td>August 25</td>
</tr>
<tr>
<td>October</td>
<td>September 2</td>
<td>September 11</td>
<td>October 16</td>
</tr>
<tr>
<td>November</td>
<td>September 25</td>
<td>October 1</td>
<td>October 27</td>
</tr>
<tr>
<td>December/January</td>
<td>October 13</td>
<td>October 21</td>
<td>November 17</td>
</tr>
</tbody>
</table>

Get rates and available in request.

Ask us about our integrated package pricing.

Text-based advertisements submitted to BCBusiness must include or "Advertisement," "Advertorial," or "Promoted Content" placed on the ad in either the top-left corner of the page or along the same line of the top or bottom of the page. Text cannot exceed 10 lines. Body text, BCBusiness font and font size should be consistent with the style of BCBusiness.

FOR MORE INFORMATION CONTACT CANADA WIDE MEDIA 604.296.7311 sales@canadawide.com

BCBusiness is published by Canada Wide Media Limited. Founded in 1976, Canada Wide Media creates, curates and delivers quality and engaging content across multiple platforms, reaching over three million unique consumers each year. Across Western Canada and beyond.
APPENDIX – BC BUSINESS MEDIA KIT

BC BUSINESS

PRINT SPECIFICATIONS

NON BLEED ADS

<table>
<thead>
<tr>
<th>AD SIZES (inch)</th>
<th>NON-BLEED SIZE width by height</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.1875 x 10.0625</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.75 x 10.0625</td>
</tr>
<tr>
<td>Digest</td>
<td>4.75 x 7.5</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.1875 x 4.9375</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.3125 x 10.0625</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.75 x 4.9375</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.3125 x 4.9375</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.75 x 2.4375</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>15.0625 x 10.0625</td>
</tr>
<tr>
<td>1/2 Double Page Spread</td>
<td>15.0625 x 4.9375</td>
</tr>
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</table>

BLEED ADS*

<table>
<thead>
<tr>
<th>AD SIZES (inch)</th>
<th>TRIM SIZE width by height</th>
<th>LIVE SIZE width by height</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7.075 x 10.075</td>
<td>7.25 x 10.125</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.125 x 10.075</td>
<td>4.375 x 10.125</td>
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<tr>
<td>Digest</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.075 x 5.3125</td>
<td>7.125 x 4.5625</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/3 Page Square</td>
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<td>—</td>
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<tr>
<td>1/6 Page Vertical</td>
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<tr>
<td>1/6 Page Horizontal</td>
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</tr>
<tr>
<td>Double Page Spread</td>
<td>15.75 x 10.075</td>
<td>15 x 10.125</td>
</tr>
<tr>
<td>1/2 Double Page Spread</td>
<td>15.75 x 5.3125</td>
<td>15 x 4.5625</td>
</tr>
</tbody>
</table>

WE ACCEPT

Δ PDF FILES (.PDF) files are preferred*
Δ 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

Δ 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.

Δ To upload files using Canada Wide’s FTP System, please contact ads@canadawide.com for upload instructions.
Δ Send emails to 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:

Δ DIMENSIONS - Please refer to our ad sizes above and supply ads at exact sizes
Δ 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.
Δ RESOLUTION - Images must be a minimum 266 ppi when placed at 100% in ad
Δ CROP MARKS - Must be offset a minimum of 2 in (or 0.25" from trim edge). Registration marks are not required.
Δ FONTS - All text must be converted to outlines in the native file to ensure accuracy. All files text will be automatically converted to outlines as part of our intake process.
Δ BLEEDS - Minimum 0.125" bleed required beyond trim marks. Ensure that bleeds are included in settings for PDF creation.
Δ TRAPPING - Do not supply trapped files; trapping is handled in prep in our printer’s specifications.
Δ BORDER - Please include a border on all fractional ads, minimum 0.12pt

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APPENDIX – BC BUSINESS MEDIA KIT

DIGITAL RATES AND SPECIFICATIONS

WEBSITE STANDARD OPTIONS:
- Run of Site Digital Ad Impressions
- Run of Network

OTHER OPTIONS:
- Section Takeover
- Category Takeover
- Page Takeover
- Geo-Targeting

STANDARD SPECIFICATIONS:
REQUIRED:
- Leaderboard: 728x90 pixels
- Big Box: 300x250 pixels

OPTIONAL:
- Billboard: 970x250 pixels OR
- Large Leaderboard: 970x90 pixels
- Mobile/Adjustable: 468x60 pixels

ACCEPTED FORMATS: GIF, JPEG, HTML5
- HTML5 creative requires at least one standard click/Tag

ELECTRONIC REQUIREMENTS:
- FILE SIZE: 4 MB to 600 KB
- VIDEO/ANIMATION GUIDELINES:
  - 15-second animation limit
  - 30-second auto-play video limit—video longer than 30 seconds must be click initiated
  - Auto-play video cannot have audio or must be muted (with an option to unmute)
  - No looping on animation of video
  - All videos 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 468x60 up and down
- 728x90 creatives should have maximum expansion of 728x135 up and down
- Expansion must be initiated
- Must fit the size 200 KB
- Close button required on all expanding creatives

Ask us about our integrated package pricing.
APPENDIX – BC BUSINESS MEDIA KIT

BC BUSINESS

eNEWSLETTER

7,900+ Opt-in Subscribers

OPTIONS:
- WEEKLY BANNER ADS (Monday, Wednesday, Friday)
- EVENT LISTING

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 2009 and later should only see 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 8,300+

CUSTOM SOCIAL MEDIA MESSAGE

TWITTER ONLY
- TWITTER, FACEBOOK & LINKEDIN

Ask us about our integrated package pricing.

PUBLIC RELATIONS IN 2020
APPENDIX – BC BUSINESS MEDIA KIT

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
• 400-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 site in mainstream with editorial content, receiving exposure on the homepage and on related section pages, in addition to targeting women 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

Upgrade to 500 words and a double page spread in BCBusiness magazine

ADD-ONS:
ORIGINAL PHOTO SHOOT
CUSTOM VIDEO

PROMOTED CONTENT:
• 400-word business profile piece written on your organization/products/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 site and in at least one BCBusiness eNewsletter
• Same prices as sponsored content

DIGITAL ONLY CONTENT:
• Includes sponsored content or promoted content digital elements
• No print placement

Ask us about our integrated package pricing.
## Other CW Media Advertising Opportunities

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<thead>
<tr>
<th></th>
<th>TWMEBC</th>
<th>BCLIVING.CA</th>
<th>REAL WEDDINGS + REALEVENTS.CA</th>
<th>AWARD</th>
<th>YOUTHINK.PS</th>
<th>VANCOUVER.MAGAZINE.COM</th>
<th>WESTERN LIVING.WESTLIVING.CA</th>
<th>WESTERN LIVING CONGO</th>
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<td>BCLIVING.CA</td>
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<tr>
<td><strong>Frequency</strong></td>
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<td>6</td>
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<td>8</td>
<td>6</td>
<td>2</td>
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<td><strong>Distributor</strong></td>
<td>Lower mainland, Vancouver Island and Sunshine Coast</td>
<td>BC and beyond</td>
<td>In Vancouver, Whistler &amp; bridal shows and stores</td>
<td>National across Canada</td>
<td>BC and Alberta</td>
<td>Vancouver Island and Whistler Vancouver</td>
<td>BC and AB</td>
<td>BC and AB</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>50+</td>
<td>35-54</td>
<td>25-40</td>
<td>40-54</td>
<td>16-77</td>
<td>28-55</td>
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<tr>
<td><strong>Gender</strong></td>
<td>50/50</td>
<td>70% Female</td>
<td>Female</td>
<td>Male</td>
<td>50/50</td>
<td>50/50</td>
<td>50/50</td>
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</tr>
<tr>
<td><strong>Print</strong></td>
<td>22,000+</td>
<td>25,000</td>
<td>10,000</td>
<td>75,000</td>
<td>25,000</td>
<td>40,000</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td><strong>Monthly Digital Unique Visitors</strong></td>
<td>100,000+</td>
<td>8,240+</td>
<td></td>
<td>71,000+</td>
<td>62,800+</td>
<td></td>
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</tr>
</tbody>
</table>

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**For more information, contact:**

CANADA WIDE MEDIA 604.296.7311 sales@canadawide.com

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BC Business is published by Canada Wide Media Limited. Founded in 1979, Canada Wide Media caters to over 300,000 subscribers and distributes weekly and magazine content across multiple platforms reaching over 4 million readers each year across Western Canada and beyond.

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PUBLIC RELATIONS IN 2020
BC BUSINESS MEDIA KIT 2020

CW MEDIA CUSTOM PARTNERS

APPENDIX – BC BUSINESS MEDIA KIT

CUSTOM PUBLICATION ADVERTISING OPPORTUNITIES

FOR MORE INFORMATION, CONTACT:
CANADA WIDE MEDIA 604.295.7311
sales@canadawide.com

BCA MAGAZINE
EDITORIAL FOCUS: Lifestyle magazine produced by BCAA. Reading its members.
FREQUENCY: 2
DISTRIBUTION: BC
AGE: AVG 25
GENDER: 50/50
PRINT: 456,000

MINERAL EXPLORATION
EDITORIAL FOCUS: A trade magazine of the Association of Mineral Exploration, providing information to those in the BC mining industry.
FREQUENCY: 4
DISTRIBUTION: BC
AGE: 35 - 64
GENDER: Male
PRINT: 8,500

PUBLIC RELATIONS IN 2020