PR SUPPLEMENTARY TEXTBOOK
FOR CANADIAN PR STUDENTS

MEGAN RENAUD
WITH CONTRIBUTIONS BY:
CAROLINE COONS
SULLIVAN GENEAU
DARIAN KOVACS
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER 1: ADVERTORIALS</td>
<td>6</td>
</tr>
<tr>
<td>CHAPTER 2: EXPERIENTIAL &amp; EVENTS</td>
<td>9</td>
</tr>
<tr>
<td>CHAPTER 3: PITCHING PUBLICITY IN</td>
<td>12</td>
</tr>
<tr>
<td>CHAPTER 4: INFLUENCER &amp; ONLINE PARTNERSHIPS</td>
<td>16</td>
</tr>
<tr>
<td>CHAPTER 5: SEO &amp; PR</td>
<td>18</td>
</tr>
<tr>
<td>CHAPTER 6: MEASURABLE TOOLS</td>
<td>19</td>
</tr>
<tr>
<td>APPENDIX</td>
<td>21</td>
</tr>
<tr>
<td>BC BUSINESS MEDIA KIT</td>
<td>23</td>
</tr>
<tr>
<td>CANADA WIDE MEDIA LANDSCAPE</td>
<td>34</td>
</tr>
</tbody>
</table>

CLICK ABOVE AND SKIP TO A SPECIFIC SECTION!
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 last few years 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 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.

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.

---

**PR SENSORY DIAGRAM**

<table>
<thead>
<tr>
<th>EYES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOSE:</td>
</tr>
<tr>
<td>MOUTH:</td>
</tr>
<tr>
<td>EARS:</td>
</tr>
<tr>
<td>HEART:</td>
</tr>
<tr>
<td>HANDS:</td>
</tr>
<tr>
<td>GUT:</td>
</tr>
<tr>
<td>FEET:</td>
</tr>
</tbody>
</table>
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

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 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

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 starring 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.
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.
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.

CISON

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.
## Brand Overview

<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>SOCIAL</th>
<th>TOTAL BRAND REACH 706,577</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REACH</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>350,000 Readers</td>
<td>198,518 Pageviews</td>
<td>158,059 Followers</td>
<td></td>
</tr>
<tr>
<td><strong>BREAKDOWN</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300,000 British Columbia Magazine (50,000 international)</td>
<td>143,121 Unique visitors</td>
<td>89,800 Instagram followers</td>
<td></td>
</tr>
<tr>
<td>50,000 Road Trip Guide</td>
<td>0:45 Time spent on site (sourced from 3 month average in Google Analytics)</td>
<td>47,185 Facebook followers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>14,700 Twitter followers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6,374 E-newsletter subscribers</td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN AGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-64</td>
<td>-</td>
<td>25-34 / 35-64 Instagram / Facebook</td>
<td></td>
</tr>
<tr>
<td><strong>DISTRIBUTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59% BC</td>
<td>-</td>
<td>89% Canada</td>
<td></td>
</tr>
<tr>
<td>18% Rest of Canada</td>
<td>-</td>
<td>7% USA</td>
<td></td>
</tr>
<tr>
<td>23% International</td>
<td>-</td>
<td>4% UK</td>
<td></td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53% Male / 47% Female</td>
<td>-</td>
<td>44% Male / 66% Female</td>
<td></td>
</tr>
<tr>
<td><strong>MEDIAN HHI</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75,000+</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

## About British Columbia Magazine

**Founded in 1959**

**Strongest Media Buy in British Columbia**

**4 Issues per year**

**100% owned & produced in British Columbia**

British Columbia Magazine is the iconic geographic and travel magazine of British Columbia, read worldwide for its big-picture photography and trusted travel journalism. Our quarterly issues profile: travel, outdoor exploration, adventure and recreation; parks, wilderness, wildlife, geography and conservation; history and heritage places in the province; science and natural phenomena; remarkable people and First Nations culture.

For more than 60 years British Columbia Magazine (launched as Beautiful British Columbia) has informed, entertained, surprised and inspired its readers with all that B.C. has to offer. We are a conduit for readers who want to know B.C. better, embrace living here and plan their travels to yet-to-be-explored places around the province.
Website

Effective January 2021, Gross Rates

198,518
MONTHLY
PAGEVIEW

BCMAG.CA

British Columbia Magazine’s 700,000+ readers are beginning to notice BCMag.ca. This powerful site has just gone through a transformation to deliver relevant and engaging content for all those interested in our great province. Pageviews are climbing daily and interaction time has doubled. BCMag.ca brings you insightful stories, beautiful imagery and timely lists.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPRESSIONS</td>
<td>50,000</td>
<td>75,000</td>
<td>125,000</td>
<td>250,000</td>
</tr>
<tr>
<td>E-NEWSLETTER</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>PRODUCT/DESTINATION REVIEW</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>SOCIAL MEDIA MENTION</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>VALUE</td>
<td>$500</td>
<td>$1,250</td>
<td>$4,200</td>
<td>$8,800</td>
</tr>
<tr>
<td>NET PRICE</td>
<td>$500</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>DISCOUNT</td>
<td>0%</td>
<td>20%</td>
<td>40%</td>
<td>43%</td>
</tr>
</tbody>
</table>

RATES & DIMENSIONS

Standard Website Units:
- Leaderboard (728x90) $10 (CPM)
- Big Box (300x250) $10 (CPM)
- Small Banner (160x60) $10 (CPM)
- Homepage Wallpaper (160x600) $10 (CPM)

CONTESTS

Based on a 6-week promotion includes: contest creation, 1 contest ad, contest page, write up, list of entry names and social media mentions for duration of contest $2500. ROS promotion: $20 (CPM)
APPENDIX – BC MAGAZINE MEDIA KIT

Social
EFFECTIVE JANUARY 2021, GROSS RATES

#BRITISHCOLUMBIAMAGAZINE
Boost awareness, promote your brand and build engagement with BC Mag social campaigns. Find out what we can do for you.

BRITISH COLUMBIA MAGAZINE
89,800 followers

Van Mag 35,000 followers
Mountain Life 17,000 followers
BC Business 1,790 followers

British Columbia Magazine has the 3RD LARGEST Canadian magazine Instagram account.

89,800+
followers

47,185+
followers

14,700+
followers

CLICK TO VIEW
CLICK TO VIEW
CLICK TO VIEW

SINGLE
Tagging or mention $100
Dedicated post $125
Giveaway / Competitions $350
Story $300

CAMPAIGN PACKAGES

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>X2 Posts</td>
<td>$350</td>
<td></td>
</tr>
<tr>
<td>X2 Stories</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>X6 Posts</td>
<td>$750</td>
<td></td>
</tr>
</tbody>
</table>

Other Packages available on request.

TOTAL SOCIAL REACH 158,060*

*Exclusive to BC Magazine’s Instagram

2021 MEDIA KIT
Online Advertorial

**EFFECTIVE JANUARY 2021, GROSS RATES**

Share your knowledge and expertise with specialized content featuring your brand. Learn more about our storytelling opportunities.

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LISTICLES</strong></td>
<td>Compelling content presented in the form of a list. Features big subheads and often numbered for an easy-to-read format, for example: “6 of the best ski hills in BC”. Topics may include: advice, products, round-ups etc.</td>
<td>$750</td>
</tr>
<tr>
<td><strong>LONG-FORM ARTICLES</strong></td>
<td>Journallistic in nature, these pieces are value based, sophisticated content that provides important and original information. Often includes an interview with an expert voice.</td>
<td>$2500</td>
</tr>
<tr>
<td><strong>Q&amp;A</strong></td>
<td>Interview with an expert voice. Provides practical and specialized info that gives a human voice behind a brand, issue or theme.</td>
<td>$1000</td>
</tr>
<tr>
<td><strong>PHOTO GALLERIES</strong></td>
<td>Share a story with beautiful visuals that represent your brand. A series of images with compelling captions.</td>
<td>$750</td>
</tr>
</tbody>
</table>

(if photos are supplied)
## Destination Packages

Be British Columbia Magazine’s feature destination! These strategic packages provide a unique storytelling opportunity. With four print issues a year, there is limited availability, and that puts your organization at a competitive advantage. Combined with our thriving online space, and high quality content, this is a chance to attract thousands of readers to your destination.

### SINGLE PROMOTION
- 1500 word feature, print & online
- 1 Full page ad
- 2 Social media mentions
- **$10,000**

### CAMPAIGN PACKAGE LIGHT
- 1500 word feature, print & online
- **X2 Full page ads**
- Website banner ad (100,000 impressions)
- 4 Social media mentions
- 2 Newsletter ads
- **$15,000**

### CAMPAIGN PACKAGE
- 2500 word feature, print & online
- **X4 Full page ads**
- Website banner ad (250,000 impressions)
- 6 Social media mentions
- 6 Newsletter ads
- **$21,000**

*Other Packages available on request.*

---

**Sponsored Content example**

**Summer 2019 issue**

---

---
## Consumer Bundles

All bundles are customizable and flexible to suit your advertising needs. Other bundles available on request.

**EFFECTIVE JANUARY 2021, GROSS RATES**

### PRINT

<table>
<thead>
<tr>
<th>BUNDLE</th>
<th>DESCRIPTION</th>
<th>AD SIZE</th>
<th>FEATURE</th>
<th>BC MAG ONLINE CONTENT</th>
<th>AD IMPRESSIONS</th>
<th>E-NEWSLETTERS</th>
<th>SOCIAL MEDIA PUSH</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL BUTTERFLY</td>
<td>Integrated campaign to build social media exposure and reader confidence.</td>
<td>X4 Half Page in BC Magazine</td>
<td>-</td>
<td>4 Pieces of Online Content Plus 1 Premium Pillar Online Article</td>
<td>500,000</td>
<td>-</td>
<td>4</td>
<td>$9,800</td>
</tr>
<tr>
<td>TRAFFIC BUILDER</td>
<td>Integrated campaign to drive traffic to your website through this strategic</td>
<td>X2 Full Page in BC Magazine</td>
<td>-</td>
<td>4 Pieces of Content OR 1 Pillar + 1 Piece of Content</td>
<td>1,000,000</td>
<td>12</td>
<td>5</td>
<td>$12,370</td>
</tr>
<tr>
<td></td>
<td>bundle. This campaign is designed to leverage online articles with strategic</td>
<td>X1 Full Page in Road Trips Guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>call to action online and display ad placements.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDUCATIONAL</td>
<td>Integrated campaign that does a deep dive into the special value proposition.</td>
<td>X2 Outside Cover in BC Magazine</td>
<td></td>
<td>3 Pieces of Highlight Online Content AND 1 Feature Online Content</td>
<td>750,000</td>
<td>4</td>
<td>8</td>
<td>$17,375</td>
</tr>
<tr>
<td>EXPERIENCE</td>
<td>This campaign is focused on storytelling and print, with a healthy balance of online to pull it together.</td>
<td>X2 Full Page in BC Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>X1 Full Page in Road Trips Guide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MINI BUNDLE</td>
<td>Templated bundles for smaller partners or those wishing to try integration.</td>
<td>X2 Half Page in BC Magazine</td>
<td>-</td>
<td>1 Feature Online</td>
<td>100,000</td>
<td>2</td>
<td>2</td>
<td>$6,472</td>
</tr>
</tbody>
</table>
## Display Rates & Dimensions

**EFFECTIVE JANUARY 2021. GROSS RATES**

### NATIONAL DISPLAY RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,900</td>
<td>$4,605</td>
<td>$4,015</td>
<td>$2,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,420</td>
<td>$3,095</td>
<td>$2,385</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,450</td>
<td>$2,260</td>
<td>$1,880</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,050</td>
<td>$1,918</td>
<td>$1,654</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,301</td>
<td>$1,116</td>
<td>$946</td>
<td>$650</td>
</tr>
<tr>
<td>DPS</td>
<td>$7,424</td>
<td>$6,810</td>
<td>$5,612</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 DPS</td>
<td>$3,712</td>
<td>$3,405</td>
<td>$2,800</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### DISPLAY AD DIMENSIONS (WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NON BLEED</th>
<th>TRIM SIZE FOR BLEED ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>15.5&quot; X 10.25&quot;</td>
<td>16&quot; X 10.75&quot;</td>
</tr>
<tr>
<td>Full Page Live</td>
<td>7.75&quot; X 10.5&quot;</td>
<td>8&quot; X 10.75&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5625&quot; X 9.875&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5&quot; X 9.875&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; X 4.8125&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25&quot; X 9.875&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625&quot; X 4.8125&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25&quot; X 4.8125&quot;</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### CUSTOM SPECIALS

- **Videos**  
  Video links to digital edition ads. Rate: $350
- **Special Positions**  
  Special or guaranteed position, 15% EXTRA.
- **Inserts**  
  Rates on request.

### UPLOADING ADS

- **Email Ads to** izima@opmediagroup.ca
- **Bleed**  
  Full page only 0.125".
- **Production Costs**  
  Any production work on advertisements will be invoiced at $75 PER HOUR to the advertiser.
- **File Formats**  
  Press Optimized PDF
APPENDIX - BC MAGAZINE
MEDIA KIT

Retail Rates & Dimensions
EFFECTIVE JANUARY 2021, GROSS RATES

RETAIL RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,625</td>
<td>$2,405</td>
<td>$2,190</td>
<td>$1,970</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$1,800</td>
<td>$1,645</td>
<td>$1,500</td>
<td>$1,344</td>
</tr>
</tbody>
</table>

CUSTOM SPECIALS

Videos
Video links to digital edition ads.
Rate: $350

Special Positions
Special or guaranteed position,
15% EXTRA.

Inserts
Rates on request.

UPLOADING ADS

Email Ads to
izima@opmediagroup.ca

Bleed
Full page only 0.125”.

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

File Formats
Press Optimized PDF
# Bulletin Board Rates & Dimensions

Display ads in the Bulletin Board section are reasonably priced and have set sizes. They can include colour borders, background colours, photo backgrounds, superimposed text, logos, inserted photos, etc. See below for pricing and sizes.

**Effective January 2021, Gross Rates**

## Production Info

**Bleed**
Full page only 0.125".

**Production Costs**
Production costs of $75/hour apply to add that production must create or change. The average cost of Bulletin Board ad production is $25 to $35.

**File Formats**
Press Optimized PDF

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>7&quot; x 9 5/8&quot;</td>
<td>$1,660</td>
</tr>
<tr>
<td><strong>3/4 PAGE VERTICAL</strong></td>
<td>5 3/16&quot; x 9 5/8&quot;</td>
<td>$1,245</td>
</tr>
<tr>
<td><strong>1/2 PAGE HORIZONTAL</strong></td>
<td>7&quot; x 4 3/4&quot;</td>
<td>$830</td>
</tr>
<tr>
<td><strong>3/8 PAGE VERTICAL</strong></td>
<td>5 3/16&quot; x 4 3/4&quot;</td>
<td>$625</td>
</tr>
<tr>
<td><strong>1/4 PAGE VERTICAL</strong></td>
<td>3 3/8&quot; x 4 3/4&quot;</td>
<td>$455</td>
</tr>
<tr>
<td><strong>1 FULL COLUMN</strong></td>
<td>1 9/16&quot; x 9 5/8&quot;</td>
<td>$455</td>
</tr>
<tr>
<td><strong>2 COLUMN X 1/2 HORIZONTAL</strong></td>
<td>3 3/8&quot; x 3&quot;</td>
<td>$365</td>
</tr>
<tr>
<td><strong>2 COLUMN X 1/2 HORIZONTAL</strong></td>
<td>3 3/8&quot; x 2&quot;</td>
<td>$275</td>
</tr>
</tbody>
</table>
Deadlines & Editorial Calendar

*DATES SUBJECT TO CHANGE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATES ON SALE</th>
<th>FEATURES</th>
<th>DEADLINES</th>
</tr>
</thead>
</table>
| SPRING  | March 11 to June 15*           | • Spring roundup: how to thaw out in BC                                 | Reservation Deadline: 29 JANUARY  
Artwork Deadline: 5 FEBRUARY  
Newstand Date: 8 MARCH |
|         |                                | • BC’s last one-room school                                              |                                                                            |
|         |                                | • Kootenay’s Inland Temperate Rainforests                               |                                                                            |
|         |                                | • Battling BC’s Invasive Species                                         |                                                                            |
|         |                                | • Artists in the Gulf Islands                                           |                                                                            |
|         |                                | • Destination: TBD (This could be you!)                                 |                                                                            |
| SUMMER  | June 15 to September 9*        | • Summer Fun: Road Trips                                                 | Reservation Deadline: 7 MAY  
Artwork Deadline: 14 MAY  
Newstand Date: 14 JUNE |
|         |                                | • Guide to Rockhounding in BC                                            |                                                                            |
|         |                                | • The cows of Meares Island                                             |                                                                            |
|         |                                | • Climbing in Eldred Valley near Powell River                           |                                                                            |
|         |                                | • BC’s Amphibians                                                        |                                                                            |
|         |                                | • Destination: TBD (This could be you!)                                 |                                                                            |
| FALL    | September 9 to December 9*     | • Harvest Time in BC                                                    | Reservation Deadline: 30 JULY  
Artwork Deadline: 6 AUGUST  
Newstand Date: 6 SEPTEMBER |
|         |                                | • Wildlife Rescue                                                        |                                                                            |
|         |                                | • Guide to fall fishing                                                 |                                                                            |
|         |                                | • Camping in the South Chilcotin Mountains                              |                                                                            |
|         |                                | • A Historic Look at the Stoa First Nation                             |                                                                            |
|         |                                | • Destination: TBD (This could be you!)                                 |                                                                            |
| WINTER  | December 9 to March 11, 2021*  | • Winter Resorts                                                        | Reservation Deadline: 29 OCTOBER  
Artwork Deadline: 8 NOVEMBER  
Newstand Date: 6 DECEMBER |
|         |                                | • Revelstoke’s avalanche hunters                                        |                                                                            |
|         |                                | • Hopefully the triumphant return of Christmas Markets!                 |                                                                            |
|         |                                | • Pride and Potato: Restoring First Nations Culture                     |                                                                            |
|         |                                | • Family Fun in the Snow                                                |                                                                            |
|         |                                | • Destination: TBD (This could be you!)                                 |                                                                            |

2021 MEDIA KIT

IN EVERY ISSUE

Due West:
Front-end departments featuring quick bits of BC
• Short news stories
• Nature / wildlife discoveries
• Culture: upcoming events, exhibitions, festivals
• Travel: Where to go, what to see this season
• Science: breakthroughs and interesting facts
• History: a glimpse into BC’s past
• Food and drink: must-try treats
• New products and gear that are relevant to BC Magazine readers

Day Trip Diary:
First-person accounts of a single-day adventure or excursion

Echoes:
Looking back on notable events in BC’s past

Person & Place:
Profile of a noteworthy British Columbian with a focus on their connection to the province

BC Confessions
Funny or reflective stories about life in BC
APPENDIX – CANADA WIDE MEDIA LANDSCAPE

CONTINUED