

The best vacation guide to market Victoria in 2011



Tourism Victoria's Vacation Guide has **the best** targeted distribution, and with its online marketing strategy, this publication gets **the best** exposure for Victoria.

VICTORIA
british columbia full of life



Victoria

It's an exceptional place!

With strategic marketing initiatives that mix print and online media, Tourism Victoria is ensuring its members get excellent media exposure and superb value. This targeted campaign is **highly successful** in driving people to **act now** in person, by phone, and online. *In 2009, of all the visitors to Vancouver Island, Victoria had an increase of 7% compared to 2008.**



1 “Accent Inns has advertised in the *Tourism Victoria Vacation Guide* for the past 20 years. It's a must-read for anybody visiting Victoria. This publication remains an important part of our marketing efforts for the Victoria market.”

– Joan Murrell,
Director of Sales & Marketing
Accent Inns



FACT:

Over **43%** of visitors to Victoria stay in 4-star accommodation.



This 72-page guide is packed with information for both pre-arrival planning and post-arrival vacationing and is the **ONLY** local guide handed out at Tourism Victoria's Visitor Centre.

► Fulfillment requests have **doubled** in the last year.

2 “Every year, Tourism Victoria distributes thousands of Vacation Guides and destination-related publications to tourists, travel influencers, and potential visitors; this translates into a considerable economic impact for our participating members and the entire region. We also know that this targeted exposure is great value for advertisers. Partnership in our publications allows us to continue to promote this fabulous destination to the world.”

– Rob Gialloreto, CEO
Tourism Victoria

*2009 Tourism Victoria exit survey

▶ **3.5 million people visit Victoria every year**

Your ad has a much greater opportunity to be seen because Tourism Victoria's Visitor Centre, serving over **800,000** visitors a year, is the busiest centre in all of B.C.

ONLINE VISIBILITY

Receive increased exposure of your advertising message through the dynamic virtual guide. Accessible on the home page of Tourism Victoria's highly trafficked website, this **interactive, hotlinked** guide will direct users instantly to your website, making information about your business even more accessible.



FACT:

Almost **26%** of the rubber tire market come to Victoria more than 6 times per year* making the Vacation Guide a valuable resource tool.

The top reason people visit Victoria? PLEASURE. Top expenditures include attractions, culture, and friends with an average spend of **\$5,537.***

3

"I've advertised in the *Tourism Victoria Vacation Guide* for the last three years. After going through numerous advertising media and tourism magazines, the Vacation Guide proved to be the most efficient advertising tool to promote my product. As for Page One Publishing, I found their services highly professional. The polite and efficient work of our Account Manager is admirable and I would not hesitate to recommend them to anyone seeking the best in advertising services."

- **Jerry Dolejs**, Owner, Big Bus Victoria

▶ **ANNUAL CIRCULATION: 225,000 COPIES**



BOOKING

Space Booking Deadline: **October 29, 2010**
 Ad Material Deadline: **November 5, 2010**
 Delivery: **January 2011**

VICTORIA'S TRAVELLER...

- ...likes things to be preplanned **36.1%**
- ...likes to see as much as possible **35%**
- ...considers themselves to be active **40%**
- ...is willing to pay for green products **37.6%**
- ...likes to be pampered **31.7%***

4

"We track phone calls from major publications in which we advertise. Tourism Victoria's *Vacation Guide* is one of our top performers."

- **Graham Bell**, Advertising & Promotions Coordinator/Public Relations
 The Butchart Gardens Ltd.



Tourism Victoria publications are printed on ecologically friendly FSC-certified paper using vegetable-based inks.

ADVERTISING SPECIFICATIONS

Magazine Specifications

Trim Size: 8"(w) x 10.75"(h)
 Bleed: Minimum .125"
 Colour: CMYK throughout
 Printing: Web Offset, coated stock, 133 lpi
 Binding: Saddle Stitched

ADVERTISING SIZES INCHES (wxh)

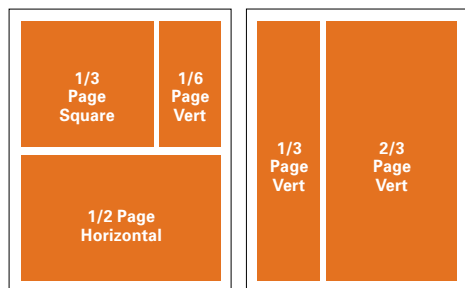
Unit Size	Live Area*	Bleed	Trim
Full Page	7.5 x 10.25	8.25 x 11	8 x 10.75
2/3 Page Vert.	4.667 x 10	-	-
1/2 Page Horiz.	7.083 x 4.875	-	-
1/3 Page Vert.	2.25 x 10	-	-
1/3 Page Sq.	4.667 x 4.875	-	-
1/6 Page Vert.	2.25 x 4.875	-	-

GROUP PAGE AD SIZES INCHES (wxh)

Category	Live Area*	Bleed	Trim
Luxury Inns	4 x 1.5	-	-

* All critical matter must be kept within the live area.

Note: Dining, Shopping and Galleries ads are formatted and will be designed by Page One Publishing. Please supply your text, logos and photos to the contact below.



Questions about file formats or ad sizes? We're here to help!

Mechanical Specifications

GENERAL

The following are guidelines for material supplied to Page One Publishing Inc.

- A colour laser proof or PDF must be supplied with digital ads. We accept no responsibility for content or colour accuracy if a proof has not been supplied.
- A proof of your ad will be generated and faxed or sent via email to confirm accuracy.

FILE COMPATIBILITY

Digital material must be supplied to the following specifications:

Programs (Macintosh format only):

- Adobe InDesign® – up to and including CS4 version
- Adobe Illustrator® – up to and including CS4 version
- Adobe Photoshop® – up to and including CS4 version
- QuarkXPress® – up to and including version 5.01

Artwork:

- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation

File Formats:

- We accept files in the following formats: Press-optimized PDF (preferred format), INDD, AI, EPS, TIFF, QXD

Fonts:

- All fonts must be supplied – both printer and screen fonts – or converted to outlines. Only Postscript fonts are supported.

SUPPLYING MATERIAL

A PDF or colour laser proof must be supplied.

Digital material may be supplied in one of the following ways:

- Email - file should be compressed
 - include name of ad and publication
 - provide a PDF proof or courier a laser proof to Page One Publishing
 - email files to ads@pageonepublishing.ca
- FTP - to post files to Page One Publishing's FTP site, visit our website at www.pageonepublishing.ca

IMPORTANT

We will not be held responsible for supplied material that does not meet the above specifications.

For more information or to advertise, please call **250-595-7243** or email Sue Hodgson, Director of Sales shodgson@pageonepublishing.ca



Celebrating over **10 years** of producing award-winning magazines.

