

BRITISH COLUMBIA MAGAZINE™

Overview

Founded in 1959, *British Columbia Magazine* inspires its audience with profiles of British Columbia's beautiful places, intriguing journeys and remarkable people. The magazine combines well-researched articles with the highest-quality photography to present British Columbia's natural beauty, its diversity of parks, wilderness, and wildlife, its boundless opportunities for outdoor exploration, adventure, and travel, and its legacy of history and heritage places.

Circulation

British Columbia Magazine is a premium paid-circulation magazine selling on the newsstands for \$6.95 per copy and to subscribers for \$19.95 for four issues annually.

With a circulation of 115,833, *British Columbia Magazine* ranks in the top 20 paid-circulation English Canadian magazines.

Advertising Rates

FOUR COLOUR	1X	2X	3X	4X
DPS	\$18,936	\$18,557	\$18,179	\$17,800
FULL PAGE	10,520	10,310	10,099	9,889
2/3 PAGE	7,890	7,732	7,574	7,417
1/2 PAGE	6,838	6,701	6,564	6,428
1/3 PAGE	5,260	5,155	5,050	4,944
BLACK & WHITE	1X	2X	3X	4X
DPS	\$17,042	\$16,072	\$16,361	\$16,020
FULL PAGE	9,468	9,279	9,089	8,900
2/3 PAGE	7,101	6,959	6,817	6,675
1/2 PAGE	6,154	6,031	5,908	5,785
1/3 PAGE	4,734	4,639	4,545	4,450

COVERS

OBC	\$13,150
IFC	12,624
IBC	12,098

All rates in gross Canadian dollars

Closing Dates

ISSUE	SPACE	MATERIAL	ISSUED
FALL '07	JUL 20	JUL 24	SEPT 6
WINTER '07	OCT 12	OCT 16	NOV 28

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