

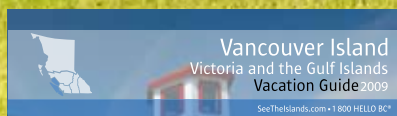
# BRITISH COLUMBIA'S Most Popular Vacation Guide

2010 & BEYOND!

**BEST** circulation  
and distribution

**BEST** content and  
regional information

**BEST** advertising  
value of any regional  
guide in BC



**CONFIRM YOUR  
SPACE IN THE  
2011 EDITION!**

# Here's your opportunity...

## Participate in the **best vacation guide** in British Columbia!

### The *Vancouver Island Vacation Guide*...

- is Tourism Vancouver Island's flagship publication
- is used extensively throughout the tourism industry
- plays a major role in Tourism Vancouver Island's marketing program
- ensures you get exposure to this lucrative market
- is the official guide used by the Ministry of Tourism, Culture and the Arts in promoting Vancouver Island

### Of readers surveyed...

- **88%** used the guide as a travel planning tool
- **58%** made a trip to the Vancouver Island region

## DISTRIBUTION

**200,000 copies**

distributed year-round at **500 locations**.

## Ministry of Tourism, Culture and the Arts

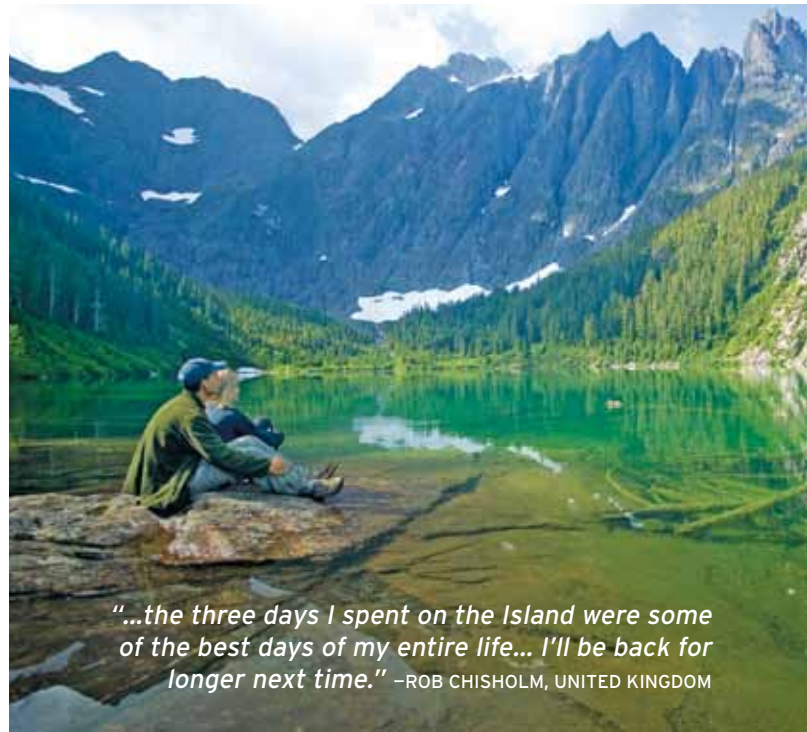
The *Vancouver Island Vacation Guide* is the Ministry of Tourism's official publication for the region. Distribution by the Ministry includes:

- six Super Centres, attracting more than 3 million visitors annually
- direct to visitors through mail fulfillment
- overseas offices in Australia, Germany, the U.K., Japan, and Taiwan

## Social Media

Tourism Vancouver Island is actively taking advantage of social media opportunities, which help drive visits to the online *Vancouver Island Vacation Guide*.

- Over 1,900 Twitter followers
- Over 1,000 Facebook fans and growing!



"...the three days I spent on the Island were some of the best days of my entire life... I'll be back for longer next time." –ROB CHISHOLM, UNITED KINGDOM

## Consumer Shows

- **Short Haul Market** – Edmonton, Calgary, and Vancouver
- **Long Haul Market** – Toronto, Los Angeles, Florida, and Arizona
- **Follow-Up Fulfillment for Travel Trade Shows and Media Appointments** – Rendezvous Canada, Canada's West Marketplace, National Tour Association U.S.A., I.T.B. Germany, Canada Media Marketplace, and Go Media Canada Marketplace

NORTH AMERICA REPRESENTS MORE THAN **80%** OF THE TOTAL TOURISM MARKET FOR BRITISH COLUMBIA

To ensure that advertisers in the *Vancouver Island Vacation Guide* are exposed to this vital market, Tourism Vancouver Island distributes the guide at **130 visitor centres** throughout the province, as well as more than **194 AAA and CAA offices** in Canada and the U.S.



## ON-LINE VIRTUAL GUIDE

In 2008, the on-line version of the *Vancouver Island Vacation Guide* saw:

- ▶ 10,631 visits
- ▶ 5,232 clicks on advertiser links
- ▶ 9 minutes average reading time
- ▶ 730 downloads

In 2009, the on-line version of the *Vancouver Island Vacation Guide* saw:

- ▶ 24,621 visits
- ▶ 15,022 clicks on advertiser links
- ▶ 11 minutes average reading time
- ▶ 1,053 downloads

- **Easy-to-use links take users right to the websites of advertised properties**
- The on-line virtual guide is quick, easy to use, and “green”
- Easily trackable consumer activity within the guide



Since the integration of Tourism Vancouver Island's website into HelloBC.com on April 1, 2009, there have been more than 3.5 million page views and more than 1.2 million visits to the Vancouver Island region and community pages.

*"I am totally impressed with your website! My husband and I always use the web to explore and choose a destination. Thanks to your website we have chosen Vancouver Island as one of our holidays this year, staying in Tofino and exploring the Island. It's not our first trip, and I'm sure it won't be our last. Please pass along our compliments!"*

—JILL JELLETT, ALBERTA

Tourism Vancouver Island continues to be a strong presence in destination marketing in the province and the Ministry of Tourism remains very supportive of all the regional guides.

## COOPERATIVE MARKETING POWER

The total cost of producing, distributing, and promoting the *Vancouver Island Vacation Guide* exceeds **\$900,000**. However, through the Ministry of Tourism's Partner Program, stakeholders access reduced rates to participate in this and other marketing initiatives coordinated by Tourism Vancouver Island. For Tourism Vancouver Island stakeholders, participation in the *Vancouver Island Vacation Guide* offers not only superior exposure in the best regional guide in B.C. but also a cost-effective means of marketing. The primary objectives of the Ministry of Tourism's Partner Program are:

- Attracting new visitors to the Vancouver Island region and encouraging repeat visits
- Increasing visitor spending through the region
- Promoting longer stays

## 2010 & BEYOND

With the support of Island Coastal Economic Trust and our stakeholders, Tourism Vancouver Island managed a **\$750,000** 2010 & Beyond Strategy that included projects such as HD b-roll acquisition, video production, development of community press materials, and the "Taste of Vancouver Island" event. All of these projects will continue to help leverage off the success of the Games and the Vancouver Island Vacation Guide is a foundation piece in those efforts. More than 30 press articles have been generated as a result of Tourism Vancouver Island's 2010 & Beyond Strategy.

*"Stubbs Island Whale Watching has been marketing for over 25 years. One of the best marketing tools we use is the partnership program with Tourism Vancouver Island. As a small business, it is difficult to stretch marketing dollars both internationally and within North America. The partnership with Tourism Vancouver Island allows our marketing initiatives to enter a global market."*

—JIM AND MARY BORROWMAN

## SUPPORT ADVERTISING

Tourism Vancouver Island dedicates almost **2.7 million dollars** to promoting the Vancouver Island region. The *Vancouver Island Vacation Guide* is promoted in all advertising initiatives undertaken by Tourism Vancouver Island. These include but are not limited to:

- ▶ The Ministry of Tourism's Accommodation Guide, Vacation Planner, and Outdoor Adventure Guide
- ▶ Westworld BC and Alberta ▶ Destinations West
- ▶ WestJet up! ▶ A Channel

# A PROVEN WINNER

The *Vancouver Island Vacation Guide* has been the most successful regional tourism guide in British Columbia for **15 consecutive years!**



**Plus** the guide features the highest distribution, highest editorial content, and most stakeholder participation of any regional guide in the province.

## QUALITY COUNTS!

- Lively, active design with vibrant photos
- Well-written, well-organized, user-friendly editorial
- Easy-to-follow maps
- Full-colour, glossy paper

The *Vancouver Island Vacation Guide* is a valuable sales and reference tool for the staff at the Ministry of Tourism, Tourism Vancouver Island, and the 130 Visitor Centres throughout the province.

*"It is a beautiful magazine and I'm sure it will generate a great deal of interest about all of the vacation opportunities available on Vancouver Island and the Gulf Islands."*

—SEAN ROSS, GENERAL MANAGER OF SONORA RESORT



The Vancouver Island Vacation Guide is published by Tourism Vancouver Island in partnership with Page One Publishing Inc.  
[www.pageonepublishing.ca](http://www.pageonepublishing.ca) [www.vancouverisland.travel](http://www.vancouverisland.travel)



## 2011 Advertising Sizes & Rates

UNIT SIZE	LIVE AREA (INCHES W X H)	REGULAR RATES	STAKEHOLDER RATES
Full Page	7.5 x 10.25	\$18,600	\$10,765
2/3 Page Vertical	4.667 x 10	13,900	7,950
1/2 Page Horizontal	7.083 x 4.875	10,750	6,195
1/3 Page Vertical	2.25 x 10	7,500	4,325
1/3 Page Square	4.667 x 4.875	7,500	4,325
1/6 Page Vertical	2.25 x 4.875	4,600	2,650
1/12 Page Square	2.25 x 2.312	2,300	1,340
Inside Front Cover	7.5 x 10.25	23,950	13,200
Inside Back Cover	7.5 x 10.25	22,000	12,705
Outside Back Cover	7.5 x 10.25	25,000	14,595

**Space Deadline:** September 24, 2010

**Ad Material Deadline:** October 1, 2010

Delivery Date: December 15, 2010

Go to [www.pageonepublishing.ca](http://www.pageonepublishing.ca) for complete advertising specifications.

If you have questions regarding specifications please contact Page One Publishing's Advertising Coordinator.

**Tel: 250-595-7243 Fax: 250-595-1626**  
**ads@pageonepublishing.ca**

## CONTACT YOUR AREA ADVERTISING REPRESENTATIVE

For Greater Victoria, the Gulf Islands, Cowichan, Comox Valley, Campbell River, and the North Island, contact:

**JIM GRIFFIN**  
**Tel: 250-477-4429**  
**Fax: 250-477-4519**  
**jim.victoria@shaw.ca**

For Nanaimo, Parksville, Qualicum Beach, Port Alberni, and the West Coast, contact:

**SUSAN WEBSTER**  
**Tel: 250-751-3791**  
**Fax: 250-751-3795**  
**susanwebster@shaw.ca**