

Space Deadline: October 16, 2009

Ad Deadline: October 22, 2009

Date of Publication: Winter 2009



This award-winning publication known as “the National Geographic of British Columbia” has entertained and enlightened its worldwide audience of readers with inspiring profiles of BC’s beautiful places, intriguing journeys and remarkable people. British Columbia 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.

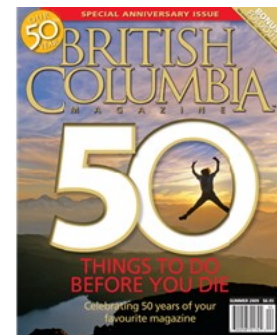
This issue of British Columbia Magazine will primarily focus on the 2010 Winter Olympics. Topics will include DIY Winter Games, Wildlife photo essay: Our Wildlife Olympians, and BC’s first Olympic hero.

- A Circulation of **120,000** copies per issue and **1.2 million** readers
- Editorial to advertising ratio of the magazine is **70% editorial**, the very highest in the industry
- Ranked in the **top 20** paid circulation English magazines in the country.

*We will also be advertising in the Spring 2010 issue. Sign up for both today!

Advertising Sizes & Rates

Size	Stakeholder	Regular	Savings
1/4 page	\$ 3,125.00	\$ 4,440.00	\$ 1,315.00
1/8 page	\$ 1,575.00	\$ 2,220.00	\$ 645.00
1/16 page	\$ 815.00	\$ 1,165.00	\$ 350.00



50th Anniversary Issue

Sales and Information:

Jim Griffin, Sales Rep. for Cowichan Valley to Victoria, Comox Valley to Port Hardy & the Gulf Islands

Phone 250-477-4429 **Fax** 250-477-4519 **Email** jim.victoria@shaw.ca

Susan Webster, Sales Rep for Nanaimo to Qualicum Beach, Port Alberni & the West Coast

Phone 250-751-3791 **Fax** 250-751-3795 **Email** susanwebster@shaw.ca

Please send ad materials to Page One Publishing:

Phone 250-595-7243 **Fax** 250-595-1626 **Email** ads@pageonepublishing.ca

Stakeholder Category Criteria **Please initial appropriate criteria

Accommodation, Hostels and Campgrounds _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ The Stakeholder must be a minimum of one of the following (please indicate): <ul style="list-style-type: none"> <input type="checkbox"/> Tourism BC Approved Accommodation <input type="checkbox"/> AAA rated/approved <input type="checkbox"/> Canada Select rated/approved
Lodges & Vacation Home Rentals _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Associations & Transportation _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Incorporated under the Societies Act or Boards of Trade Act
House Boats _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance, and ▪ Coast Guard certified
Real Estate _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Either/or: <ol style="list-style-type: none"> 1. Member of the local Real Estate Board 2. BC licensed realtor
Adventure, Ski, Golf, Attractions, Arts & Culture, Spa & Wellness, Agriculture & Winery, Food & Beverage, Meeting Facilities Rentals, & Gardens _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability)
Tour Operators (In and out of province) _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Tour operator registration
Parks _____Initial	<ul style="list-style-type: none"> ▪ Must be either: <ol style="list-style-type: none"> 1. Municipal 2. Regional 3. Provincial 4. Federal
Dive _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Canadian Transport certified vessel (if applicable), and either/or <ol style="list-style-type: none"> 1. Affiliation and registration as a Dive Centre with an Internationally recognized Scuba Training Agency.
Education _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ BC Public Education
Learning/Enrichment _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Minimum 2 Million Dollar insurance (including 3rd party liability), and ▪ Business license or Society registration
Events & Retail/Service _____Initial	<ul style="list-style-type: none"> ▪ In compliance with all municipal, regional district, provincial and federal regulations and bylaws, and ▪ Applicable insurance

 I have read the Stakeholder Criteria form above and meet all the applicable criteria required for my stakeholder category with Tourism Vancouver Island

Print Name _____ Signature _____