2023 MEDIA ATT

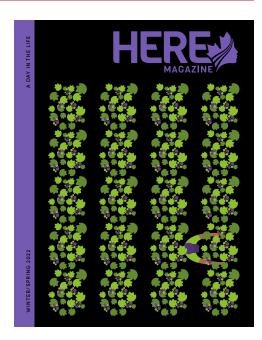


ABOUT









We are a full-colour magazine and interactive digital platform.

Our print publication is distributed throughout the Greater Victoria, mid- and up-Island regions and in select retail stores across **British Columbia** and **Canada**. Our digital platform engages visitors from all over Canada and the world. Our mandate is to provide a platform for newcomer and immigrant voices and experiences, to grow cross-cultural awareness and understanding, and to meaningfully connect diverse communities and cultures.





VICTORIA VANCOUVER ISLAND CANADA-WIDE



PRINT RATES



Be the first business newcomers connect with in your industry. Be a leader who inspires others towards an inclusive, diverse, and welcoming community. **High design. High exposure.**



Price list/Per issue

Cover - inside front, \$1000

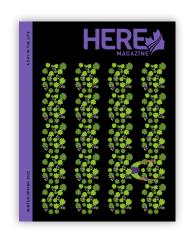
Cover - inside back, \$1000

Cover - outside back, \$1000

Spread - \$1500

Full page - \$750

*Digital advertising space included with print advertising space purchase.



Publication trim size: 7.5×9.65

In-house design and production services are available.

Design fees (if required), all ad sizes **\$125**4x placement subtract 20%

Non-profit organization subtract 15%

PUBLICATION SIZE



Preferred digital format: PDF

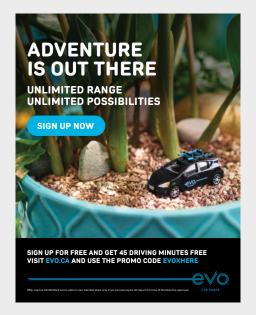
Edit and save your file in CMYK

Bleeds: 1/4" on each side

(Extend your background to fill the full "bleed area"- it'll make sure you don't end up with white edges when your ad is trimmed).

Just a photograph?

Save as a high-resolution JPG



Page 7.5" x 9.65"



CANADA DREAMING

CARRON DEL

Elustrations by Salchiouloo

Questions: Where is the softest place to have a beart attack in Canada?

Answer: In the backrost of a cabi-because the driver is like!

Assessed: In the backsout of a cab—because the devicer is likely a foreign-born dictie.

Atime, I laughed about this strange reality for immigran who had come from far and wide to make Canada their born

Every year, skilled immigrants surviving in Cannals aftile to green couplassment in their field of experted sopieth being qualified in their house country. Employees cite a lack of "Cannalian experience," which becomes a barrier for new immigrants obtaining employment commensurate with their obstaction and prince experience, Immigration of their first threshessive in a Cache 2st intrastice. Their lack of Cannalian experience prevents them from genting a job, and they continue to lack Cannalian experience because they could get a job without

Immigrates who arrive as permanent residents encount this obstacle, who international undersit who graduate for Canadian subrestition. Fassign experience is often devalual despite the fact that devenity is prosent to boost production. This is of even more importance in Canada, which has one the worlds largest per capita immigration more and a system governmental plan to adult a suffice immigrants between governmental plan to adults a stillion immigrants between

"It's very said that we get all these taleated people and we don't use them well," says Amarjit Bhalla of the Victoria Immigrant and Refuger Centre Society (VIRCS), an organization that helps immigrants settle down and build community ties in Vicanization.

Canada is one of the most diverse countries in the world, but do Canadians accept diversity?

Building community ties is a struggle for many immigrae Despite being largely friendly, Canadian social circles a not easy to break into. The lack of social acceptance legal immigrants to become socially intenda, which emperacliques and neighbourhoods that consist overwhelmingly of specific nationalities. Out of a natural dosint to feel connected and safe, immigrants seek out housing near those who are their collections of the seek of the seek of the collection practice allow no object to the seal off of their cocking.

This further propriestes the cycle of non-excellmental networks are the configurate tables on the subsequent tables on the subsequent tables on the subsequent tables on the subsequent tables of the cycle of the cy

The acculturation process is further designed who may applied transgrave on the special gain activation or low-quited interangenes on the special gain activation or low-quited interangenes on the special gain activation of the special gain activation that does not design state of the special gain activation o

Spread 15" x 9.65"

DIGITAL PACKAGE



Banner + Page + Footer Display: \$300/month



300x250



728x90

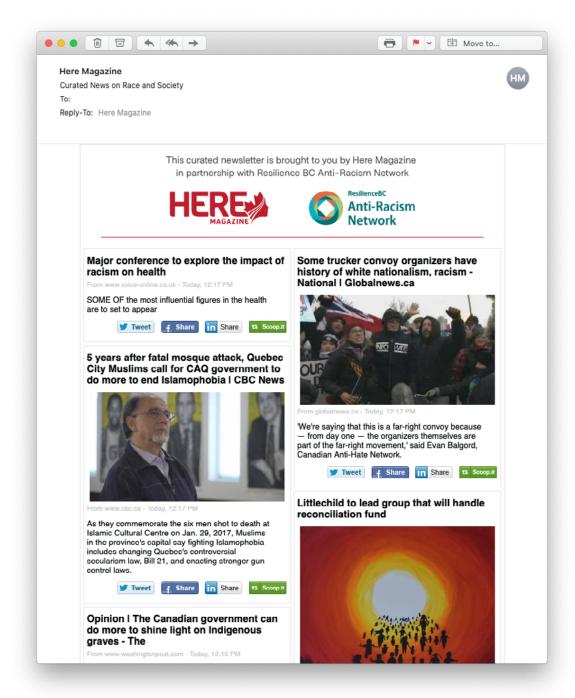


970x250

NEWSLETTER



Newsletter Sponsorship \$500/6 months



SOCIAL



Social Media Marketing

Optional with print and digital advertising space.

Once-a-month mini social media campaign on

Here Magazine LinkedIn, Facebook, Instagram,
and Twitter platforms highlighting your

organization, program, initiative, or service.

Asset & Collateral Development

includes: graphic design for promotional materials; development of a logo package and branding guidelines; development of marketing plans and materials; and development of collateral pipeline and social media calendar \$50 per hour

Social Media Management

includes: scheduling, posting, and boosting of social media posts; engagement in social media; and creation and management of other online marketing channels (e.g., Eventbrite)

\$30 per hour

15% discount for non-profit organizations





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